

# Digital Marketing

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**Abstract-** Digital marketing is an umbrella term for marketing using digital technologies. Digital marketing basically helps a company to promote its products or brands through various online channels. Digital marketing introduced in the year 1971. The current study attempted to address the role of digital marketing. This project will cover digital marketing benefits and challenges in digital marketing.

**Keywords-** Digital marketing, Benefits, Challenges.

## I. INTRODUCTION

The first digital marketer was Guglielmo Marconi, invented the Radio. Digital marketing launched in 1971 when Ray Tomlinson sent the first email to himself because nobody else was on email back. In 1994 Yahoo was born. In 1998 Google was born. In 2000 the Dot –Com bubble burst occurred and many startups failed. By 2004 Internet advertising and marketing brought in almost \$3 billion. In 2005 you tube was launched. In 2006 Twitter was launched. In the field of digital marketing, the revenue of digital classifieds is going to be five times more than it was in 2015. In the financial year 2020, the highest revenue will be around 23 billion rupees.

## II. DEFINITION OF DIGITAL MARKETING:

“Digital Marketing” is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties.



## III. TYPES OF DIGITAL MARKETING

- **Affiliate Marketing:** A sort of performance based publicizing where you get commission for promoting another person’s products or services on your site.

**Example:** Money saving expert.

- **SMM(Social Media Marketing):** The process of promoting your brand image and your content via social networking media channels to build brand value, draw in traffic and generate leads for your business. Twitter, Facebook, and LinkedIn are all social media platforms which can be utilized as a part of your advertising endeavors, in spite of the fact that they are a long way from the only ones.

**Examples:** Facebook, Twitter, Instagram, etc...

- **SEM(Search Engine Marketing)&PPC(Pay Per Click):** SEM resembles to and includes SEO and utilizes a significant number of similar techniques. The primary contrast between the two terms is that SEM additionally incorporates paid online promotional models, like pay per click.

A strategy for directing traffic to your site by paying a publisher each time your ad is clicked. A standout amongst the most widely recognized types of PPC is Google Ad Words is Pay Per Click.

- **Email Marketing:** Businesses utilize email marketing as a method for communicating with their audiences. Email is regularly used to promote content, occasions and discounts, and additionally to direct individuals towards the business rate.

**Examples:** Uber, BuzzFeed, etc..

- **Content Marketing:** It is a method where content is created and circulated with the goal of providing relevant content to pull in and draw in a specific audience that a business is focusing on. The objective is to win customer faithfulness and hold on to it.

**Examples:** Microsoft and Stories, McDonald’s Question time.

- **Marketing Automation:** It refers to software platforms and technologies designed for marketing departments and

organisations to more effectively market on multiple channels online such as email, social media, websites, etc.. and automate repetitive tasks.

**Examples:** Reminder programs, Repurchase program.

- **Inbound Marketing:** Inbound Marketing is a marketing strategy by which you drive prospects to your website rather than outwardly advertising your products or services. The idea is that bringing potential customers to your website will familiarize them with your brand and offerings. Ideally you will make a good impression. Thus making it more likely that your prospects will go with your products or services when they want to buy.

**Examples:** An ebook.

- **Website Marketing:** A website is a collection of related network web resources such as web pages, multimedia content, which are typically identified with a common domain name and published on at least on web server.

**Examples :** Restaurant business, E-Commerce business.



### III. ADVANTAGES OF DIGITAL MARKETING

- **Global reach:** A website allows you to find a new market and trade globally for only a small investment.
- **Lower cost:** A properly planned and well-targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- **Trackable, Measurable results:** Measuring your online marketing with web analytics and other online metric tools make it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- **Personalisation:** If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers.

- **Openness:** By getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- **Social Currency:** Digital marketing lets you create engaging campaigns using content marketing tactics. This content can gain social currency being passed from user to user and becoming viral.
- **Improved Conversion Rates:** If you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.



### IV. CHALLENGES OF DIGITAL MARKETING

- **Skills and Training:** You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up to date.
- **Time Consuming:** Tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return on investment.
- **High Competition:** While you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- **Complaints and Feedback:** Any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer's service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.
- **Security and Privacy issues:** There are a number of legal considerations around collecting and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data protection.

## V. CONCLUSION

I conclude that the study started with the aim to analyze the different issues related to the digital marketing. Based on the discussion it has been found that in case of the digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers. The study has revealed that in order to utilize the digital marketing in an effective way, the companies are required to design an effective platform. With the example of pintrest the effectiveness of a social media platform has been discussed. The current trends in digital marketing have also been discussed in the study.