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DIGITAL MARKETING: THE SUCCESS MANTRA

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ABSTRACT

The rapidly emerging digital economy is challenging the relevance of existing marketing practices, and a radical redesign of the marketing strategies consistent with the emerging business needs of the 21st century. To remain relevant, businesses must evolve with both the changing technological environment and the way marketing is perceived by its consumers. The article focuses on the concept of digital marketing, how it is different from traditional marketing, gaining importance of Digital Marketing, its framework and the major challenges faced by digital marketers today.

KEYWORDS

digital marketing, traditional marketing, search engine optimization, social media marketing, content marketing, pay per click.

INTRODUCTION

Today we are living in a super-connected world, as such advertising and marketing are no longer the same birds they once were. This is principally true due to the ascend of social media, which has changed the way of how of business communicate with their potential and existing clients. Internet has opened doors of vast variety of options for businesses. Employing social networks, one can not only share a private picture of one’s birthday but can also get customers for one’s business and attain them conveniently. The tempo and ease, with which the digital media transmits information and help heighten a business is incredible.

WHAT IS DIGITAL MARKETING

PHOTO 1



Digital Marketing is a collective term which is used where marketing is integrated with internet technology and other forms of new media. It is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them. In simple terms - Digital Marketing is the promotion of products or brands via one or more forms of electronic media. Digital Marketing is the marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets, and game consoles to engage with stakeholders/customers. It is the process of building and maintaining customer relationships through online activities to facilitate exchange of ideas, products and services that satisfy the services of both the parties. It entails marketing of goods and services using digital technologies and digital mediums. It applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks.

DIGITAL MARKETING VS TRADITIONAL MARKETING

Digital marketing differs from traditional marketing.

The following table lists a few points that differentiate digital marketing from traditional marketing:

TABLE 1

Traditional Marketing	Digital Marketing
Communication is unidirectional. Means, a business communicates about its products or services with a group of people.	Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services.
Medium of communication is generally phone calls, letters, and Emails.	Medium of communication is mostly through social media websites, chat, and Email.
Campaigning takes more time for designing, preparing, and launching.	There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for general public. It is then made to reach the specific audience by employing search engine techniques.
It is conventional way of marketing; best for reaching local audience.	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign.	It is easier to measure the effectiveness of a campaign through analytics.

IMPORTANCE OF DIGITAL MARKETING

Digital media is so invasive that consumers have access to information any time and any place they want it. It provides an ever-growing source of entertainment, news, shopping and social interaction and customers are now exposed to what the company says about its brand but what media, friends, relatives, peers etc. are saying as well. With the constant growing of web and more people getting connected everyday, digital marketing has become a necessity for many organizations. People are going online for more and more information about a new product, service or location.

FRAMEWORK OF DIGITAL MARKETING

Digital marketing framework can be explained in the following figure.

FIG. 1



SOCIAL MEDIA MARKETING

Social Media Marketing (SMM) is the process of generating website traffic or attracting viewers and customers through social networking websites such as Facebook, Pinterest, LinkedIn, Twitter, and so on. Social media marketing is a subset of digital marketing.

FIG. 2



SMM allows two-way communication between company and consumer in a way that wasn't previously seen. It has changed the approach of business towards marketing, now the consumer holds the power rather than the company itself.

All social networking websites support sharing of content, but all are not necessarily employed for digital marketing. While Facebook emphasizes on personal sharing, Twitter emphasizes on tweeting short messages about ones' opinions or reactions, and LinkedIn goes for professional networking, Pinterest motivates to market one's ideas and online businesses.

SEARCH ENGINE OPTIMIZATION (SEO)

SEO or Search engine optimization is a technique that allows a site to get more traffic from search engines like Google, Microsoft, Yahoo etc. It is a means of optimizing the content of a website in order to gain better placement on the Search Engine Results Page (SERPS). SEO improves competitive edge, expands customer base and target audience, is cost effective and measurable and has global reach.

SEO includes:

- Keyword research and usage, on-page and off (within HTML)
- Link building/ outreach blogging
- Content delivery
- Site Structure
- Analytics

CONTENT MARKETING

The goal of Content marketing is to retain and attract customers by consistently creating valuable and relevant content with the intention to engage targeted audience in order to drive profitable customer action. It is a technique where content is produced and distributed with the intention of providing relevant, interesting content to attract and engage a particular audience that a business is targeting. The creation of useful content is a way of developing communication with the customer in order to drive engagement and customer action.

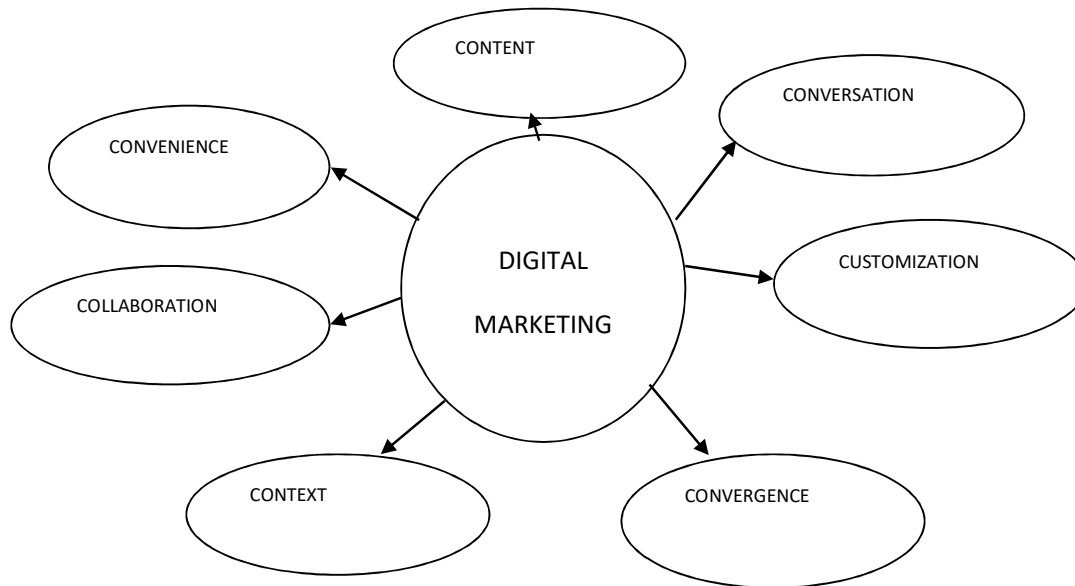
ADVERTISING

Online Advertising has multitude of benefits over traditional advertising and the chief difference is targeting. Most of the online marketing platforms accept banner/text/rich media ad formats which are billed in three ways:

- **Pay per Click (PPC):** PPC is a type of sponsored online advertising that is used on a wide range of websites including search engines where the advertiser only pays if a web user clicks on their ad
- **Cost for Thousand (CPM):** In CPM, the advertiser pays for each 1000 ad views that the ad gets,
- **Cost per lead (CPL):** In this the advertiser pays for an explicit sign up from an interested consumer who is interested in the advertiser's offer

THE 7 C'S OF DIGITAL MARKETING

The 7C's of Digital Marketing can be seen in the following figure

**CHALLENGES FACING DIGITAL MARKETERS**

Proliferation of Digital Channels: Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes.

Intensifying Competition: Digital channels are relatively cheap, compared with traditional media, making them within the reach of every business of every size. As a result, it's becoming harder to capture consumer's attention.

Exploring data volumes: Consumers leave behind a huge trail of data in digital channels. It's extremely difficult to get hold of all that data, as well as to find the right data within those exploring data volumes.

CONCLUSION

Virtual reality will become more and more popular in future and it will definitely play a significant role in sales and marketing in the future. Thus Digital Marketing will represent a convergence of ideation, relationship management, data analyses and technology. Digital Marketing will become a major enabler of human buying behavior.

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