



A STUDY ON IMPACT OF DIGITAL MARKETING

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Abstract:

Digital marketing strategy in the current business field, which leverages digital technology and various digital platforms and tools to interact and communicate with target audiences, in order to enhance brand awareness, increase sales, and promote customer engagement. Today digital market develop in internet technology and the increasing demand for digital content, the significance of digital marketing strategy has become increasingly important. Through digital platforms and tools, businesses can more accurately target their customers; provide personalized content and interactive activities, and thus expanding their brand influence and attracting consumer's attention, improving purchase rates and customers loyalty. These studies focus on impact more effective digital marketing to develop the business.

Key Words: Digital Marketing, Components, Traditional Marketing, Problems and Solution.

Introduction:

Digital marketing is the utilize internet and online based digital technologies such as desktop computers, mobile phones the other digital media and platforms to promote products and services. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization, search engine marketing, content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games have become common place. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones, call-back, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing.

Objectives:

- To Various Components of Digital Marketing
- To Traditional and Digital Marketing
- To Impacts of Digital Marketing
- To Various Problems and Solutions.

Components of Digital Marketing:

Social Media:

Social media marketing is on this list for some very worthwhile reasons, but this isn't just about social media users reaching the 3.81 billion mark. From being a channel that people use to establish personal connections, social media has evolved into something grander, bigger, and better than what it was originally envisioned to be.

Face Book:

Face book digital marketing is a broad term that refers to the various ways businesses can advertise via a social media platform.

Twitter:

Twitter marketing is the process of promoting your brand and its products or services through Twitter. It involves establishing an effective social media marketing strategy to create and publish content on the platform.

Affiliate Marketing:

In affiliate marketing, the company rewards subsidiaries for every customer or visitor they bring to the company's website by their marketing efforts or strategy on behalf of the company. "Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. Customers find a product you like, promote it to others, and earn a piece of the profit for each sale that you make".

Online Display Advertising:

In traditional marketing, there is a poster or billboard of any company on both sides of the road or an ad in a magazine/newspaper to promote their product or service. Online display advertising is a digital version of that. Today, a marketer can use online display advertising to achieve the same thing. There are different types of display advertising such as video ads, banner ads, interactive ads, and rich media, etc. Display advertising is great for catching the eye due to graphic announcement.

Content Marketing Services:

High-quality, relevant content can establish a brand as an authority in its industry. Blog posts, articles, videos and info graphics provide value to consumers and in turn enhance brand awareness.

Benefits of digital marketing

- **Global Reach:** The first digital marketing advantage is global reach. Traditional marketing is restricted by geography and creating an international marketing campaign can be hard, expensive, as well as labour intensive. Digital marketing happens on the internet means that the reach market achieve with it is immense. The combination of global reach and visibility is a great opportunity for any business.
- **Brand Awareness:** Digital marketing can help businesses build brand awareness and recognition. This is important for businesses that want to attract new customers and grow their business.
- **Increased ROI:** Accruement plays a pivotal role in making a business successful. It is essential to extract maximum returns on the investment. Digital marketing lets in access driving sales force to optimize it. It enables higher conversion rates with supreme potential clientele.

Traditional and Digital Marketing:

Traditional marketing is the most recognizable form of marketing. Most people are used to traditional marketing due to its longevity. Some examples of traditional marketing include tangible items like ads in a newspaper or magazine. It also includes a billboard, brochure, commercial on TV or radio, poster, etc. It is a non-digital way of marketing.

Traditional Marketing:

- The promotion of products and services through TV, Telephone, Banner, Broadcast, Door to Door, Sponsorship.
- Traditional marketing is not cost-effective. It is not so good for brand building. Traditional marketing is difficult to measure.
- It is difficult to quantify the return of investment in traditional marketing. After the posting of the advertisement, it cannot be altered.
- Traditional marketing includes:
 - T.V advertisement
 - Radio
 - Banner ads
 - Broadcast
 - Print ads
 - Sponsorship

Digital Marketing:

- The promotion of products and service through digital media or electronic mediums like SEO, Sem, PPC.
- Digital marketing is more cost-effective-promoting. It is efficient and fast for brand building. Digital marketing is easy to measure with the help of analytics tools.
- It is simple to calculate in the case of digital marketing. Even after the posting of an advertisement, it can be amended.
- Digital marketing includes:
 - Search engine optimization (SEO)
 - Pay-per-click advertising (PPC)
 - Web design
 - Content marketing
 - Social media marketing
 - Email market

Problems and Solutions:

Traditional Marketing Mindset:

Many marketers transfer their traditional thinking on marketing communications to the digital world. The problem with such thinking is that the characteristics of digital marketing channels become an afterthought. Trying to make a newspaper or magazine ad work well on Instagram, Google Display Ad or email often results in ads that people will avoid due to banner blindness.

Term Thinking:

Short-term (or even immediate-term) thinking has resulted in many brands squandering their opportunities to build online relationships. Focused on going viral or driving high-volume of sales, they ignore the importance of building and nurturing their customer relationships.

Build Your Community:

This entails an implementing customer loyalty strategy that looks at caring for your customer long after the sales is made and definitely long before that too.

Low Branding Awareness:

An environment, consumers and corporate executives will skew towards trusted brands. These are usually the bigger companies which have an established online presence. Often, they'll have a well-designed website, official social media accounts, and online video channels.

Build Your Brand Trust and Likeability:

Like any other marketing channel, online platforms work better with trusted, likable and known brands. Merely launching a huge promotion or discount off your normal priced product alone wouldn't work.

Conclusion:

Digital marketing has turned out to be a crucial part of the approach of many companies. At the present time, still for tiny business proprietors at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Companies can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

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