

## **Digital Marketing: A Super-Key for Business Promotion**

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### **Abstract**

Digital marketing is an art for promoting the products throughout the world via digital media. It uses internet, mobile phones and other digital media for the growth of business in easy and efficient manner. Marketers create interactive communications with consumers and strong relationship with them via digital way. In this paper we are comparing digital marketing with traditional marketing, importance of digital marketing for consumers as well as business, effects of digital marketing on promotion of sales and future aspects of it. This paper discusses the concept of digital marketing, state of the art of digital marketing and future trends of it in Indian context.

**Keywords :** Digital marketing, comparison, importance and future aspects.

### **Introduction**

Digital marketing has a growing marketing industry. It achieved a popularity in 2016 with every type of businesses creating their online presence and promoting their services and products through digitally via social media channels and sites. Now Indian marketers have interested to display ads offline as well as online. Basically market trend never change because it tells the story of a brand to people, so digital marketing promotes a new trends day by day to attract their consumers. The world of marketing has changed in few years whether it is advertising, promotions or sales. Digital marketing available 24/7 for their consumers and the total credit goes to the mobile phones, internet and web apps. According to a recent report released by IMAI and IMRB, it is estimated that internet users in India by June 2014 are 243 millions and this is the largest amount of users after China. Moreover, India has 25 millions of users belongs in rural area. Now India has 82 millions monthly active facebook users and this is the biggest number after US and Canada. It is expected that India will take first position in world for largest facebook population. In India Digital marketing has so popular, so it provides a lot of jobs in professional field and in India so many courses are available to boost up this industry.

## **2. Comparison between Traditional marketing v/s Digital marketing**

### **2.1 Traditional marketing v/s Digital marketing**

Traditional marketing	Digital marketing
Traditional marketing is a way to communicate message to local audience. E.g. marketing through TV, Radio etc.	Digital marketing is marketing of products/brands/services to local as well as international audiences.eg marketing through websites, social media etc.
It is easy to understand.	It is not as easy as the person must have the knowledge of internet and social media.
The material used i.e. magazines, brochures; news papers can be easily kept and can be used in future.[1]	As no hard copy of material is used in Marketing through websites and social media.
It cannot be easily measured.	Its results are very much clear as with number of likes on face book or with number of views on a YouTube video we can find the popularity of products.
Traditional marketing is very expensive because of greater platform includes.	Digital marketing is cost efficient for business.
Traditional marketing is unidirectional communication with little customer interaction.	Digital marketing allow multi dimensional communication and allow active communication.
Scope of traditional marketing is less, as the numbers of consumers are very low.	Scope of digital marketing is wide and the content is easily available for public.

**Table 2.1 Traditional marketing v/s Digital marketing**  
**2.2 Elements of Digital Marketing**

Digital marketing is the marketing of services and products across digital channels. Elements of Digital marketing are SEO, PPC, Content marketing, Email and Mobile Marketing. It is also making sure that Companies makes profit digitally as well as old market strategies. But digital marketing is a best and easy way to create impact on the buyers including PCs and smart phones. Digital marketing, in all its forms, is the best way of reaching customers, strengthen or building trust. Here are six essential elements of Digital marketing:

**(I) SEO:**

SEO (Search Engine Optimization) is a technique to improve the visibility of webpage for different search engines especially for Google, yahoo and Bing. It's a better way to improve the rank of website on social media, so customer can easily search the website in between millions of websites. With the help of SEO various companies need to use on-page optimization techniques and keyword strategies to get the brand of companies in front of the people easily. SEO provides a method for consumers to choose best result in digital way.

**(ii) PPC: (Pay per click)**

PPC is an option to track and measure results so marketers can maximize the profit. Most of the companies rely on PPC advertising. If a company sells a product or offer a service that customer can purchase they arrive at the website, pay per click plays a great role in between. For example online store are the best example of the PPC. Some role of PPC in advertising market is Direct-response business, B2B Awareness, Product Listings, Remarketing etc.

**(iii) Content Marketing:**

Content marketing is best element of digital marketing. It's an art to represent the views or ideas in front of visitors with fresh and relevant content. Content Marketing increase the traffic on those sites which are helpful for people. Everyone want to improve health so, Health related sites attract the visitors easily for health related tips. Through, proper content marketing improves the business in digital way.[7]

**(iv) Email and Online Marketing:**

Email marketing is another way of marketing to access the customers directly via mail-box. Everyone has a mail-id and due to promotion companies get the email-id when they click on the link and they marketing about the products/brands and service via email and promotes their business.[8]

**(v) Mobile marketing:**

Mobile marketing helps the marketers to advertise their products and services through messages on their customers. Example: when a customer buying the product from a shop than shopkeeper get the mobile number from him and next time if shopkeeper has a new scheme then he promotes his product via sms to customer mobile number. Through this businessman explore his business easily and efficiently.

**3. Advantages and Disadvantages of Digital marketing****3.1 Advantages of Digital marketing****(I) Cost effective**

Digital marketing is cost effective tool of marketing as traditional method of marketing such as advertisement on television or radio, newspaper and other print media are costly. With a website marketing can be done more effectively and targeting large number of audiences.[3]

**(ii) Reduces geographical distances**

With digital marketing a businessman can promote their products to local audience as well as international audiences. With the help of social media geographical distance that exists already has been reduced because internet is available everywhere so marketing has become fast and easy.

**(iii) Available for 24\*7**

Digital marketing is available for 24\*7 as internet never sleeps. As the websites can be accessed at any time 24 hours and 7 days in a week so the advertisement of the product never stops. It is better than traditional methods of marketing in which working hours are fixed.[4]

**(iv) Duplex communication**

With digital marketing customer can have direct communication with the company and thus he can write his feedback and reviews about the products. Thus providing communication between customer and businessman so that the communication gap is reduced and thus having great customer satisfaction.

**(v) Easy to track results**

As in traditional marketing it was very difficult to track the results about products promotion in digital marketing it is very easy to track the results. With the help of likes on Facebook, or hit on YouTube one can easily track the success or failure about the product. In film industry popularity of a movie can be judge by the likes on its first trailer. (vi) Effective method to reach target audiences

The main concern of any marketing method is to reach targeted audiences with digital marketing it has become easier to reach audiences as with mobile phone, sms ,internet, Email, Facebook twitter, Linked in one can easily approach large number of audiences with in less time and can market the product easily.

**(vii) Suitable for large as well as small business**

Digital marketing is suitable for large as well as small enterprises. Large enterprises can promote their business traditionally as well as digitally. For a small business marketing on social media is cost effective and can be done easily.

**3.2 Disadvantages of Digital marketing****(i) Not Secured**

Digital marketing as is mainly done on internet through social media and websites is not secured as the chances of hacking the websites and viruses is always there

**(ii) Less Awareness**

One of the main drawback of digital marketing is that elder people are not much aware of new technology in developing countries so the scope of it is not much high.

**(iii) Negative Feedback**

In digital marketing a single negative feedback can ruin the business. As people are free to write reviews about products .A competitor can write negative feedback about the product which can lead to an adverse effect on the sale.

**(iv) Easy to copy**

It is very easy to copy information in digital marketing. As every information regarding product is easily available online so a competitor can easy copy information to promote their business. A businessman has to be vigilant all the time so that his efforts cannot be used by his competitor.

**(v) Involves too much competition**

It involves too much competition as the number of companies are increasing day by day and so their websites. As there are very large number of websites providing lucrative offers like Snapdeal, Flipkart, Myntra, audiences is more attracted towards these websites. It involves much completion to run the business on internet.[5]

**(vi) Professional help required**

Digital marketing can be done with professional help only. Professional persons are to be appointed to make websites and to update them regularly and to solve technical problem if persists for a safe and secure business. [6]

**4. Future aspects of digital marketing in India**

**4.1 Economist Intelligence Unit survey**

Digital marketing is booming industry as with the traditional marketing scheme advertising on TV and radio can be only done at prime time but digital marketing i.e. marketing through mobile phones, internet, social media, and tablets can be done all the time as people are connected to their mobile phones throughout the day. As the number of mobile users are increasing day by day thus the future of digital marketing is very bright. In the coming years as we know increased number of mobile phone users and internet users will affect the market to a great extent. The chart below shows how mobile devices, internet of things, and personalization technology trends have an effect on marketing in 2020.

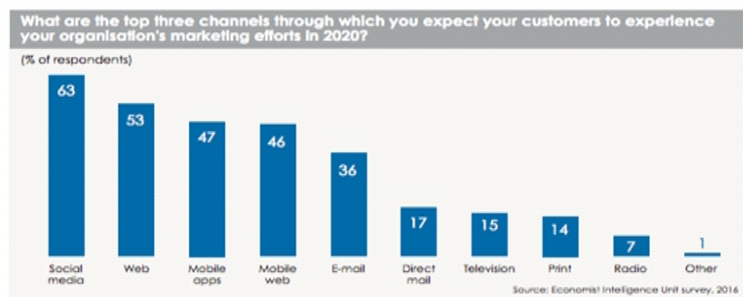


**Fig I: Economist Intelligence Unit survey, 2016**

In above chart it is clear that in 2020 maximum percentage of marketing trend is mobile devices and a network i.e. is digital marketing play a major role in marketing. [10]

**4.2 The key channels in 2020**

As in 2020 the key channels of marketing will be social media on first rank having 63% of respondents and mobile apps and email are on 3rd and 5th place respectively it shows for each business to grow it must have to invest in this new technology of marketing so that the maximum turnover can be achieved. [11]



The future scope of digital marketing in India is increasing day by day, some of the companies have adopted this media for promoting their brands and some are on the way. AS the young generation is tech savvy so the future of digital marketing in India is very bright.

### **Conclusion**

The Old method of Traditional marketing is replaced by Digital marketing because users have lot of methods to attach digitally and they track their favorable services/brand or products on mobile phones, websites, and mobile apps or through web portals very easily. Traditional marketing is marketing done by print media, banners, television, radio or street marketing campaigns and are accessible for the large majority of people. Both type of marketing has the same goal to attract the customer, build brand awareness of product in market and both have to get the powerful result. Traditional marketing strategies should be adjusted based on the budget and company objectives. So, for digital marketing makes more focus on the internet campaigns. In any case, any marketing plan should be an “Integrated” plan, where strategies of both are different but the goal should be same.

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