

# **A Digital Approach to Marketing**

**Achal Hardia\***

**\*Faculty, Institute of Management Studies, DAVV, Indore**

## **Introduction**

Organizations are working hard to increase their profit and profit is related to sales. To increase sales we need concepts of marketing by which our product details must reach to end customer. Marketing is a support system of sales. Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing concepts are differs from selling. Selling concerns with the exchange their cash for your product. It is not concerned with the values that the exchange is all about. In other words, marketing has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs.

The advent of Information and technology, marketing strategies has changed. Organizations moved their approach from traditional approach of marketing to digital marketing. Using digital sources like Internet, digital media as radio, television, mobile phones and digital display advertising for promotion of products and brands to consumers in marketing is called Digital Marketing. Digital Marketing uses various techniques for advertisement to attract customers and to approach them timely. It binds technical and creative aspects of the Internet, including design, development, advertising and sales. Sending email messages to new customers and old customers to create awareness about their products and schemes. It facilitates adding advertisements to email messages thus attracting huge mass towards the business. Companies through effective and impressive ads can connect to mass audience easily and trace consumer needs, attitudes and feelings towards specific products and services [Will Rowan, 2002].

## **Traditional Marketing**

Approach of Traditional marketing to reach customers was different. Techniques like news paper, radio, television advertisement, bill boards, pamphlets etc were used to reach to customers. These techniques for marketing were very expensive in comparison with digital marketing and coverage of marketing was very narrow or we can say these approaches were not generalised. These techniques can differ from region to region. Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is made (and still then, the statistics are far from exact numbers).

## **Digital Marketing**

Digital Marketing refers to using different advertising and promotional techniques via digital technologies. Basically digital marketing uses internet as core promotional medium in addition to mobile and traditional TV and radio. Digital marketing is also known as Internet marketing, but their actual processes differ, as digital marketing is considered more targeted, measurable and interactive.

Digital marketing includes various Internet marketing techniques, such as Video on email, banner ads on affiliate marketing, Really Simple Syndication (RSS) feeds (Rich Site Summary), websites, blogs / article, search engine optimization (SEO), search engine marketing (SEM), News letter and link building. It also extends to non-Internet channels that provide digital media, such as short messaging service (SMS), multimedia messaging service (MMS), call back and on-hold mobile ring tones, e-books, optical disks, outdoor digital display and games.

A key digital marketing objective is engaging customers and allowing them to interact with the brand through servicing and delivery of digital media. This is achieved by designing digital media in such a way that it requires some type of end user action to view or receive the motive behind that media's creation. For example, to receive a free e-book, a customer might be required to register or fill out a form, benefiting the advertiser with a valuable customer or lead.

### **Types of Digital Marketing**

- 1. Search Engine Optimization:** SEO is the process which is based on keywords search in search engines and it's a free or organic service in which programmers of websites have to take care of keywords which should be appear in the various search engines available in the internet world. For better ranking of websites, professional SEO firm are modifying or improving client's websites as per the requirements of particular search engine.
- 2. Search Engine Marketing:** SEM is also based on keywords search but this service is inorganic or paid. SEM helps websites by increasing their visibility in search engines. Search engine firm charges on pay per click (PPC) basis to appear websites in search engine at first position. These sites appear with yellow link in search engine in upper side of website and right side of website.
- 3. Social Media Marketing:** Various social media sites are available in the market which can be use as digital marketing tool. Using SMM is cheaper as well as instant also. This service leads to more conversion customer then other digital marketing techniques. Small start-ups are using this service to grow their business and availability of end customer is also high SMM.
- 4. Banner Advertisement:** It involves placing the company's advertisement on any third party website. It is an inexpensive means of online marketing targeting potential customers towards the business site.
- 5. Blog / Article Marketing:** Writing blogs/articles, uploading them, and driving traffic to websites expecting to sell products, services, or opportunities. Blogs/articles with valuable content will generate reader's interest and readers will follow the links that you include in that article. Second, the links that you place in your articles can become incoming links to your site, increasing the value of your site in the eyes of the search engines. The most powerful and elusive part of SEO is creating a web of incoming links to your site, and blog / article marketing is a fundamental part of an effective link building strategy.

### **Advantages of Digital Marketing**

Advertisement using digital marketing is low in cost than the traditional marketing which uses physical mediums to advertisements. Digital marketing techniques allow advertisers to

keep track record of customers. It is a two way communication between sales person and the potential customer which takes people to the company website. It has a much wider reach. It helps in spreading the business worldwide, with no geographical barriers, making it accessible from one country to another via Internet. It is a 24X7 (365 days) open store where people are welcome to shop anytime from anywhere. Internet makes the product reach much more easy; while researching or getting accurate information on a product. It also adds value by adding a point of reference and a touch of individualized customer service. Many people use internet for the pre-purchase research so that they can find themselves a particular product which meets up to their requirements. Digital marketing helps in updating the subscribers through a fast mode of e-mails. Customers get up-to-date information on each visit. Sensitive businesses such as a law firm, newspaper or online magazine, or a newsletter, you can deliver the products directly to the customers online.

### **Disadvantages of Digital Marketing**

Digital Marketing is not completely free. There are various costs associated with maintenance websites, web designing, online distribution costs, time required for digital marketing etc. Slow internet connections can cause difficulties. If the companies build too complex or too large websites, it will take too long for users to check them or download them and they will get bored eventually. The e-commerce doesn't allow the user "to touch" the merchandise before purchasing it. Because of this, some salesmen are starting to guarantee the possibility of returning the product. In Germany, where a law that regulates e-commerce and guarantees the customers the total refund of the money exists since 2000, the electronic commerce is very popular. Other factor is the payment: many users still don't trust in the electronic methods of paying and give up buying online because of this. One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This is an aspect that deteriorates the image and reputation of quality and honest companies. Other disadvantage is the cash on delivery system, since it doesn't guarantee the 100% purchase of the product. This is also the case of thousands of users that dedicate themselves to daily mock big companies by ordering on the internet using false identities.

### **Current level of Digital Marketing**

Usage of Internet has been increased drastically in last decade. People are using internet in urban as well as in rural areas of India. In India the web is now established as a tool for advertisement which covers much more customers as compeered to traditional marketing. Email, Mobile (for SMS), app advertisement techniques etc are revolutionary in the field of digital marketing.

The main changes in internet access have happened in the last five years and the internet has become an essential part of office life, and plays a key role in many homes. Broadband access and mobile internet access is growing fast day by day. Internet services rates are decreasing day by day which attracts more consumers or customers. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch points mirror where the consumer is spending their time.

## Problems in Digital Marketing

Digital marketing is fully dependent on information technology. Advertisers are required internet to reach customers and customers must be available on internet. If customers are not using internet and availability is less on internet than using digital marketing techniques are fail to achieve their goal and motive. Digital marketing techniques must be different for different areas. Digital marketing techniques are not successful in rural area where customers are using information technology.

## Conclusion

This paper discusses the approaches of marketing using digital technologies to increase profit. The growing need and importance of digital marketing has been highlighted in the paper. Current techniques of Digital Marketing are the main crux of the paper. It has been found that organizations are rapidly shifting towards improving their marketing techniques with the use of new technologies and IT. Organizations are investing huge amount of their profit on marketing. In comparison with traditional marketing, Digital marketing is a technique which is low in cost as well fast. Digital marketing covers more customers of different regions using internet. Various techniques has been discussed in this paper of digital macerating.

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