

Role of Digital Marketing in Innovative Business Practices

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Abstract: Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brands, build preference and increase sales through various digital marketing techniques. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio.

Keywords: Digital marketing, Mobile marketing, Facebook, Twitter, LinkedIn

I. INTRODUCTION

Marketing is so basic that it cannot be considered as separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view'. - Peter Drucker. Marketing is indeed an ancient art; it has been practiced in one form or the other, since the days of Adam and Eve. Today, it has become the most vital function in the world of business. Marketing is the business function that identifies unfulfilled needs and wants, define and measures their magnitude, determines which target market the organization can best serve, decides on appropriate products, services and programmes to serve these markets, and calls upon everyone in the organization to think and serve the customer. Marketing is the force that harnesses a nation's industrial capacity to meet the society's material wants. It uplifts the standard of living of people in society.

II. OBJECTIVES

- To understanding the basics of Digital Marketing
- To know the advantages and disadvantages of each concept
- To develop knowledge and upgrade skills.
- To updates from the industry
- To being ready to grab the job opportunity

III. MARKETING BASICS

Marketing must not be seen narrowly as the task of finding clever ways to sell the company's products. Many people confuse marketing with some of its sub functions, such as advertising and selling. Authentic marketing is not the art of selling what you make but knowing what to make.

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It is the art of identifying and understanding customer needs and creating solutions that deliver satisfaction to the customers, profit to the producers, and benefits for the stakeholders. Market leadership is gained by creating customer satisfaction through product innovation, product quality, and customer service. If these are absent, no amount of advertising, sales promotion, or salesmanship can compensate.

IV. INTRODUCTION TO DIGITAL MARKETING

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media.

The use of digital channels to strengthen customer loyalty has received surprisingly little attention, despite the obvious opportunities for using these channels to keep in touch and serve customers cost-effectively. It seems like the concept of "digital marketing" has been used more operationally, while the theoretical understanding and comprehensive models of how and why to use different digital channels are still developing. Despite the growing use of ICT in marketing, there are few definitions of digital marketing. Urban (2004, 2) suggests that "Digital marketing uses the Internet and information technology to extend and improve traditional marketing functions." This is a broad definition, concerning all of the traditional 4 P's, and both customer acquisition and retention. We also acknowledge that terms like "interactive marketing," "one-to-one marketing," and "e-marketing" are close to digital marketing, but neither are they defined very precisely. Coviello, Milley and Marcolin (2001, 26) have defined e-marketing as "using the Internet and other interactive technologies to create and mediate dialogue between the firm and identified customers." They also consider e-marketing as a subset of e-commerce. In their view, more than creating discrete transactions, e-marketing is focused on managing continuous IT-enabled relationships with customers by creating dialogue and interactivity.

V. ADVANTAGES OF DIGITAL MARKETING

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the consumers as given below:

- (i) Stay updated with products or services
- (ii) Greater engagement
- (iii) Clear information about the products or services
- (iv) Easy comparison with others
- (v) 24/7 Shopping

VI. DISADVANTAGES OF DIGITAL MARKETING

- (i) One of the challenges that Internet marketers face (*as does the general public*) is that many internet products are outright scams or promoted with deception making it difficult to know which one is worth buying.
- (ii) The consumer is unable to physically feel or try on the product which can be a limitation for certain goods.
- (iii) The marketer will not be able to use personal interaction to influence the audience as the marketing is completely based on the advertisement and the information that the advertisement might lead to (*websites, blogs and other channels*).

VII. BASIC DESCRIPTION

A. Search Engine Marketing (SEM): SEM is a type of Internet marketing associated with the researching, submitting and positioning of a website within search engines to achieve maximum visibility and increase your share of paid and/or organic traffic referrals from search engines.

B. Search Engine Optimization (SEO): SEO Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines. It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

C. Search Engine Advertising (SEA): SEA stands for Search Engine Advertising. It is possible to pay a search engine for a placement in certain search results. These advertisements do not appear in natural search results. Instead, they appear in the sponsored results (usually on the right-hand side of search engine’s results page) in response to a corresponding search term.

D. Social Media Optimization (SMO): SMO stands for Social Media Optimization and includes all processes to increase the visibility of a website in social networks (Facebook, Twitter, LinkedIn, Google+ Youtube etc.) increasing the links pointing to your website, and therefore increasing SERP positioning.

E. Social Media Marketing (SMM): SMM or Social Media Marketing is used to promote a website through all sorts of social media, for example, include a link to a content that can reach thousands of users within social network. It’s main objective is to generate brand and visibility in the search engine.

F. Pay-Per-Click (PPC): PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it’s a way of buying visits to your site, rather than attempting to “earn” those visits organically. Search engine advertising is one of the most popular forms of PPC.

G. Affiliate Marketing: Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts. The industry has four core players: the merchant (also known as 'retailer' or 'brand'), the network (that contains offers for the affiliate to choose from and also takes care of the payments), the publisher (also known as 'the affiliate'), and the customer. The market has grown in complexity, resulting in the emergence of a secondary tier of players, including affiliate management agencies, super-affiliates and specialized third party vendors.

VIII. MOBILE MARKETING

Mobile marketing is marketing on or with a mobile device, such as a cell phone. One definition comes from marketing professor Andreas Kaplan who defines mobile marketing as "any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device". Mobile marketing can also be defined as “the use of the mobile medium as a means of marketing communication”, the “distribution of any kind of promotional or advertising messages to customer through wireless networks”. More specific definition is the following: “using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all...”



Figure: 1

IX. PROS AND CONS OF MOBILE MARKETING

Pros

- High penetration of devices with twice as many cell phones as PCs.
- Web searches on mobile devices will eventually exceed searches on PCs.
- Access to many international consumers who can't afford PCs
- Mobile phones can receive input anywhere-anytime, enabling location-specific and behavioral targeting for local businesses.
- A cell phone is a very personal device that people take with them wherever they go, making it easy for marketers to develop a relationship with customers through this medium.



- Carriers have customer data and location information potentially available for targeting.
- Personalization, immediacy, and interactivity of mobile ads encourage response by consumers on the go.

Cons:

- Current WAP technology inadequate, discouraging web searching and surfing.
- General intolerance of advertising messages on a personal device.
- Current carrier-imposed “walled garden” approach prevents unfettered mobile web access.
- Adaptation of content and messages to the mobile web results in poor user experience.
- Scarcity of mobile web sites (only 8% of 1,000 top U.S. brands offer a mobile site).
- Current low usage of WAP-based mobile search doesn't support investment in creating mobile sites because traffic volumes are low except on search portals and other high-volume sites.
- Trial and error period required for mobile marketers to learn how to succeed in mobile marketing, which differs from the traditional web marketing.
- Advertisers are wary of consumer privacy issues.
- FCC yet to rule on limiting use and release of customer data, including location information.

X. E-MAIL MARKETING

Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be done to either sold lists or a current customer database. Broadly, the term is usually used to refer to sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and adding advertisements to email messages sent by other companies to their customers.

XI. ADVANTAGES OF E-MAIL MARKETING

Brand awareness: Regular email marketing helps your customers and potential customers remember you're there.
Demonstrate expertise: Of course, you can use email marketing to blatantly advertise a special offer or a new product or service. But more than that, you can also use your content to demonstrate your knowledge and expertise.
Get visitors to talk about you: If your email contains great content there's a strong chance your readers will do your marketing for you by sharing it with their associates.
Fast to produce: Email marketing campaigns can be developed and dispatched within a matter of minutes – not hours or days as is the case with printed mail-shots. This means you can quickly get an offer on the table or respond to a competitor's marketing tactics.

Build relationships: Because your audience can opt in/opt out of receiving email marketing, you are better informed about who is genuinely interested in your products/services. This helps you create more targeted campaigns and build a dialogue around the topics they're interested in.

XII. DISADVANTAGES OF E-MAIL MARKETING

Getting attention: We all suffer from inbox overflow. To make sure your email gets opened, ensure it has a relevant title and is quick to open in the email window.

Being read: Keep your reader's attention by developing straight-forward content. Don't over-think it and don't cover too many subjects all at once.

Compelling action: Your email needs to do more than inform or entertain your reader, Develop a strong call to action – make it clear what you want your reader to do next.

Lacks the personal touch: Like mailshots, email marketing campaigns lack the 'human touch'. Of course, there are advantages to this but try to bear this fact in mind when you're developing your content.

Social Media Marketing (SMM): Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

Facebook Marketing: Facebook's casual, friendly environment requires an active **social media marketing strategy** that begins with creating a Facebook Business Fan Page. You will want to pay careful attention to layout, as the visual component is a key aspect of the Facebook experience. Social media marketing for business pages revolves around furthering your conversation with audiences by posting industry-related articles, images, videos, etc.



Figure: 2

LinkedIn Marketing: LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.



Twitter marketing: Twitter allows companies to promote their products in short messages limited to 140 characters which appear on followers' home pages. Messages can link to the product's website, Facebook profile, photos, videos, etc. Twitter is also used by companies to provide customer service. Some companies make support available 24/7 and answer promptly, thus improving brand loyalty and appreciation.

XIII. CONCLUSION

To understand and benefit from the opportunities in digital marketing, we obviously need to understand the channels, tools and behavior patterns that are key to consumers' lives. However, we should always focus our attention on the one most important element of digital marketing: the consumer value. In that light, any action, tool, innovation or tactic that would help us increase the benefit we deliver to the consumer should be included in the marketing budget, and any tactic that doesn't – should not.

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