

A Study on Digital Marketing and Its Impact

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ABSTRACT

Digital marketing is the opportunity of electronic communication which is worn by the marketers to give your support to the goods and the services towards the marketplace. The superlative reason of the digital marketing is worried with consumers and allows the customers to come together with the product by good quality of digital media. These editorials concentrate on the amount of digital endorsement for in collaboration customers and marketers.

KEYWORDS: Digital marketing, Promotion, Consistent, Interact

1. INTRODUCTION

Digital marketing is over and over again referred to as 'online marketing ', 'internet marketing' or 'web marketing'. The term digital marketing has full-grown in reputation over time, predominantly in convinced countries. In the USA online marketing is still widespread, in Italy is referred as web marketing but in the UK and worldwide, digital marketing has turn out to be the on the whole widespread term, in particular after the year 2013. Digital marketing is an umbrella term for the marketing of products or services by means of digital technologies, chiefly on the Internet, but also together with mobile phones, display advertising, and any other digital intermediate. The way in which digital marketing has urbanized since the 1990s and 2000s has misshapen the way brands and businesses make use of technology and digital marketing for their advertising.

Digital marketing campaigns are becoming more common as well as well-organized, as digital platforms are ever more incorporated into marketing plans and everyday life and as people use digital devices as an alternative of going to worldly shops.

2. OBJECTIVES

- The main purpose of this paper is to recognize the worth of digital marketing in the competitive market.
- To study the impact of digital marketing on consumers purchase.

3. METHODOLOGY

PRIMARY DATA

The research is done throughout observation and collection of data through questionnaires.

SECONDARY DATA

Secondary data is collected from journals, books and magazines to enlarge the theory.

SAMPLE SIZE

The sample size is determined as 100 respondent's opinion from the customers who at the moment purchasing products with a help of digital marketing.

DIGITAL MARKETING

Digital marketing is a broad term that refers to enormous and different promotional techniques concerned to reach customers through digital technologies. Digital marketing is personified by a massive selection of service, product and brand marketing tactics, which mostly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio. Digital marketing also referred as Internet marketing, but their actual process is different, as digital marketing is predominantly well thought-out more about targeted, irrefutable and interactive.

DIGITAL MARKETING CHANNELS

WEBSITE MARKETING

A website is the centerpiece of all digital marketing performance. Alone, it is a very authoritative channel, but it's also the medium required to execute a diversity of online marketing campaigns. A website should stand for a brand, product and services in a clear and outstanding way. It should be fast, mobile gracious, and effortless to use.

PAY-PER-CLICK (PPC) ADVERTISING

PPC advertising enables you to arrive at internet users on a number of digital platforms from side to side paid ads. You can company PPC campaigns on Google, Bing, Linkedin, Twitter, Pinterest, or Facebook and show your ads to people probing for terms connected to your products or services. PPC campaigns can segment users based on their demographic characteristics (age, gender etc) or even their meticulous happiness or location. The most accepted PPC platforms are Google Ads and Facebook.

CONTENT MARKETING

The goal of a content marketing is to arrive at possible customers through the use of content. Content is more often than not published on a website and then promote through social media,

email marketing, SEO, or even PPC campaigns. The equipment of content marketing include: blogs, ebooks, online courses, infographics, podcasts, and webinars.

EMAIL MARKETING

Email marketing is still one of the most effectual digital marketing channels. Many people puzzle email marketing with spam email messages we all take delivery of per day, but that's not what email marketing is all regarding. Email marketing is the intermediate to get in touch with your latent customers or the people paying concentration in your brand. Countless digital marketers use all other digital marketing channels to add lead to their email lists and then, all the way through email marketing, they generate customer achievement funnel to turn those lead into customers.

SOCIAL MEDIA MARKETING

The most important goal of a social media marketing campaign is brand responsiveness and establishes social trust but as you go deeper into social media marketing, you can use it to get lead or even as a direct sales channel.

AFFILIATE MARKETING

It is one of the oldest forms of marketing, and the internet has brought new life to this old stand up-by. In the midst of affiliate marketing, you promote other people's products, and you get a commission each time you make a sale or commence a lead. Many well-known companies like Amazon have associate programs that pay out millions of dollars per month to websites that sell their products.

VIDEO MARKETING

YouTube has turn out to be the second most popular search engine and a lot of users are turn-off to YouTube previous to they make a buying decision, to learn somewhat or just to relax. There are quite a few video marketing platforms, counting Facebook Videos, Instagram, Vimeo to use to sprint a video marketing campaign. Companies discover the most accomplishment with video by integrates it with SEO, content marketing, and social media marketing campaigns.

SMS MESSAGING

Political parties and candidate use SMS messages to send encouraging in order about their candidates and negative messages about their opponents.

DIFFERENCE BETWEEN DIGITAL MARKETING AND TRADITIONAL MARKETING

People are additional mobile and are accept themselves to be in line with the digital world. Newspapers and magazines have also turn out to be digital. So, traditional marketing is being offset by digital marketing. But, still traditional marketing has a range if you are target a local audience group and people's trust in it is more. However, it is significant for a firm to find the correct balance between these two when preparation their marketing campaigns.

DEFINITIONS OF DIGITAL MARKETING AND TRADITIONAL MARKETING

- Traditional marketing is classical encouragement modes where the use of technology is very low or nonexistent.
- Digital marketing is marketing of products or services using technological channels to reach consumers.

COST

Traditional marketing cost is superior than digital marketing. The channels utilize such as television, radio or billboards require huge investments.

Relatively, digital marketing costs are far less than traditional marketing. Sometimes it can be free too.

COVERAGE

- In traditional marketing, advertisements are printed in newspapers or magazines. The reporting is constrained to the audience who read such printed materials. Also, the collision of advertisement is fleeting, where it is not recalled. For example, after reading a magazine or broadsheet it is thrown out the next day.
- Digital marketing treatment can be made permanent.

MONITORING

- The consequence of traditional marketing is hard to calculate such as the customer recital towards it or the number of people it reached.
- With digital marketing, the results can be easily deliberate with applicable software tools. For example, e-mail marketing software can record the number of messages sent and number of messages viewed. Also, comparable software can track the sales that were consequence of digital advertising.

TIME

- With traditional marketing, messages proposed to customers cannot be transmit to customers straight away. It requires time to get printed or placed. So, it is not an instantaneous mode of communication.
- Messages can be showcased in real time to customers with digital marketing. It is instant.

ADVANTAGES OF DIGITAL MARKETING TO CONSUMERS AND ANALYSIS

Digital marketing technologies consent the customers to keep on with the company information streamlined (Gangeshwer, 2013). These days a lot of customers can way in internet at any place whichever time and companies are incessantly update information on the subject of their goods or services. Customers know how to visit company's website, scrutinize with compass reading to the products and make online purchase and have enough money feedback. Consumers get total

information related to the products or services (Gregory Karp, 2014). They can make assessment with other connected products. Digital marketing allow 24 hours of service to make purchase for the consumers. Prices are translucent in the digital marketing (Yulihhasri, 2011).

FINDINGS

- Digital marketing have a bigger future in the present market.
- Consumers are content through purchasing digital marketing.
- People find it protected mode of online purchase.
- Responsiveness about online shopping is 100% among the respondents.
- Employees of a variety of companies are purchasing supplementary than others through online shopping that is 50%.
- The majority numbers of respondents that is 38% feels that online shopping have simple buying procedures; others feel that they can have a broad variety of products, products with lower price, a variety mode of payments etc.

SUGGESTIONS

- Pick up technical advancement in encouragement of digital marketing
- Collect and put into run through the feedback provide by the consumer in the right way.
- Make available a see-through and good overhaul to the consumer before and after purchase.
- Creating alertness among the people about digital marketing.
- Complete explanation need to make available about the product to the online shoppers.

4. CONCLUSION

Digital marketing curved out to be crucial part of come up to of many companies. At the in attendance time, still for tiny commerce proprietor at hand have an tremendously cheap and knowledgeable method by using digital marketing to market their products or services in the society. It has no boundaries. Company can employ any devices such as tablets, smart phones, TV, laptops, media, social media, e-mail and lot other to prop up company and its products and services. Digital marketing may accomplish something more if it considers consumer desires as a peak main concern

5. REFERENCES

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