DIGITAL MARKETING: NECESSITY & KEY STRATEGIES TO SUCCEED IN CURRENT ERA

K. PARAMESWARI M.com(C.A), M.Phil.
Assistant Professor
Department of commerce (C.A)
Mangayarkarasi College for arts and science for women.

ABSTRACT:

Digital marketing is the art and science of selling products and/or services over digital networks, such as the internet and cellular phone networks. Currently, the digital economy contributes decisively to an increase in competitiveness, especially as a digital transformation involves migrating to new technologies models where digital marketing is a key part of growth and user loyalty strategies. The use of digital marketing channels for building customer relationships and long term loyalty gained attention. This study aims to identify the main ways in which users can be gained and retained by using digital marketing.

1 INTRODUCTION:

Digital marketing is one kind of marketing being broadly used to advertise goods and services to reach customers using digital channels. It extends beyond online marketing including channels that will not require the usage of Internet. It provides mobile phones (both SMS and MMS), social media marketing, banner advertising, search engine optimization marketing and several other types of digital media. Through digital media, customers have access to information whenever and then for any place where they desire. With the use of digital media, consumers do not just depend on just what the company says regarding brand but additionally they are able to follow what the media, friends, peers, etc. 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.

II STATEMENT OF THE PROBLEM:

This study focuses on how digital marketing affects customer relationship to a brand. Within the past few years, digital marketing has become an increasingly popular medium for brand and consumer engagement. For years, marketing professionals have used different mediums to provide customer service and promote products and services. Digital marketing has fostered the growth of trusting relationships between consumer and brand, making it an increasingly important medium to utilize in order to maximize brand loyalty.

III OBJECTIVES:

- To analyze various aspects of digital marketing.

IV REVIEW OF LITERATURE:

Kiani(1998) presents “A set of guidelines for advertising on the web” attracts users by making it easy to find your site, engage their interests by creating communities or linking to other sites they will find valuable, ensure they return by constantly updating your content and keeping it fresh learn their preferences by tracking their activity on our site, and relate to them by taking the information gathered to provided customized.

Zimmer(2017) stated that “marketing concerned with a relationship called and exchanged relationship”. Digital marketing is a strategy that provides an individual or organization the ability to reach clients by establishing innovative practices, combining technology with traditional marketing strategies.

V METHODOLOGY

Research methodology simply means a search for facts, answers to questions and solution to problem research methodology generally refers to systematic procedure carried out in any project or research study.

5.1 Data Collection

For this research I have selected a sample of 25 from the population. I have randomly selected my sample. My sample is all the people who knows about the internet, active on social networking sites and have a little bit of knowledge on digital marketing. Most of my sample are university students and few are professionals. I am using primary data as the
information that I have gathered are specifically for my research. In order to collect my data I will be following computer administered mode.

5.2 TOOLS USED FOR ANALYSIS

The analysis of data collection is completed and presented systematically with the

VI DIGITAL MARKETING CHANNEL

Digital Marketing is facilitated by multiple channels, as an advertiser one's core objective is to find channels which result in maximum two way communication and a better overall return on investment (ROI) for the brand. There are multiple online marketing channels available namely:

1. Affiliate marketing
2. Display advertising
3. Email marketing
4. Search marketing
5. Social Media
6. Social Networking
7. Mobile Marketing

E-MAIL MARKETING:

E-mail marketing is a digital marketing channel which is used to market brands and businesses through emails. While email marketing runs the risks of emails getting into the spam folder, it is still a powerful means of increasing visibility of our brand or business. Email marketing is used not just as a means of brand awareness, but also to generate leads, highlight product offers, send out newsletters and soon.

Payer per click (PPC)

It is the management of paid adverts in the search results of a search engine. These paid adverts are typically placed above, or to the right of the ‘organic’ search results and can be quite cost effective.

Social Media Marketing (SMM) is an offshoot of your SEM efforts. It involves driving traffic to your sites or business through social sites like Facebook, Instagram, Twitter,
Pinterest, Google+, Linkedin, etc. So create and customize content for different social media platforms. Remember to be prolific and original; we need to engage with users on a daily basis, at least four to five times a day.

**Digital Display Advertising:**

This again is a subset of your SEM efforts. You may use a variety of display advertising formats to target potential audience - be it text, image, banner, rich-media, interactive or video ads.

**Affiliate Marketing**

Affiliate Marketing is a performance-based marketing program, where you pay publishers who bring you customers. The performance may be based on conversions - promotions, leads or simply sales. In essence, Affiliate Marketing is a win-win situation for both the merchants and publishers. Sites like Amazon, eBay, LinkShare and Flipkart run Affiliate Programs. In fact, most online businesses with appreciable traffic have their own affiliate programs.
VII IMPORTANCE OF DIGITAL MARKETING:

- Digital marketing is infinitely more affordable than traditional offline marketing methods. An email or social media campaign, for example, can transmit a marketing message to consumers for the merest fraction of the cost of a TV ad or print campaign, and potentially reach a wider audience.

- It helps in promoting a business through digital medium like internet or mobile thus reaching millions of customers in a moment. Many small and large businesses are following the strategies of online marketing to endorse themselves globally.

- Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn’t work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

VIII DATA ANALYSIS

The primary data that are collected through survey and analysis of those data.

Question 1 Gender wise
Findings and Analysis: These three questions are basic. From the 25 respondent 14 are male and 9 are female.

Question 2  Age wise

FUTURE OF DIGITAL MARKETING IN INDIA

Day by day growing Digital Market in India is an evident that the Digitization is taking place with a high speed. E-commerce website are providing all the goods and services through online portals online today. The increasing number of ecommerce websites. WARC Survey shows that 35% of advertisers would increase their mobile advertising spend by 50% or more by 2020 in India.

IX CONCLUSION
As we all are experience a radical change in India towards the digitalization. The consumer are looking and searching more on internet to find the best deal form the sellers around India.
Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, are becoming more and more common in our advancing technology. Today we all are connected through whatsapp and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform.

REFERENCES
