



## ANALYSIS OF DIGITAL MARKETING

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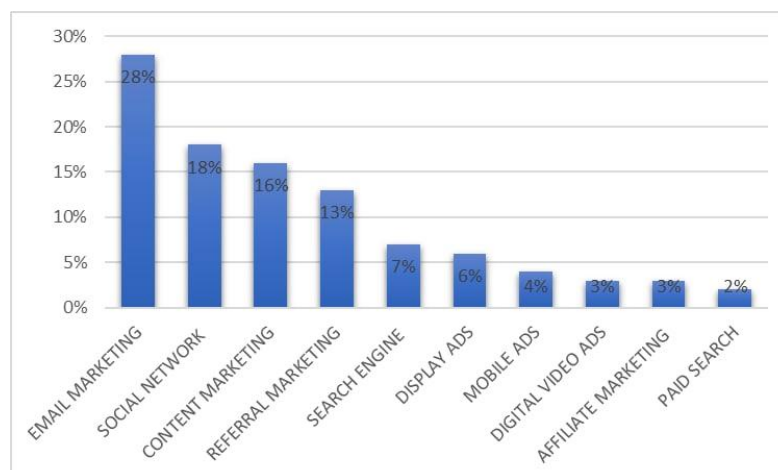
### ABSTRACT

The goal of this study is to learn about the most popular developing media options for marketing. Many new approaches for product promotion and marketing have emerged in the Internet age. Market research is now possible online, thanks to the transformation of "desk research" into "online research." Digital marketing is being used by many Indian businesses to gain a competitive advantage. Because it allows people to communicate and exchange content and subjects, social media has quickly grown in popularity. Businesses have been encouraged to modify the way they communicate their products as information technology has advanced, followed by the expansion of digital communication tools. A digital marketing communications strategy is a plan for leveraging digital media to communicate. The study's aim is to look into the efficiency of online digital media advertising as well as other new media possibilities for marketing. This article focuses on the history of digital marketing and its current importance, as well as the differences and connections between digital marketing and traditional advertising, as well as the relationship between digital marketing and the Internet sector. This paper aims to assist small firms, particularly start-ups, in successfully adopting and implementing digital marketing as a strategy in their business plans, as well as recognising the value of digital marketing in a competitive market.

**Keywords:** Google Analytics, Google Search Console, Digital Communication, SEO, AdSense, AdWords, Pay Per Click, Google Analytics, Google Search Console

### 1. INTRODUCTION

The promotion of products or services using digital technology such as the Internet, mobile phones, display advertising, and any other digital medium is known as digital marketing. Philip Kotler, known as the "Father of Modern Marketing" and author of more than 60 marketing books, teaches us valuable insights that we may use to our digital approach. The beginnings of digital marketing may be traced back to the 1980s. This was a period when new developments were occurring, allowing the computer system to advance to the point where it could store client information. The first personal computer was released by IBM in 1981, and by 1989, the storage capacity of the PCs had expanded to 100 MB. We had Traditional Marketing before Digital Marketing, which is a traditional way of marketing that uses various offline advertising and promotional strategies to reach out to a semi-targeted audience. While the methods have developed over the years, the core features have remained the same. Businesses use digital platforms such as search engines, social media, email, and other websites to engage with current and potential customers. Digital marketing is described as the use of a variety of digital methods and platforms to interact with customers who spend a significant amount of time online. Digital marketing can take many different forms. Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Content Marketing, Email Marketing, Online Advertising, Landing Page Marketing, Smartphone Marketing, Affiliate Marketing, and Viral Marketing are some of the topics covered here.



## 2. WHY DIGITAL MARKETING:

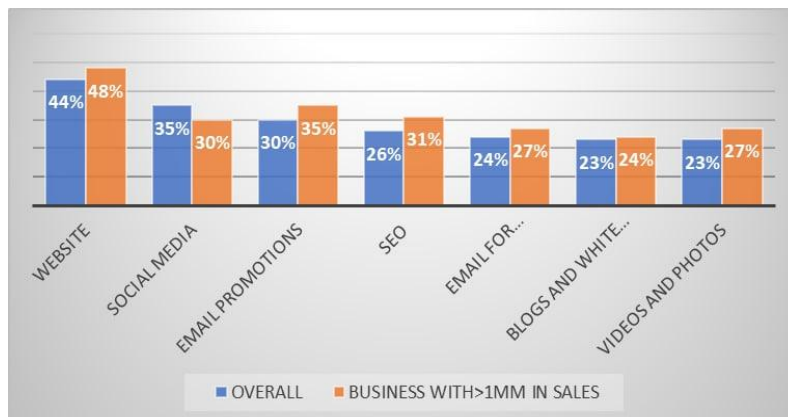
A thriving business is one that is expanding. Its revenue is growing at a breakneck pace. Employees are happy, and the owner is overjoyed. It's satisfying to be in charge of a growing company. In today's world, the function of digital marketing is vitally critical for business growth. Are you taking use of the Internet and using online marketing tactics to promote your company? Let us help you make sense of the world of digital marketing. Digital marketing, according to HubSpot, is any marketing endeavour that uses the Internet or an electronic device. According to Technology Review, the average American spent 9.4 hours online in 2000. Most people now spend 24 hours per week on the Internet, the majority of which is spent on their cell phones. Internet usage is increasing, and as a business owner, you must capitalise on this trend. Or you'll be left behind if you don't understand the function of digital marketing in your company. You probably don't have much money, time, or labour to invest in traditional marketing strategies if you operate a small firm or a start-up. But that's all right! You don't need a large facility with hundreds of employees.

### 2.1 Offline Marketing

Offline marketing is the practise of raising brand recognition and reaching out to potential customers to meet their requirements and desires. Individuals frequently use marketing mix strategy to promote their businesses. When your company doesn't have a website, the entire goal of offline marketing is to generate leads. There are numerous offline marketing tactics available, including print and non-print media. Television, radio, brochures, flyers, banners, newspapers, pamphlets, and posters are examples of offline marketing media. Offline marketing tools have a variety of advantages. The first advantage is that a firm does not need to be connected to the internet to use them. If a web server goes down and a website becomes unavailable, valuable customers and discoverability may be lost. A smaller company's return to the internet may take some time, during which time valuable client attention may have been diverted elsewhere. There are no such concerns with offline media because it exists in the real world and cannot be removed from the internet. Another benefit, which is less obvious but no less essential, is that many customers and clients regard internet marketing as a waste of time. People have grown accustomed to seeing commercials, pop-ups, and marketing emails to the point where they no longer see them.

### 2.2 Online Marketing:

Online marketing is the technique of capturing potential customers' attention for a business with specific banners, articles, videos, photos, and flash animation, among other things. Marketing activities or information are designed to entice visitors to a certain website that a firm want to attract. This information is prominently displayed on the website's main page or front page in order to attract crucial audiences. It is possible to attract visitors for a business in a variety of methods using online marketing techniques. The practise of expressing a message about a company's brand, products, or services to potential customers using web-based platforms is known as online marketing. The goal of online marketing is to attract visitors to your website and then convert them into paying clients. That is the essence of web marketing. It has the same set of goals, including as establishing and increasing brand recognition, determining pricing and making offers, and running advertising campaigns, promotions, discounts, and specials, among others. Website/Blog, Social Media Marketing, Email Marketing, Search Engine Marketing, Content Marketing, Video Blogging, and Online Classifieds are all examples of online marketing media.



#### 2.2.1 Website

Because all other digital marketing tactics point visitors to your website, which should effectively convert them, your website is the most important component of a successful digital marketing plan. Using top SEO tactics and technologies, providing a wonderful user experience, and leveraging the abundance of analytics that websites provide are all elements of website design that create conversions. A website that lacks good SEO will not appear in the top ranks on a Search Engine Results Page (SERP), resulting in less clicks from Google, Bing, and other search engines. These clicks are essential to your digital marketing efforts because you need as much traffic to your site as possible to generate direct sales. Without good SEO, even the most attractive website will be largely unsuccessful. Using keywords that visitors are likely to search for and optimising your site for search engines will boost your SEO and propel your site to the top of the organic listings. While Facebook and Twitter only provide limited statistics to track marketing efforts and tweets, your website may collect detailed information on who your visitors are, how they found your site, and what they look at while there. This data is crucial when it comes to understanding and identifying your guests, and it can also be utilised to sell your resort to a specific, engaged audience. Website analytics can gather a lot more data about how visitors interact with your website and brand than social media analytics can. Aside from gathering information on your visitors, website analytics may be used to track marketing activities, allowing you to rapidly identify the performance of a campaign. A sitemap is a logical listing of all the pages on a website. HTML sitemaps and XML sitemaps are the two forms of sitemaps that can be distinguished.

### 3. SEARCH ENGINE OPTIMIZATION:

Search Engine Optimization (SEO) is a term that refers to the process of optimising Search Engine Optimization (SEO) is a term that refers to It entails optimising a website's position in search engine results pages using keywords and phrases. It falls under the topic of digital marketing. Search engine optimization (SEO) is the practise of increasing your online presence in unpaid search engine results. It all boils down to keywords. TRS Tech is one of the leading firms in Canada, providing the best digital marketing services in Toronto. It is the process of creating an easy-to-find, crawl, and categorise web page. Any digital marketing strategy should include SEO. In terms of digital marketing services, SEO is the most crucial component. There are two types of SEO.

#### 3.1 Off page:

Off-page promotion is when we use the internet to advertise our website. On the off page, we've included

- Social Media
- Bookmarking
- Forum Submission
- Blog Directory Submission
- Article Submission
- Question/ Answer
- Video Submission
- Image Submission
- Info graphics
- Document Sharing

#### 3.2 On Page:

On page refers to what we do on our website. For example:

- Meta Title
- Meta Description
- H1-H6
- Content Optimize
- Internal linking
- Keywords Research
- Google Analytics
- Web master tool

#### **Google Search Console / Google web master:**

Google Search Console is a software tool that Google makes available to everyone as a free service. By utilising this tool to track your website's organic results, crawl issues, sitemaps, mobile usability, and backlinks, you can improve organic results, crawl issues, sitemaps, mobile usability, and backlinks. It's a cutting-edge technology that's being used by an ever-expanding group of marketing professionals, website designers, app developers, SEO gurus, and business owners. A Google search console is another name for the Google webmaster tool. Google's webmaster tool has been renamed Google search console. It is a free software tool that allows you to handle the technical aspects of your website. To begin controlling the technical aspects, you must first add your website to Google Search Console and authenticate ownership.

#### **Crawling and Indexing:**

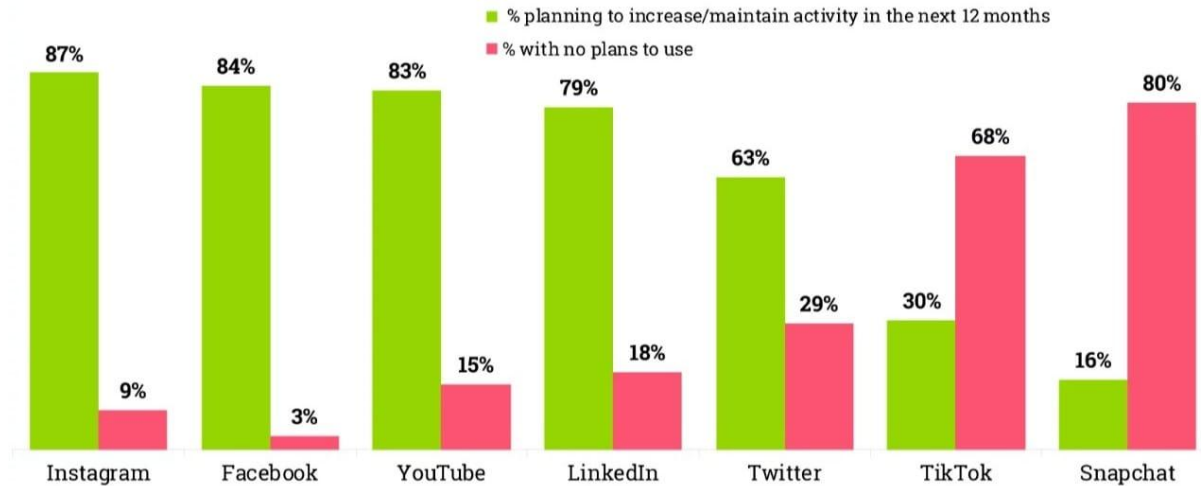
Crawling is the process of gathering and tracking URLs in preparation for indexing. They will trace all the valid links on those pages if you provide them a webpage as a starting point. They return data about those web pages to Google's computers as they move from link to link in the digital marketing connection. After crawling, indexing is the process of organising information so that pages may be found by search engines. However, before indexing can take place, your page must be able to be crawled. As a result, it's critical that all of your website's pages are crawlable. Google's algorithms will examine your search words in the index to locate relevant pages for you when searching at the most basic level. If you're looking for 'computers,' you're probably also looking for photographs, movies, a list of different brands, and so on. Google's indexing technologies will take note of many various features of sites, including videos, photos, and when they were published, in order to deliver meaningful content to potential visitors to your site.

#### **Social Media Marketing:**

SMM (social media marketing) is an Internet marketing technique that makes use of social networking sites as a marketing tool. The purpose of social media marketing (SMM) is to create content that users will share with their social networks in order to help a business boost brand awareness and consumer reach. Social media optimization is one of the essential components of SMM (SMO). SMO is a strategy for bringing new and unique visitors to a website, similar to search engine optimization (SEO). SMO can be accomplished in one of two ways: by including social media links in content, such as RSS feeds and sharing buttons, or by increasing activity on social media by changing statuses, tweets, and blog entries. SMM enables a business to receive direct feedback from clients (and potential customers) while also making the business appear more professional. Customers can ask inquiries or voice grievances using social media's interactive features, and they will feel heard. Social customer relationship management is the name given to this part of SMM (social CRM). Low-cost tools that mix technology and social contact with the use of language are referred to as social media. Thanks to social media, marketers now have a voice and a platform to communicate with colleagues, consumers, and potential customers. It allows you tailor your "brand" and disseminate your message in a relaxed and conversational manner. Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat are the six best social networks for ecommerce advertising. Social media marketing entails the use of social media networks, consumer online brand-related activities (COBRA), and electronic word of mouth (eWOM) to successfully advertise online. Advertisers can learn about their customers'

likes and dislikes by using social media sites like Facebook and Twitter. This strategy is important since it gives firms a "target audience." A COBRA is an activity like as posting a picture of your "newConverse sneakers to Facebook." Electronic endorsements and ratings are a practical way to market a product through "consumer-to-consumer interactions." An online hotel review is an example of eWOM; based on their service, the hotel company can have two possible outcomes. A positive review would result in free social media advertising for the hotel as a reward of good service. A poor service, on the other hand, will result in a negative consumer review, which could hurt the company's reputation.

#### **Social Media Marketers' Platform Usage Trends:**



#### **Google Analytics:**

Google Analytics is a must-have tool for any digital marketing campaign. It gives you the ability to track the outcomes of particular initiatives in real time, compare data to past periods, and much more. Google Analytics allows you to track a variety of important data. Your internet marketing methods, onsite content, user experience, and device functionality may all be tracked. All of these figures show you what works and, more importantly, what doesn't. You can create a remedy once you've identified any issues with your site. Google Analytics provides you with the data you need to improve and optimise your website. "Page tags" are used to implement the Google Analytics Tracking Code, which is a snippet of JavaScript code that the website owner places on each page of the website. ***The tracking code captures visitor data and sends it to a Google data collection server as part of a request for a web beacon when the client browser browses the page (assuming JavaScript is enabled in the browser).***

#### **AdWords:**

Google AdWords is a marketplace where businesses can pay to have their websites appear in the top organic search results for specific keywords. The main idea is that you choose keywords to promote your brand. A keyword is a term or phrase that a user types into a search engine and subsequently sees your ad for. Your ads will only show up for the keywords you specify. Google counts the clicks on your advertising and charges you for each click. They also count impressions, which is basically the number that informs you how frequently your ad has already been seen when the users searched for that phrase. The click-through-rate (CTR) is computed by dividing the number of clicks by the number of impressions. This is the percentage of users who arrive at your promoted page as a result of clicking on your ad. Take Google AdWords as an example of a bidding tool. You make a budget and a proposal. The bid is the amount you're willing to spend for each click. If your maximum price is \$2, Google will only show your ad to consumers if no one else is bidding higher. Google doesn't only want to show the highest-bidder ads to consumers – they could still be terrible ads. They care so much about their users that they'd rather display them a more relevant and better ad from a less expensive advertiser. Google's Ad Rank is a measure that determines the order in which paid search advertising appear on the SERP.

***As a result, quality ads plus a competitive bid equals a victory!***

#### **AdSense:**

Google AdSense is a popular way for websites to make money from advertisements, and it is used by everyone from part-time bloggers to some of the largest publishers on the internet. Advertisers who use AdWords pay Google either per click or per impression (PPC). The money is then shared between Google and the AdSense publishers. When Google AdSense initially launched in 2003, it used plain text instead of the graphical material that dominated the advertising market at the time. In order to reduce the intrusiveness of adverts, improve page loading rates, and ultimately evoke a more favourable marketing response from site visitors, Google chose to provide plain text. AdSense is a free and easy way to make money by displaying tailored advertisements alongside your online content. You can use AdSense to show relevant and entertaining advertising to your site visitors, and you can customise the style and feel of the ads to match the look and feel of your website. Google AdSense is a fantastic tool for website owners and bloggers to supplement their revenue by generating traffic for Google. This is how Google AdSense works: spiders will crawl your website to see what all of your pages are about. They'll next go through their ad list and place relevant adverts next to each of your articles. Someone who reads an article on fashion accessories, for example, is far more likely to buy fashion garments than someone who reads an article about cars. ***With over a trillion impressions given to over 1 billion users every month, Google display advertising reaches over 90% of internet users globally.*** It's quite simple to get started with Google AdSense and display advertising, but you must first learn about the various types and sizes of ads that will complement your website and ad campaign.

**Pay Per Click (PPC)**

PPC (pay-per-click) advertising is an internet marketing strategy in which advertisers are charged a fee each time one of their advertisements is clicked. Essentially, it's a technique of buying visitors to your site, rather than seeking to "earn" those views naturally. One of the most common PPC tactics is search engine marketing. Advertisers can bid for ad placement in a search engine's sponsored links when someone searches for a keyword related to their company's product. If we search for any keyword, for example, our ad may appear at the very top of the Google results page. Every time our ad is clicked, leading in a visitor to our website, we must pay a little fee to the search engine. The payment is insignificant when PPC is working effectively because the visit is worth more than the amount you spend. To put it another way, if we pay \$3 for a click that leads to a \$300 purchase, we've made a tidy profit. From researching and selecting the right keywords to organising those keywords into well-organized campaigns and ad groups to designing conversion-optimized PPC landing pages, there's a lot that goes into running a successful PPC campaign. Search engines reward advertisers who can create relevant, intelligently focused pay-per-click campaigns by charging them less for ad clicks. Google will charge you less per click if your ads and landing pages are useful and gratifying to users, leading in more profits for your company. So, if you want to start using PPC, you should first learn how to do it correctly.

**4. DIGITAL MARKET IS FUTURE:**

Digital marketing is a significant industry that isn't going away anytime soon. We'll show you how: According to Boost Ability, the United States will spend \$120 billion on digital marketing in 2020. This amount accounts for nearly half of all media spending. Digital marketing is becoming increasingly important. According to Boost Ability, the amount spent on social ads is likely to treble from 2016 to 2021 (\$15,016 to \$32,977). The amount spent on display advertisements and internet videos will also rise. Digital marketing is projected to outperform traditional marketing methods in the not-too-distant future. Digital marketing is a significant industry that isn't going away anytime soon. We'll show you how: According to Boost Ability, the United States will spend \$120 billion on digital marketing in 2020. This amount accounts for nearly half of all media spending. Digital marketing is becoming increasingly important. According to Boost Ability, the amount spent on social ads is likely to treble from 2016 to 2021 (\$15,016 to \$32,977). The amount spent on display advertisements and internet videos will also rise. Digital marketing is projected to outperform traditional marketing methods in the not-too-distant future.

**5.OBJECTIVES**

- The overall awareness of digital marketing and Brand.
- To develop Promotional strategies for new products & services.
- To identify and analyse the Target Customers.
- To signify the digital marketing concept in current trends.

**6. CONCLUSION:**

The research began with the goal of examining various marketing types. The most crucial part of digital marketing, according to the conversation, is connecting with users. The customer engagement ladder has revealed how to connect with customers in many ways. According to the survey, organisations must create an excellent platform in order to effectively use digital marketing. It has been demonstrated that in today's environment, it is critical to integrate all systems with the digital platform. The transformation of a newspaper from a printed edition to an online edition has typified contemporary digitization tendencies. With the advancement of technology, digital marketing research and practise are improving.

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