



A Study on the Impact of Digital Marketing

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ABSTRACT

In the pretty serious market and innovation headway with the use of internet it has moved the standard market to superior advertising technique. Virtual marketing snatch large area and in the profoundly serious market it encompasses investigating plan of motion using superior innovations which decreases cost and lengthen enterprise internationally. Today computerized advertising have a greater noteworthy extent of growing their business inner the future as consumers are undeniably steadily fulfilled by using doing net purchasing as they find advanced promoting notably greater secure than traditional showcasing. Computerized showcasing provide chance to the consumers to observe the statistics of the item gave with the aid of the company and can be prepared to do correlation as desires be, with the goal that they can recognize right to choice and can put request on every occasion 24×7 at wherever. With the refreshed improvements and increment in the use of internet commitment, interconnectivity of buyers is increasing step by way of step because of which consumer behavior modified and affiliation ought to understand the conduct of shopper. This examination learn about smash down the effect of computerized promotion on customer buying conduct. Therefore, superior promotion have superb impact on purchaser buying conduct, typical advertising and marketing before long ought to be moved to computerized showcasing.

Keywords: Digital, Digitalization, Technology, Behavior.

INTRODUCTION

The actions a business does to encourage customers to purchase any goods or services are referred to as marketing. The business uses marketing to find customers or consumers for its goods or services. The promotion of any good or service through digital media is referred to as "digital marketing." Using tablets, cellphones, laptops, PCs, and other digital devices for marketing purposes, for instance. An interactive technology such as emails, websites, online forums and newsgroups, interactive television, mobile communications, etc. is used in digital marketing, a type of direct marketing, to connect buyers and sellers electronically.

The term "digital marketing" was originally used in the 1990s. Online marketing, internet marketing, and web marketing are other terms for digital marketing. Because of the rapid expansion of digital marketing alongside the advent of the internet, it is known as "internet marketing." The main benefit of digital marketing is that businesses may offer their goods and services whenever they want, 365 days a year. They can also do so at a reduced cost and with greater efficiency. Due to its high level of connectedness, it facilitates many-to-many conversations and is typically used to sell services or goods in a fast, relevant, private, and cost-effective manner.

For the success of your brand and business, you must use digital marketing. Every other company seems to have a website. If not, they at least have a digital ad plan or a presence on social media. Consumers now anticipate and rely on digital content and marketing as a way to learn about brands. You can get inventive and test out different marketing methods on a budget because digital marketing has so many possibilities and ideas available to it.

There were approximately 1.1 billion internet users in 2005, or 16.6% of the total population. Around 4.8 billion people are expected to be online in 2020, and the population's percentage has climbed to 62 percentage.

Additionally, there is a clear link between the internet and digital marketing. With the biggest percentage of internet users, nations like India and China have a unique opportunity.

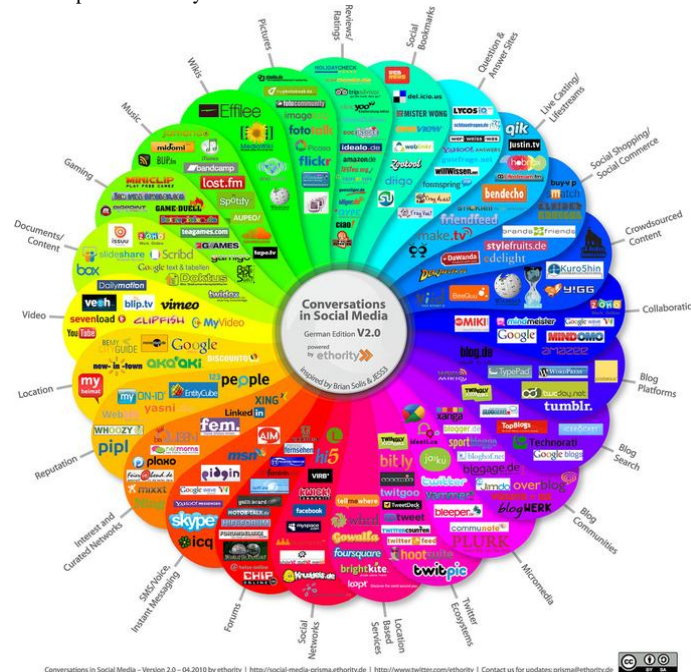
The following are the major goals of this review essay:

- Understanding the numerous digital marketing channels;
- comparing traditional and digital marketing;
- the importance of digital marketing;
- the benefits and drawbacks of digital marketing; and
- the difficulties faced by digital marketers

The different channels that make up digital marketing are the mediums that marketers utilise to advertise their goods and services. The primary goal of an advertiser is to choose the channel that will facilitate communication and provide the highest return on investment (ROI). The following is a list of

significant digital marketing channels:

- Social media marketing is currently one of the most significant forms of digital marketing. It is the digital channel with the quickest growth. The process of driving traffic to websites or blogs through social media platforms is known as social media marketing. Social media marketing, in Neil Patel's words, is the practise of developing content specifically for each social media platform in order to encourage user interaction and sharing. Social media marketing has profited the most from the rise in the percentage of internet users in the population, which has risen from 16.6 to 62 percent in 15 years.



More than 200 social media outlets are shown in Fig. 1. The list of significant social media networks is provided below.

1. Facebook is the most popular social networking site. An organisation can use Facebook to advertise its goods and services.
2. LinkedIn: Professionals can create and share profiles on LinkedIn. LinkedIn connects these two dots by having the business also construct their profile.
3. Google+: This is Google's social network, where users may quickly connect based on friendship and shared interests.
4. Twitter: Its goal is to promote conversions, gain more leads, and raise brand exposure and sales.
5. Pinterest: This social media site offers visual information that users can share or keep for later use.

➤ Email Marketing

Email marketing is the practise of communicating with potential customers about any product or service via email. Understanding this digital marketing channel is straightforward. Increase brand exposure, sell products through discounts and event advertisements, and send customers to company websites are all achieved through email marketing. A blog subscription newsletter, welcome email series, seasonal campaign, post-purchase drip, cart abandonment campaign, follow-up email when a website visitor downloads something, holiday promotions to loyal members, re-engagement campaign, etc. are all examples of email types that can be sent in an email marketing campaign. The primary benefit of email marketing is its low cost when compared to other forms of advertising. Instead than attracting new consumers, it is typically utilised to increase client loyalty among current ones. The business can attract customers by producing visually appealing advertisements and linking product photographs to the website.

➤ Affiliate Marketing

In affiliate marketing, the parent company pays affiliates for each customer or website visitor their marketing initiatives or strategies on the firm's behalf result in. Pat Flynn's book Smart Passive Income claims that "Affiliate marketing is the technique of generating income by advertising the goods of other people (or businesses). You discover a product you enjoy, spread the word about it, and get paid a percentage of the sales price ". Affiliate marketing involves 4 different parties. They are:

- 1) The Merchant: The seller, the brand, or the merchant may occasionally be the culprit. To sell, this group created a good. It could be a person, a small business, or a well-known corporation.
- 2) The Affiliate, also referred to as a publisher. Additionally, it could be a person, a startup, or a large Fortune 500 firm. For each service or item they sell, they receive a commission from the vendor. Customers are brought to the merchant by the affiliate.
- 3) The Client: The client, or consumer, is a crucial component of the entire system. They visit affiliates, and the affiliates use his commission to direct them to retailers. The affiliate cannot receive a commission in the absence of a consumer.
- 4) The Network: The network serves as a go-between for affiliates and merchants. A network is necessary for affiliates to advertise goods or services.

➤ Search Engine Marketing

A search engine is an online tool that aids users in finding the information they need. Search engines include Google, Yahoo, Bing, Baidu, and others. Any effort that raises a user's website's ranking in a search engine is referred to as search engine marketing. Search engine marketing comes in two

flavours: sponsored search and search engine optimization (SEO).

The art of ranking highly in the unpaid portion of a search engine, according to Neil Patel, is known as search engine optimization. It also goes by the names organic listing or organic marketing. In general, a website will receive more visitors the higher it ranks in the search results.

In sponsored search, one must pay to go up the search engine results page. One will use the same terms in sponsored search as they would in an organic marketing campaign. A commercial search engine like Google, Yahoo, Bing, etc., runs the majority of a paid search engine. Paid search uses a pay-per-click business model, in which advertisers only pay when a customer clicks on their advertisement. Based on the advertiser's bid and quality score, the search engine algorithm will decide where the advertiser's ad will appear. Due to its potential to produce results more quickly, paid search is frequently preferred by advertisers over SEO in the near term.

➤ Online Display Advertising

Traditional marketing involves placing a billboard or banner advertising a company on either side of the road, as well as placing an advertisement in a magazine or newspaper. An online variant of it is display advertising. Today, a marketer can accomplish the same goal by using online display advertising. Display advertising comes in a variety of forms, including banner ads, interactive ads, rich media, and video commercials. Due to the graphics in the adverts, display advertising is excellent at catching the eye.

An audience can be targeted by an online display advertiser depending on factors such as website content, geography, gender, age, and device type. As a result, the marketer can display an appropriate advertisement to the appropriate customer, reducing the expenditure and improving sales.

Comparison between traditional and digital marketing

The most well-known type of marketing is traditional marketing. Due to its duration, traditional marketing is familiar to the majority of people. Ads in a newspaper or magazine are a tangible illustration of conventional marketing. A billboard, brochure, radio or TV advertisement, poster, etc. are also included. This method of marketing is not digital. While digital marketing reaches customers through a variety of digital media. The following comparisons are provided:

It is one type of marketing that utilizes media, TV, or magazine to	It is one type of marketing that uses the internet and social media
The customer engagement is Low in the traditional marketing	The customer engagement is Relatively high than traditional one.
The conversion rate is Slow in this case	The conversion rate is Extremely fast in digital marketing
Traditional marketing is more of Static	Digital Marketing is Dynamic in nature
The return on investment in marketing is not so easy to measure	Due to transparent format, return on investment is simple to
It is More expensive and Less effective due the physical version	It is Less expensive but More effective as it is of virtual mode
The Format is more of Standardized target	It is more of Customized target format
The responses of the customer is not possible to track in case of	The responses of the customer is Possible to track
The reach is Local in case of traditional marketing	The reach is Global which means both reaching glabal and local
Tweaking is not possible once the advertisement is placed	Tweaking can be done whenever required and one can change or
The results and output of the content is very slow	Quick and live results are possible in case of digital marketing
It is mostly one-way communication	It is a two-way communication
It is not easy to skip the advertisements, as they are bound to the	One can easily skip between advertisements if it does not interest

THE VALUE OF DIGITAL MARKETING

Based on the foregoing debate, the following is a summary of the significance of digital marketing that every marketer should adhere to:

- Compared to offline marketing strategies, internet marketing is much more restrained. It is simple to reach a larger audience.
- With the use of various monitoring technologies, outcomes in digital marketing may be simply tracked and monitored. Organizations may quickly observe client reaction rates and regularly assess the success of their marketing efforts without the need for expensive client research, enabling them to plan more effectively for the next one.
- Customer feedback gathering is simple to compare to conventional marketing channels like TV, radio, or billboards. They can quickly provide feedback on any goods via an online marketing website, aiding businessmen in their efforts to reinvent themselves in their particular industry.

- It aids in expanding a firm using online channels like the web or mobile devices, reaching numerous customers quickly. Many small and large businesses are using online marketing techniques to finance their operations internationally.
- Digital advertisers monitor information such as what is being viewed, how often and for how long, what content is effective and ineffective, and so on. While the internet may be the medium most closely associated with digital marketing, additional platforms include mobile applications, cutting-edge TV, and radio channels.
- Because digital marketing is affordable, targetable, and quantifiable, businesses use it and marketers adore it.

Benefits of Digital Marketing

Rapid technological change has impacted customer purchasing habits. The benefits that consumers receive through digital marketing are listed below:

- Consumers will be able to access the internet from anywhere in the world at any time in the year 2020. Consumers may stay informed about any product or service at any time thanks to the digital nature of digital marketing [10] and the internet, which allows them to perform a variety of tasks like visiting a company's website, reading content, making purchases, etc. Customers' engagement has grown, and their overall experience has improved.
- Consumers are less likely to be misinformed by salespeople in traditional marketing than they are in digital marketing, which provides clear and accurate information about any good or service. Additionally, customers can rely on the internet for comprehensive item details before making a purchase decision.
- A variety of businesses use digital marketing to advertise their goods, making it simple for customers to compare the goods of various businesses. To compare products, they are not required to go to numerous retail locations.
- Since the Internet is accessible 24/7, there are no time restrictions and clients can purchase the product whenever they want.
- Because of the digital medium, viewers may inform others about the features and benefits of goods and services.
- The company uses digital channels to display product prices, which helps customers easily understand and comprehend expenses.
- In traditional marketing, consumers first view advertisements through posters, TV, or any other traditional manner before visiting a retail store to make a purchase. The company also modifies its prices on any holiday or festival to give a discount and is highly transparent to the consumer. However, in digital marketing, consumers can instantaneously purchase the product through digital media after seeing an advertisement.

Demerits of Digital Marketing

Digital marketing offers numerous benefits in the modern world, but it also has certain drawbacks, which are addressed below:

- A rival can readily duplicate another company's digital marketing campaign. It is possible to defraud clients by using brand names or logos.
- With conventional marketing, customers could physically touch the products to verify, but it is not possible in e-commerce.
- Websites may take too long to open if there is a problem with the internet connection or if there is some other issue with the websites.
- Even though India is going digital, many consumers still have questions or lack confidence in the online payment system.
- The clients' lack of trust due to the massive amount of fakes regarding virtual improvements. Fair organisations may be impacted because harm to their reputation for values and to their image can occur.
- Numerous instances exist where customers used the pay on delivery option to order things they had no intention of purchasing with a phoney ID. This demonstrates a pay-on-delivery method flaw.
- Digital marketing is heavily dependent on the internet and technology, which might lead to errors.
- Not everyone understands digital marketing yet; some clients, especially more seasoned ones, don't believe in a computerised world and prefer to use traditional marketing techniques.

Issues with digital marketing

While there are many benefits to using digital marketing to promote goods and services, there are also some hurdles that a digital marketer must overcome. According to the following, there are challenges:

- Consumers utilise a variety of digital devices and channels, and those gadgets have a variety of digital channels, which encourages the growth of digital channels. Additionally, marketers struggle with selecting a platform and audience.
- Digital marketing is significantly less expensive than traditional marketing, and it is accessible to all small businesses, which fuels fierce rivalry.
- Every time a user visits a digital channel, a massive amount of data is left behind. It is really difficult to comprehend such data and to find the accurate information inside exploding information volumes that will help you make the right decisions.

Conclusion

It is impossible to deny that the world is rapidly transitioning from a simple to a digital one. People are investing more money in online content, and businesses who find it difficult to incorporate this fact into their advertising plan must swiftly adapt. The amount of time people spend online each year increases, and as a result, the role that digital platforms play in their lives also increases. The promotion of digital media is the primary goal of digital India. Because customers may utilise digital platforms from anywhere in the world at any time, businesses must switch from traditional to digital marketing strategies. If businesses don't use digital platforms to market their goods and services, they won't be able to compete with rivals and would eventually fail.

Customers who wish to purchase any product online may simply obtain product information and make product comparisons without having to go to a physical store or shopping centre. It demonstrates that consumers are more likely to buy things online than in physical stores. Companies must adapt their advertising strategies and utilise new platforms for marketing as customer purchasing habits change.

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