DIGITAL MARKETING

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ABSTRACT: This project will through a light on DIGITAL MARKETING , its trend in past and present and its future in the globalised world. As marketing has become a very important tool for every industry to reach the consumer it's become very complex as to decide what is the right medium for marketing. As the world has modernized dramatically in the last decade digital media has reached every home and hence become a very important vehicle for marketing. This project will cover digital marketing trends and its future, general problem faced and few suggestion to overcome it along with few cases.

Keywords: television, mobile, radio, internet, digital marketing terms

INTRODUCTION: Marketing is undergoing a period of intense change, and there are several inflection points on the horizon which will have a transformational effect, so that by the middle of the next decade every facet of marketing will have been changed radically by the digital revolution.To date, the emergence of digital technology has caused great debate, and in some sectors has led to revolutionary change. While 'small advertising' such as classifiers and personals has moved online in a wholesale way, brand advertising has been affected in a more marginal way.

Most innovation has been in the form of 'media firsts' – finding new places to stick advertising. Until very recently there has been little progress in targeting. The proliferation of media has in some ways made demographic targeting easier. But it has done this at precisely the same time that demographics have been declining in relevance as a predictor of consumer behaviour.[1]

WHAT IS DIGITAL MARKETING

Digital Marketing is the promoting of brands using all forms of digital advertising. This now includes Television, Radio, Internet, mobile and any other form of digital media.Digital Marketing is the practice of promoting products and services using digital distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner.Whilst digital marketing does include many of the techniques and practices contained within the category of Internet Marketing, it extends beyond this by including other channels with which to reach people that do not require the use of The Internet. As a result of this non-reliance on the Internet, the field of digital marketing includes a whole host of elements such as mobile phones, sms /mms, display / banner ads and digital outdoor.Previously seen as a stand-alone service in its own right, it is frequently being seen as a domain that can and does cover most, if not all, of the more traditional marketing areas such as Direct Marketing by providing the same method of communicating with an audience but in a digital fashion. Digital is now being

broadened to support the "servicing" and "engagement" of customers.[2]

DIGITAL MARKETING-PUSH VS PULL

Digital marketing involves some of the techniques of direct marketing and internet marketing. In digital marketing traditional methods of promotions are executed digitally. It involves marketing in two forms, pull and push. Pull digital marketing requires the user to pull or extract the content directly. The customer has to approach the promotional matter and see the matter by himself. Examples are websites, forums and web logs. All these require clicking on a URL in order to view the content. The content that is being displayed doesn't have to follow any guidelines. Effort is required to only display the content on the website or forum and there is no additional cost of sending the information to the customer, but the customer has to make the extra effort of reaching out to the content. The customer doesn't have to opt-in for such kind of promotion and one message is being viewed by all and it cannot be personalized. The customers who see the content cannot be traced, although the click through rate can be considered which give details about the number of clicks the message received. This is be done by enabling the click though tracking during the campaign, which records the information.

Pros:

♣No restrictions in terms of type of content or size as the user determines what they

want. ♣No technology required to send the content, only to store/display it.

♣No regulations or opt-in process required.

Cons:

♣Considerable marketing effort required for users to find the

message/content. ♣Limited tracking capabilities – only total downloads, page

views, etc.

♣No personalization – content is received and viewed the same across all audiencesPush digital marketing technologies requires the effort of both the marketer and the customer. The marketer has to push or send the content to the customer and the customer has to make the effort of receiving it. This is a very effective kind of marketing and the investments surely earn a big return as it creates brand recognition. SMS, MMS, emails, RSS podcasting are examples of push digital marketing. Since the content is sent to individuals, it can be personalized according to the intended recipient. Whether the message has been opened and viewed by the customer or deleted it can be tracked and reported. Information related to the customer such as name, geographical location could be traced. But when sending this king of message, certain criteria should be met as the SMS and emails sent are monitored. If the marketer doesn't follow the rules and regulations properly, there is a possibility of messages getting rejected and blocked, before they reach the targeted audience and the message is considered to be spam. Bigger consequences involve marketers getting blacklisted temporarily or even permanently.

The number would be blocked and they won't be able to send any messages at all. Messages sent to the RSS feeders require a mechanism with an application to reach, when sent by an email marketing system.[3]

TOOLS OF DIGITAL MARKETING

A. TELEVISION

Advertising on television allows you to show and tell a wide audience your business, product, or service. It allows you to actually demonstrate the benefits of ownership. You can show how your product or service works and how it's packaged so prospective customers will know what to look for at the point of sale. In advertising, it often takes multiple touch points to effectively influence consumers' purchasing behavior.Television advertising has been a popular medium for large retailers ever since the TV first began to appear in living rooms. With the arrival of cable television came lowered production costs and the opportunity to reach smaller, more targeted markets, making it a viable option for small to medium-size businesses as well.

B. RADIO

When it comes time to advertise your small business, radio probably isn't the first thing that comes to mind. But that doesn't mean it isn't an effective way to reach your target audience, particularly if you place your radio spots during peaking driving times. And radio advertising typically costs much less than television advertising, making it an attractive choice for smaller businesses that may be operating on a limited advertising budget.A good radio ad will grab a listener's attention, perhaps with a catchy jingle or a talented radio personality. Radio ads engage listeners by contructing a 30- or 60-second story, keeping the product or service being sold at the forefront throughout, covering all the key points in an efficient and entertaining way, and finishing with a call to action such as a phone number, which is typically repeated at least two or three times to help the listener remember it until they can write it down or pick up the phone.

C. INTERNET

Internet marketing, also referred to as i-marketing, web-marketing, online-marketing, Search Engine Marketing (SEM) or e-Marketing, is the marketing of products or services over the Internet. The Internet has brought media to a global audience. The interactive nature of Internet marketing in terms of providing instant response and eliciting responses, is a unique quality of the medium. Internet marketing is sometimes considered to have a broader scope because it not only refers to the Internet, e-mail, and wireless media, but it includes management of digital customer data and electronic customer relationship management (ECRM) systems.Internet marketing ties together creative and technical aspects of the Internet, including: design, development, advertising, and sales

D. MOBILE

Mobile Marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.Mobile marketing is commonly known as wireless marketing. However wireless is not necessarily mobile. For instance, a consumer’s communications with a Web site from a desktop computer at home, with signals carried over a wireless local area network (WLAN) or over a satellite network, would qualify as wireless but not mobile communications.[4]

DIGITAL MARKETING AND MULTI CHANNEL COMMUNICATION

While digital marketing is effective using one message type, it is much more successful when a marketer combines multiple channels in the message campaigns. For example, if a company is trying to promote a new product release, they could send out an email message or text

campaign individually. This, if properly executed, could yield positive results. However, this same campaign could be exponentially improved if multiple message types are implemented. An email could be sent to a list of potential customers with a special offer for those that also their cell phone number. A couple of days later, a follow up campaign would be sent via text message (SMS) with the special offer.Push and pull message technologies can also be used in conjunction with each other. For example, an email campaign can include a banner ad or link to a content download. This enables a marketer to have the best of both worlds in terms of their marketing method.eMarketer reported that the majority of consumers are simultaneously consuming multiple media options—they are reading the newspaper while watching TV or checking e-mail while listening to the radio. Each consumer's desired media experience is different, which means that organizations must provide a multi-channel platform to cater to the largest consumer population possible. [6]

DIGITAL MARKETING TERMS

Banner Ad

An advertisement that appears on a Web page, most commonly at the top (header) or bottom(footer) of the page. Designed to have the user click on it for more information (see Microsite)

Blacklisted

A blacklisted notice means that the message may not have been delivered due to be flagged onone of the major lists that keep tabs of known spammers. Different ISPs use different blackliststo block mailings from being delivered to their clients. It can be a temporary ban or a permanent one, depending upon the list.

Blocked

A blocked notice means that the message did not get through due to being considered spam by the subscriber's ISP. This may be due to being on a blacklist or because the message contains a domain that is already being blocked.

Streaming Technologies

Communication channel such as video and audio that is accessed online. Can be a pre-stored clip to access as well as a live feed that is streamed like an online broadcast.

Subscriber

A person who signs up to receive messages from a particular company or entity.

Targeting

Targeting allows you to send a message to people based on specific criteria from your subscriber database.

Voice Broadcast

Sending a pre-recorded voice messages to a large set of phone numbers at the time same. Can either be a voice call (meaning the recipient must answer the call for the message to play) or voice mail (meaning the message will play only if the recipient doesn't answer)

Widget

A small graphical device that does a highly focused, often single, specific task. Web widgets can be embedded in web pages or run on the desktop of a PC (Windows or Mac) using software such as Apple's Dashboard software or Yahoo! Widgets Engine.

Personalization

Personalization gives you the ability to create a customized message for each person in your database. Can be addressed by first/last name, city, state, zip, etc.

RSS

RSS or Real Simple Syndication is technology designed to allow users to subscribe to a specific content feed and be automatically alerted when new updates are available.

RSS Reader

Application used to subscribe and monitor selected RSS content feeds.

Short Code

A short code is a 5 digit number that is used to send and respond to text messages. They can either be a random set of numbers or a "vanity" number tied to a specific brand or number pattern.

SMS

SMS (Short Message Service) is a one-way text message sent via a cell phone. It is usually received via the subscribers' text message inbox on their cell phone and can be a maximum of 160 characters per message.[7]

ADVANTAGES

The main advantage of digital marketing is that a targeted audience can be reached cost

effectively and measurably. Other digital marketing advantages include increasing brand loyalty and driving online sales.
The benefits of digital marketing include:

Global reach

A website allows you to find new markets and trade globally for only a small investment.

Lower cost

A properly planned and well-targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

Trackable, measurable results

Measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

Personalisation

If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

Openness

By getting involved with **social media** and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.

Social currency

Digital marketing lets you create engaging campaigns using **content marketing** tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.

Improved conversion rates

If you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

Together, all these aspects of digital marketing have the potential to add up to more sales.[8]

DISADVANTGES

Some of the downsides and challenges of digital marketing you should be aware of include: Skills and training

You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and you must keep up-to-date.

Time consuming

Tasks such as optimising online advertising campaigns and creating marketing content can

take up a lot of time. It's important to measure your results to ensure a return-on-investment.

High competition

While you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.

Complaints and feedback

Any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.

Security and privacy issues

There are a number of legal considerations around collecting and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data protection.[9]

FUTURE SCOPE

Future Scope is designed to benefit individuals at various stages of their career journey. Undergraduates: Explore potential career paths before choosing a major or entering the job market. Gain clarity on your strengths and interests to make informed decisions about your future.[10]

CONCLUSION

As gathering information regarding the project I realized that the importance of digital media has become key factor in marketing field. If you are on air then you are everywhere which indeed is what every producer wants. The reach that digital media has nowadays has given digital marketing a great platform and will surely take it to sky. But a optimum and focused use of digital media is very necessary for marketing otherwise the consumer which is to be reached may get away which can be seen nowadays by again and again annoying calls of bank's representatives .So it is very important to focus the marketing strategy accordingly.

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