

Digital Marketing Trends

Mr. S. Vinothkumar

Assistant Professor, Department of Commerce Finance, Dr. N.G.P.

Arts and Science College (Autonomous), Coimbatore

Tamil Nadu, India.

vinothkumar0089@gmail.com

B. Sujith

III. B. Com Finance, Dr. N.G.P. Arts and Science College,

Coimbatore, Tamil Nadu, India.

Abstract

Digital marketing is that the marketing of product or services victimization digital technologies, primarily on the web, however additionally together with mobile phones, show advertising, and the other digital medium. Digital marketing's development since the Nineties and 2000s has modified the manner brands and businesses use technology for marketing. As digital platforms square measure more and more incorporated into marketing plans and lifestyle, and as folks use digital devices rather than visiting physical outlets, digital marketing campaigns are getting a lot of current and economical. This paper primarily focuses on abstract understanding of digital marketing, however digital marketing helps today's business.

Key Words: Digital marketing, Concepts, Digital platforms, Digital technologies.

Introduction

Digital marketing, additionally known as on-line marketing, is that the marketing of brands to attach with potential customers' victimization the web and different varieties of electronic communication. This includes not solely email, social media, and web-based advertising, however additionally text and multimedia system messages as a marketing channel. It's the term used for the targeted, measurable, and interactive marketing of product or services victimization digital technologies to achieve the viewers, flip them into customers, and retain them. Digital marketing is that the part of marketing that uses the web and on-line based mostly digital technologies like desktop computers, mobile phones and different digital media and platforms to push product and services. Its development throughout the Nineties and 2000s modified the manner brands and businesses use technology for marketing. Marketing may be done victimization standard ways like TV advertisements, billboards, visiting cards, hoardings. Therefore, marketers have found new ways in which to attach with the audience victimization the web. Today marketers use digital platforms (Search Engines & Social Media Websites) like LinkedIn, Twitter, Facebook, WhatsApp, Google, Yahoo, Bing to realize access to push brands at a really low price.

History of Digital Marketing

The development of digital marketing is indivisible from technology development. One in every of the primary key events happened in 1971, once Ray Tomlinson sent the primary email, and his technology set the platform to permit folks to send and receive files through completely different machines. However, the additional recognizable amount as being the beginning of Digital marketing is 1990 as this was wherever the Archie computer programme was created as Associate in Nursing index for FTP sites. Within the Eighties, the storage capability of computers was already sufficiently big to store Brobdingnag a volumes of client info. Firms started selecting on-line techniques, like information marketing, instead of restricted list broker. Within the Nineties, the term Digital marketing was 1st coined, With the debut of server/client design and also the quality of non-public computers, the client Relationship Management (CRM) applications became a big think about marketing technology. This LED to the primary clickable banner ad being going board 1994, that was the "You Will" campaign by AT&T and over the primary four months of it going live, a quarter mile of all people that saw it clicked on the ad. Within the 2000s, with increasing numbers of web users and also the birth of iPhone, customers began looking out product and creating selections regarding their wants on-line 1st, rather than consulting a salesman, that created a replacement downside for the marketing department of a corporation. In 2007, marketing automation was developed as a response to the ever-evolving marketing climate. Marketing automation is that the method by that computer code is employed to automatize standard marketing processes. Digital marketing became additional refined within the 2000s and also the 2010s, once the proliferation of devices' capable of accessing digital media LED to sudden growth. Statistics created in 2012 and 2013 showed that digital marketing was still growing. With the event of social media within the 2000s, like LinkedIn, Facebook, YouTube and Twitter, customers became extremely keen about digital natural philosophy in daily lives. Therefore, they expected a seamless user expertise across completely different channels for looking out product's info. The modification of client behaviour improved the diversification of marketing technology.

Research Objectives

1. Understanding the construct of Digital marketing.

2. Know about various channels of Digital marketing.
3. Recent trends in Digital marketing.

Research Methodology

This part of chapter is ready out on however the information was obtained in a shot to optimise the document. It provides a look methodology wherever the core construct of the article is illustrated. The information assortment then reveals the whole procedure of the interviews performed. The whole chapter can embody in-depth info on the content and approaches utilized in this paper to boost the whole report.

Review of Literature

S. Sivasankaran* has stated that digital marketing has posed many challenges to the marketer in the retail segment. The present generation is more fascinated with the online shopping than the conventional buying. The marketers are forced to introduce the innovative way of selling due to the pressure of the younger generation's buying behaviour. The buying behaviour and behavioural pattern of youth has as greater influence in the purchasing behaviour, hence in this study, "Digital marketing and its impact on buying behaviour of youth is focused as the core issue. The study reveals that most of the youngsters of the present generation have access to the digital media but they lack the awareness about its optimum utilization.

M. Shirisha* stated that digital marketing is the fastest e-Commerce solution available. We can buy or sell fast in this marketing strategy. You can reach out maximum audience or customer with the help of digital marketing and you can do that fast. It really plays an important role in modern commerce system. This system makes our business faster and more accurate. Digital marketing is infinitely more affordable than traditional offline marketing methods. But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one. This paper made an attempt to highlight the importance of digital marketing in the new era.

Rohm & Hanna* Concluded that marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan.

P. Sathya* studied the digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents' opinion are collected to get the clear picture about the present study.

D.M. Arvind & Shankar Narayan Rao* has stated that digital marketing has created a huge buzz in today's world. It is very popular in the younger generations, but the middle and the older generations are also not untouched by the wave of its scope. Digital and social media are now becoming the new barometer to gauge the popularity of a campaign before it is released on mass media. To keep up with consumers' digital advances, retailers are becoming savvier, implementing strategies and programs via smart phones, tablets and other digital venues. Digital marketing can take the form of push messaging, in-store digital signage, location-based promotions, email messaging and much more.

Rajiv Kaushik* concluded that digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Start-ups who use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales.

Shankar* determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. “As more shoppers are using social media (e.g., Twitter, Facebook and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important”.

Curran* have discussed social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer’s specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand.

Channels pf Digital Marketing

There are a several multiple digital marketing channels accessible namely:

1. **Affiliate marketing** – Affiliate marketing is giving the impression to not be thought-about a secure, reliable, and straightforward suggests that of marketing through on-line platforms. This is often because of a scarcity of irresponsibleness in terms of affiliates that may manufacture the demanded range of recent customers.
2. **Email marketing** – Email marketing compared to different types of digital marketing is considered low-cost. It’s conjointly the way to apace communicate a message like their price proposition to existing or potential customers.
3. **Computer programme marketing** – computer programme marketing (SEM) may be a style of net marketing that involves the marketing of internet sites by increasing their visibility in computer programme results pages (SERPs) primarily through paid advertising.
4. **Social Media marketing** – The term ‘Digital Marketing’ incorporates a range of marketing sides because it supports completely different channels utilized in and among these, comes the Social Media. Once we use social media channels (Facebook, Twitter, Pinterest, Instagram, Google+, etc.) to plug a product or service, the strategy is termed Social Media marketing.
5. **On-line marketing material** – The use of the web to speak with each potential and current customer within the public realm.

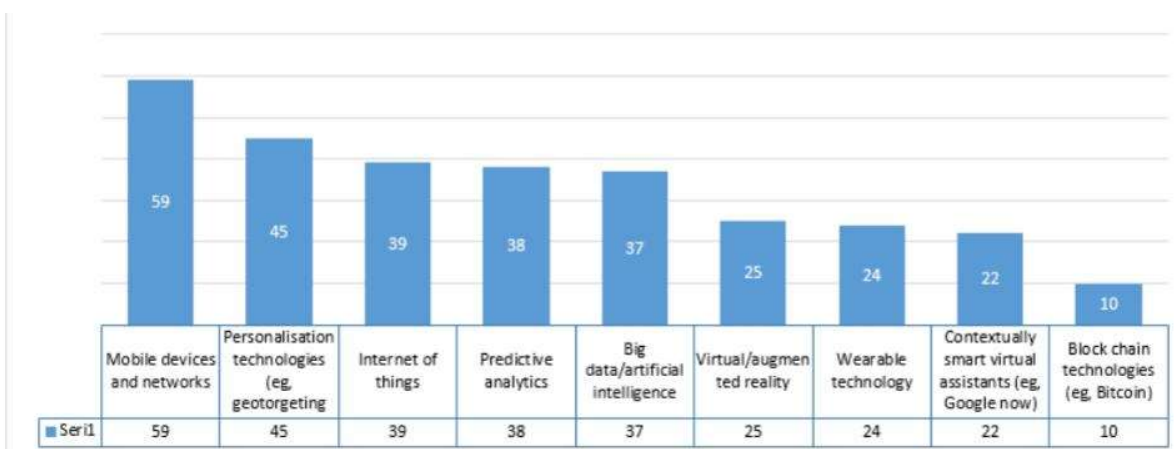
Future of Digital Marketing

There are many ways mobile has diverted human life. The device has proved that it has made our life easy in a lot of ways. For the website, mobile has made half web traffic. Year by year this number is increasing and will increase in the future. Digital marketing companies is knowing information from the customer in advanced by the survey of economist intelligence, it was found that there are a lot of technology which effects on digital marketing. We

can see the impact of technology on digital marketing (Figure 1). According to a survey done by the economist intelligence unit survey on digital marketing, there are many computer technologies that are going to impact the field of digital marketing. Figure 1 shows various technologies’ impact on digital marketing.

Figure 1: Technology Impact on Digital Marketing.

In the future, due to all these technologies, it is going to create various challenging and



reasonable environments for Digital marketing team and organization. According to the survey, we can see that the Digital marketing channel is going on the top of choice. Figure 1 comparison of the market of all digital channels (Kaushik).

Recent Trends in Digital Marketing

A number of digital marketing trends of 2022 will produce a competitive advantage once used with efficiency are follows.

1. Influencer marketing

Influencer marketing is that the follow of victimization associate influencer's image and goodwill to push and advertise a brand's product or services. Influencers may be people or teams with an enormous fan following. Here are a unit a number of the explanations why influencer marketing has gained momentum within the current business are Persuades audience, increases trust & Supports content strategy.

2. Omni channel marketing

Omni channel marketing is believed to be one in every of the foremost effective ways that to succeed in the target market. It's associate approach that stands faithful the definition of digital marketing – victimization totally different digital mediums to push, engage, and serve customers.

3. Artificial Intelligence

Artificial intelligence (AI) is that the method of developing sensible laptop systems which will perform similar functions to the human brain. Firms will use AI to measure the wants and demands of their customers. At the same time, it may be wont to establish patterns in client shopping for behaviour, monitor and provide an answer to formulate a marketing strategy.

4. Video marketing

Social media platforms have offered a brand-new area for firms to push their merchandise or services to their target market. Video marketing may be a potent digital marketing tool widespread among businesses trying to extend their client base. Specialists believe that videos area unit simpler than the other type of content; that's why several brands area unit shifting their focus to developing content-rich and enchanting videos to push their merchandise or services.

5. Long-form Content

Content marketing may be a widespread digital marketing trend victimization that firms usually promote their product or services. Similarly, long-form content is that the subject of content marketing that consists of journal posts or articles of quite 3000 words to push a product or service.

Benefits of Digital Marketing

1. International Reach

Traditional marketing is restricted by geographic and making a global marketing campaign may be onerous, expensive, still as effortful. However, digital marketing happens on the net, which suggests that the reach you'll be able to win with it's huge.

2. Native Reach

While international reach may be a vital advantage of digital marketing, it conjointly improves native visibility, that is very vital if your business depends on close customers. Native SEO and regionally targeted ads may be helpful for firms attempting to bring additional customers to their doors.

3. Lower Cost

Whether you wish to push your business regionally or internationally, digital marketing provides you with cost-efficient solutions. It permits even the littlest firms to contend with larger firm mistreatment extremely targeted ways.

4. Effective Targeting

Even if you don't have a transparent plan of your target market, digital marketing allows you to extract information to ascertain that audiences can work best for you and optimize your campaign around them.

5. Multiple ways

There are a unit completely different ways of digital marketing that may be employed by differing kinds of companies. A B2B business that's curious about gaining international leads

could have a very completely different strategy than a B2C native business mercantilism garments.

Conclusion

Digital marketing has taken the marketing ways of business to following level. Business vastly depends on the digital platforms to plug their merchandise and services as its bearing on the trend and reaches the bulk of the customers. However, the shopping for call of the customers depends on numerous aspects like quality and also the worth they're willing to get hold of a similar. Digital marketing influences the customers in such how that they get to grasp concerning the merchandise and its review however the shopping for call utterly depends on the customers angle towards shopping for and also the resources on the market. If the digital marketing is enforced effectively the business will build vast progress which is able to successively generate sales.

References

1. Gangeshwer, D. K. (2013). E-Commerce or Internet Marketing: A Business Review from Indian Context”, International Journal of u- and e- Service, Science and Technology Vol.6, No.6, pp.187-194
2. Gurau, C. (2008). Integrated online marketing communication: implementation and management, Journal of Communication Management, vol. 12 no. 2, pp. 169-184
3. Kaushik, Preeti (2017). Digital marketing: Success metrics, future trends. International Journal of Engineering Sciences & Research technology.6(8).79-84.