**DIGITAL MARKETING AND ITS ANALYSIS**

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**ABSTRACT:**

**This piece of research work aims at understanding the preferred emerging media options used for marketing. In the Internet age many new methods used for product promotion and marketing. "Desk research" has been turned into "online research", now in the online, market research has become possible. Many Indian companies are using digital marketing for competitive advantage. Social Media has quickly gained prominence as it provides people with the opportunity to communicate and share posts and topics. The development of information technology, followed by the advancement of digital communication tools, has encouraged businesses to change the way of communicating the product. Digital Marketing communications strategy is a strategy of using digital communication media. The purpose of the undertaken study is to examine the effectiveness of online digital media advertising and also about emerging media options used for marketing. This paper mainly studies the development history of digital marketing and existing significance including the difference and contact between digital marketing and traditional advertising and also the relationship between digital marketing and the Internet industry. This paper helps small businesses such as start-ups to successfully adopt and implement digital marketing as a strategy in their business plan and to recognize the usefulness of digital marketing in the competitive market**.

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

**1.INTRODUCTION:**

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Philip Kotler is considered as the ***“Father of Modern Marketing”*** who is the author of over 60 marketing books, and provides us with important lessons that can be applied to our digital strategy. The advent of digital marketing can be traced back to the days of the 1980s. This was the time when new innovations were taking place that made the computer system advanced enough to store information of the customers. It was in the year 1981 when IBM came out with the first personal computer and the storing capacity of the computers increased to 100 MB in the year 1989. Before Digital marketing we had Traditional Marketing, which is a conventional mode of marketing that helps to reach out to a semi-targeted audience with various offline advertising and promotional methods which may have evolved over the past few decades, but the fundamental aspects remain the same. This Traditional Marketing gave birth to the Digital marketing. Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. Digital Marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time online. There are many types of Digital marketing. Here we can see about ***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, Viral marketing***.

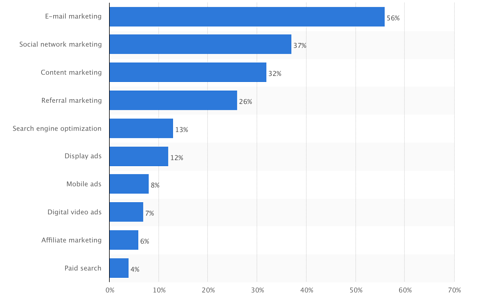


Fig1. Share of respondents

**2.WHY DIGITAL MARKETING:**

If a business is thriving, it’s growing. Its revenue is increasing by leaps and bounds. Company employees are happy, and the owner is excited. It feels good to be in charge of a growing business. The role of digital marketing is absolutely essential for business growth in today’s day and age. Are you taking advantage of the Internet and advertising your business through online strategies. The world of digital marketing might seem confusing, so let us break it down for you. According to HubSpot, digital marketing refers to any marketing effort that involves the Internet or an electronic device. If marketing exists online, it’s classified as digital marketing. Digital Marketing has been rising in popularity over the last several years. And there’s a simple reason why: the world is online. Technology Review gives us the stats–in 2000, the average American spent about 9.4 hours online. Today, most people spend 24 hours a week on the Internet, most of the time using their smartphones. Internet usage is growing, and as a business owner, you’ve got to take advantage of this. Know where the role of digital marketing stands in your business — or you’ll be left behind. If you have a small business or a start-up, you probably don’t have much money, time, or manpower to invest into traditional marketing techniques. But that’s okay! You don’t need a fancy building with hundreds of people on staff. You just need a simple but solid digital marketing strategy.

**2.1 Offline Marketing**

Offline marketing is the process to create brand awareness and reach till target customer to satisfy their needs and want. In many occurrences, individual adopt marketing mix stradegy for their business promotion. The entire plan behind offline promotion is to obtain leads, when there is no website for your business. There are many forms of offline marketing strategies such as through print media as well as non print media. Offline marketing media includes Television, Radio, Brochure, Flyers, Banners, Newspaper, Pamphlets, Posters. Offline marketing tools offer varies benefit, Of course the first benefit is that with offline marketing, a business doesn’t have to be dependent on an internet connection. If a web server goes down and a website is no longer accessible, that’s valuable custom and discoverability potentially lost. A smaller business may take a while to get back online during which vital customer attention may have been spent elsewhere. With offline media there are no such worries, it exists in the real world and cannot be taken off the grid. Another benefit may be somewhat less tangible but no less important and that’s that digital marketing is seen by many customers and clients to be throw away. People are so used to seeing advertisements, pop ups, and marketing emails that they don’t even notice them anymore.

**2.2 Online Marketing:**

Online marketing is the process to catch the attension of potential customers for business through particular banner, articles, video, images, flash animation etc. Marketing activities or information are planned as an elegant tempt to the visitors in which particular website of business wants to attract. This information is particularly placed on main page or front page of website to reach till key audiences. It has many ways to be done possible to get traffic for business through online marketing principles. Online Marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The purpose of online marketing is to get people to visit your website and then convert those visitors into paying customers. That’s what online marketing is all about. It has the same set of objectives like Establish and build brand recognition, Determine Pricing and make offers, Run advertising campaigns, promotions, discounts and specials etc. Online marketing media includes ***Website/Blog, Social Media Marketing, Email Marketing, Search Engine Marketing, Content Marketing, Video Blogging, Online Classifieds.***

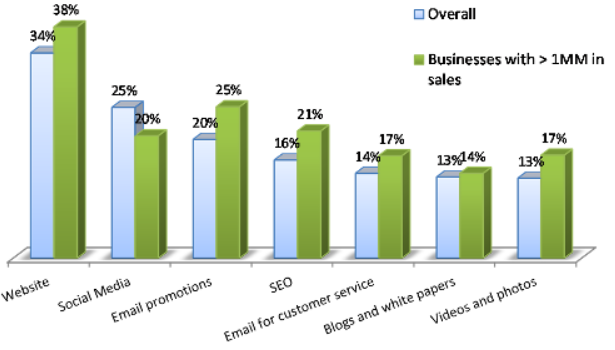


Fig2. Model Graph of Websites and their promotion

**2.2.1 Website**

Your website is the key to a successful digital marketing strategy because all other digital marketing elements direct guests to your website, which should effectively convert guests. Elements of website design that generate conversions are using best SEO practices and tools, having a great user experience, and capitalising on the wealth of analytics websites offer. A website without effective SEO will not organically appear in the top spots on a Search Engine Results Page (SERP), and therefore won’t generate many clicks from Google, Bing, and other search engines. These clicks are critical to your digital marketing efforts because you need to drive as much traffic as possible to your site to generate direct sales. Even the most beautiful website will be mostly ineffective without the proper use of SEO. Using keywords that guests are likely to search for and optimising your site for search engines will improve your SEO and push your website to the top of the organic listings. While Facebook and Twitter offer limited analytics to track marketing campaigns and tweets, your website has the ability to collect comprehensive information on who your guests are, how they find your site, and what they view while on your site. This information is invaluable when trying to understand and pinpoint your guests and can be used to market your resort to a targeted, engaged population. Websites are able to capture much more information about how guests engage with your website and brand than social media analytics. Aside from data on your guests, website analytics have the power to track marketing campaigns so you’ll quickly be able to determine how successful a campaign is by using this Analytics. A sitemap is a structured representation of all pages of a website. Both the site structure and the individual links between the pages can be listed. Two different sitemap types can be ***distinguished, HTML sitemaps*** and ***XML sitemaps.***

**3. SEARCH ENGINE OPTIMIZATION:**

SEO stands for Search Engine Optimization. Search Engine Optimization. It means creating good place of a website in search engine result page on the basis of keywords and phrases. It comes under Digital marketing category. SEO is the process of online visibility in no-paid search engine results. It basically depends on Keywords. Search engine like Google, Yahoo, Bing. TRS Tech is offering best digital marketing services in Toronto, Canada and it is one of the best companies in Canada. It is the process of creation a web page easy to find, easy to crawl, and easy to categorize. It is about helping your customers find out your business from among thousand other companies. SEO is an integral part of any digital marketing strategy. In Digital marketing services SEO is the most important part of digital marketing.

There are two types of SEO (i.e) Off page and On page SEO:

**3.1 Off page:**

Off page is basically we can promote our website through internet. In Off page we have include

* **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 is basically that we do within our website. Such as:

* **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, offered by Google as a free of cost service for each and every one. By using this tool to monitor your website and optimize organic results, crawl issues, sitemaps, mobile usability and backlinks. It’s the leading edge tool wide utilized by associate exponentially diversifying cluster of Marketing professionals, Website Designers, App Developers, SEO specialists, and business entrepreneurs. Google webmaster tool is also called a Google search console. Google has changed the Google webmaster tool to Google search console. It is a free software tool by using these tools you can to manage your website of the technical part. For managing the technical part first, you need to add your website and verify ownership on Google search console.

***Crawling and Indexing:***

Crawling is tracking and gathering URLs to prepare for indexing. By giving them a webpage as a starting point, they will trace all the valid links on those pages. As they go from link to what is crawling in digital marketing link, they bring back data about those web pages back to Google’s servers. Indexing is the organization of information that occurs after crawling which allows pages to be seen on search engines. However, your page must be able to be crawled before indexing, indexing can occur. Therefore, it is important to have all your website pages available for crawling. When searching at the most basic level, Google’s algorithms will analyze your search terms in the index to find appropriate pages for you. If you are looking for ‘computers’, it is likely that you are also searching for pictures, videos, a list of different brands, etc. Google’s indexing systems will note many different aspects of pages such as videos, pictures, and when they were published to provide potential visitors to your site valuable content.

***Social Media Marketing:***

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: adding social media links to content, such as RSS feeds and sharing buttons -- or promoting activity through social media by updating statuses or tweets, or blog posts.SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (social CRM). Social Media represents low-cost tools that are used to combine technology and social interaction with the use of words. Social media gives marketers a voice and a way to communicate with peers, customers, and potential consumers. It personalizes the "brand" and helps you to spread your message in a relaxed and conversational way. The six Best Social Networks for Ecommerce Advertising includes Facebook, Instagram, Twitter, Pinterest, LinkedIn, Snapchat.Social media marketing involves the use of [social networks](https://en.wikipedia.org/wiki/Social_network), [consumer's online brand-related activities](https://en.wikipedia.org/wiki/COBRA_(consumer_theory)) (COBRA) and electronic word of mouth (eWOM) to successfully advertise online. Social networks such as [Facebook](https://en.wikipedia.org/wiki/Facebook) and [Twitter](https://en.wikipedia.org/wiki/Twitter) provide advertisers with information about the likes and dislikes of their consumers.This technique is crucial, as it provides the businesses with a "target audience".With social networks, information relevant to the user's likes is available to businesses; who then advertise accordingly. Activities such as uploading a picture of your "new[Converse](https://en.wikipedia.org/wiki/Converse_(shoe_company)) sneakers to Facebook" is an example of a COBRA.Electronic recommendations and appraisals are a convenient manner to have a product promoted via "consumer-to-consumer interactions.An example of eWOM would be an online hotel review;the hotel company can have two possible outcomes based on their service. A good service would result in a positive review which gets the hotel free advertising via [social media](https://en.wikipedia.org/wiki/Social_media). However, a poor service will result in a negative consumer review which can potentially harm the company's reputation.

***Social Media Marketers’ Platform Usage Trends:***

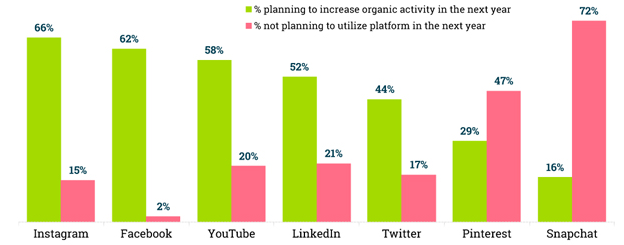


Fig3. Social Media Usage Trends

***Google Analytics:***

Google Analytics is a very important digital marketing tool. It allows you to measure the results of individual campaigns in real-time, compare the data to previous periods, and so much more. Google Analytics allows you to track many important metrics, covering all aspects. You can monitor the effectiveness of your online marketing strategies, onsite content, user experience, and device functionality. All these statistics show you what is working well, and more importantly, what isn’t. Once you identify any issues your site may have, you can create a solution. Google Analytics allows you the information needed to improve your website, and make it the best it can be. Google Analytics is implemented with **"page tags"**, in this case, called the Google Analytics Tracking Code, which is a snippet of JavaScript code that the website owner adds to every page of the website***. The tracking code runs in the client browser when the client browses the page (if JavaScript is enabled in the browser) and collects visitor data and sends it to a Google data collection server as part of a request for a web beacon.***

***AdWords:***

Google AdWords is a marketplace where companies pay to have their website ranked right with the top organic search results, based on keywords. The basic gist is, you select to promote your brand based on keywords. A keyword is a word or phrase the user searches for, who then sees your ad. ***Your ads will only show up for the keywords you pick***. Google counts the clicks on your ads and charges you for each click. They also count impressions, which is simply the number that tells you how often your ad has already been shown when the users searched for that keyword. If you divide clicks by impressions, you get the click-through-rate or CTR. This is the percentage of users who land on your advertised page, because they clicked on your ad Consider Google AdWords to be an auction house. You set a budget and a bid. The bid sets how much you are willing to pay per click. If your maximum bid is $2, Google will only show your ad to people, if other aren’t bidding more on average. Google doesn’t just want to show people the ads by the highest bidder – they could still be horrible ads. They care about their users so much that they’d rather show them a more relevant and better ad by someone who pays less. Ad Rank is a metric that Google uses to determine the order in which paid search ads are displayed on the SERP.

***Therefore - Quality ads + good bid = win!***

***AdSense:***

Google AdSense is a popular way for websites to make money from advertisements, all the way from part-time bloggers to some of the largest publishers on the web. AdWords advertisers pay Google either by the click (PPC). In turn, Google shares a percentage of that revenue with the AdSense publishers. ***Google AdSense serves ads via plain text, as opposed to graphical content that dominated the advertising scene when it was introduced in 2003***. Google decided to serve plain text in an effort to minimize the intrusiveness of advertisements, to optimize the page loading speeds, and ultimately, to elicit a more favourable marketing response from the site visitor. AdSense is a free, simple way to earn money by displaying targeted ads next to your online content. With AdSense, you can show relevant and engaging ads to your site visitors and even customize the look and feel of ads to match your website. Google ad sense is a wonderful way for website owners and bloggers to earn extra income from clicks that create traffic for Google. This is how Google ad sense works; the Ad sense spiders will go through your website to see what all your pages are about. They will then check their list of ads and put related ads next to each of your articles. For Example, Someone reading an article on fashion accessories is much more likely to buy fashion apparels than someone who is reading an article about automobiles. ***Google display advertising reaches over 90% of internet users worldwide, with about a trillion impressions served to over 1 billion users every month.*** To start implementing Google Ad sense and display advertising is relatively easy but you need to understand about different types and sizes of ads that will compliment your website and ad campaign.

***Pay Per Click (PPC)***

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it’s a way of buying visits to your site, rather than attempting to “earn” those visits organically. Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering. For example, if we search for any keyword, our ad might show up in the very top spot on the Google results page. Every time our ad is clicked, sending a visitor to our website, we have to pay the search engine a small fee. When PPC is working correctly, the fee is trivial, because the visit is worth more than what you pay for it. In other words, if we pay $3 for a click, but the click results in a $300 sale, then we’ve made a hefty profit. A lot goes into building a winning PPC campaign: from researching and selecting the right keywords, to organizing those keywords into well-organized campaigns and ad groups, to setting up PPC landing pages that are optimized for conversions. Search engines reward advertisers who can create relevant, intelligently targeted pay-per-click campaigns by charging them less for ad clicks. If your ads and landing pages are useful and satisfying to users, Google charges you less per click, leading to higher profits for your business. So if you want to start using PPC, it’s important to learn how to do it right

**4.DIGITAL MARKET IS FUTURE:**

Digital marketing is huge, and it’s not going away anytime soon. We’ll prove it to you: $120 billion is the amount the U.S. will spend on digital marketing in 2020, Boost Ability says. That number equals almost half of the total amount spent on media. The role of digital marketing is rising dramatically. Boost Ability lists more stats: from ***2016 to 2021***, the amount spent on social ads is expected to double ***($15,016 to $32,977).*** The amount spent on display ads and online videos will increase, too. Before long, digital marketing is expected to outperform conventional marketing strategies. People simply prefer online content. Kevin O’Kane, managing director for Google Marketing Solutions of Google Asia Pacific, described the Internet as rocket fuel when it comes to business growth. And he’s right. ***“Every business needs to be online and digital,”*** O’Kane said, according to Business World. “To keep growing, SMBs [small and medium businesses] need to meet consumers where they spend an increasing amount of their time, online. Online, your ‘local’ market is as big as you want it to be.”

**5.CONCLUSION:**

The study started with the aim to analyse the different kinds related to marketing. Based on the discussion it has been found that in case of the digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers. The study has also revealed that in order to utilise the digital marketing in an effective way, the companies are required to design an effective platform. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. The transition of newspaper from the printed version to the online version has been exemplified the current trends of the digitalisation. The research and practice of digital marketing is improving with the advancement of technology.

**ACKNOWLEDGEMENT**

We would like to thank Asst. Professor Pamina mam for guiding us and providing us with the support for helping us in this paper and give us the necessary guidelines and information

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