

ASSIGEMENT

❖ Introduction to Digital Marketing

Today's time of internet has opened the gateway of tremendous digital marketing opportunities for businesses. By utilizing different channels of digital marketing, businesses cannot just share their product and services online; additionally they can gain clients for their business, entice them and can convert them to boost their business profit. The speed and straightforwardness with which the digital media transmits data and support a business is astonishing.

The world is super-connected now days and all thing considered, marketing and advertising are no more the same as they once were. This is particularly valid because of the ascent of online networking, which has changed how organization speak with potential and existing customers. Essentially, it is an aggregate term, which is utilized where advertising and marketing meet web innovation and different types of online media platforms.

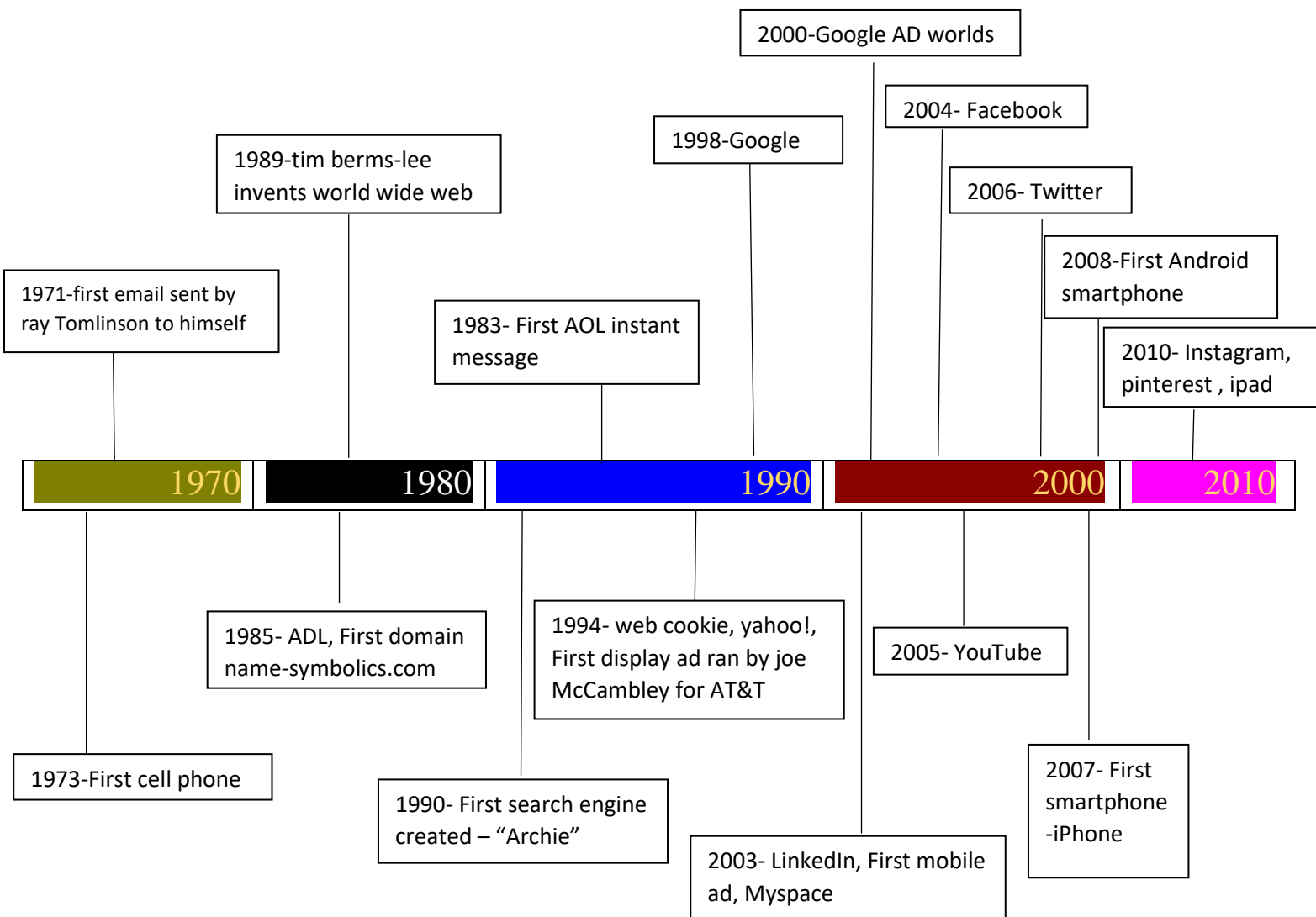
The most common form of digital marketing is the website of the organisation and the epicentre of all its online activities. In order to drive qualified traffic to a website, or encourage repeat visitors and sales, savvy marketers include a combination of email marketing, search engine optimisation (SEO), Pay-per-click (PPC) advertising and social media in their strategy.

❖ What is Digital Marketing

The first approach to digital marketing defined it as a projection of conversation marketing. Its tool and strategies, on Internet (Otero and Rolan,2016). Satya (2015) defined it as ‘online marketing’, ‘web marketing’ or ‘internet marketing’. The term digital marketing is still prevalent, in Italy is referred as web marketing but, in the UK, and worldwide, digital marketing has become the most common term, especially after the year2013.

Digital marketing is an umbrella term for the marketing of product or services using digital technologies, mostly on the internet, but also including mobile phones, display advertising and any digital terms.

❖ How has digital marketing evolved?



❖ **Definition of digital marketing**

Digital marketing is basically applying all marketing techniques to digital channels. Different sources can be used to promote service and products like SMS, search engines, email, website, social media and mobile devices. The digital nature of this marketing method makes it a cost-effective means of promoting one's business. (kingsnorth,2016)

The use of digital marketing depends on the organisation's marketing objective. It could be that the organisation wants to generate more leads, build their brands, increase sales or improve brand engagement. Digital marketing means more than just having a website. The website needs to be aesthetically pleasing and easy to navigation, and also needs to have quality content to reflect the nature of the business.

❖ Traditional marketing Vs Digital marketing

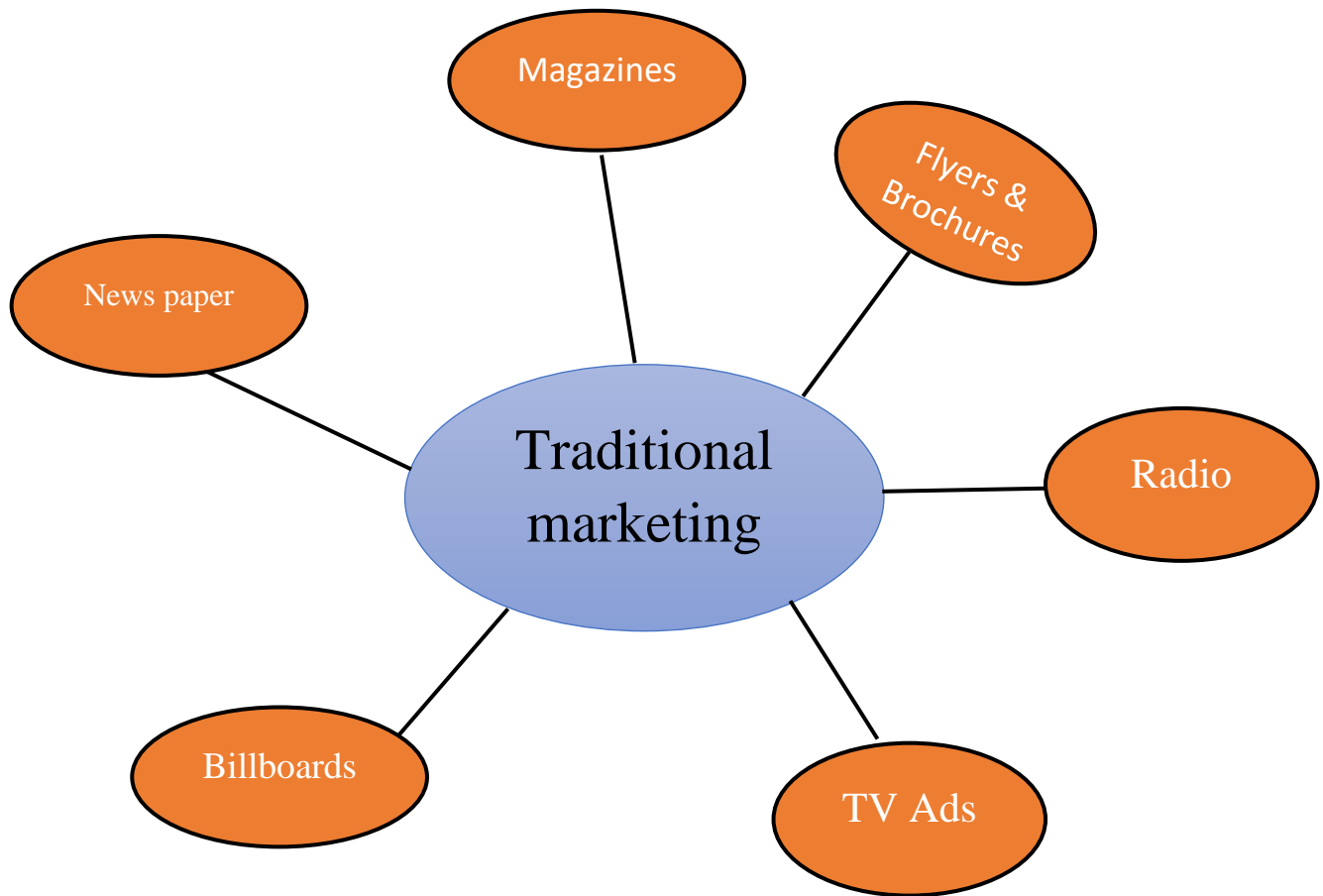
The debate continues as to whether digital marketing is overpowering and surpassing traditional marketing or not. Many think that for the most part, digital marketing has taken over and traditional marketing barely exists, if at all. Recent occurrences such as the magazine giant, Newsweek switching to totally digital publications cause ripples throughout the marketing arena. Over the last year or so traditional marketing had fallen nearly 160% while in the same time frame expenses for digital marketing increased over 14%.



- **Traditional Marketing:**

The traditional way of marketing lets business market their product or administration on print media, radio and TV commercial, bill boards, business cards, and in numerous other comparable ways where Internet or web-based social networking sites were not utilization for promoting.

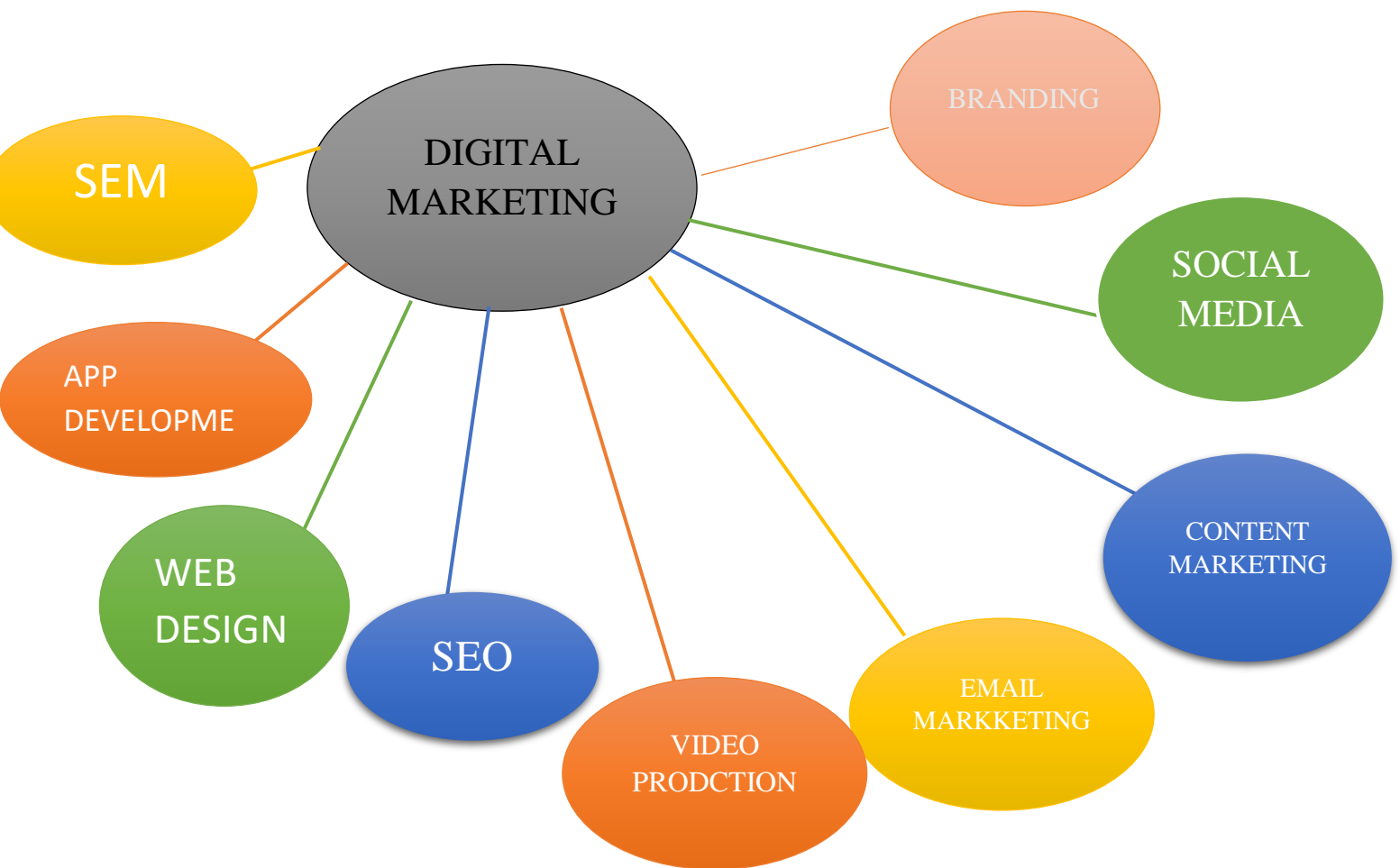
- However, traditional promoting approaches had constrained client reachability and extent of ‘driving client’ purchasing conduct. In addition, traditional marketing methods were not quantifiable too.
- There are many facets of traditional marketing and examples might include tangible items such as business cards, print ads in newspaper or magazine. It can also include posters, commercials on TV and radio, billboards and brochures. Traditional marketing is anything except digital means to brand your product or logo.
- Another overlooked means of traditional marketing is when people find a particular business through a referral or a network and eventually you build a rapport with them.
- Because of its longevity, people are accustomed to traditional marketing. Finding ads in magazines and newspapers, or reading billboards are still familiar activities and people still do them all the time.
- Most of the time, traditional marketing is reaching only a local audience even though it is not limited to one.
- There are some aspects where traditional marketing wins over the online advertising battle, which include target local audience, materials are for keeps, more personal and simpler process.



- One of the primary disadvantages of traditional marketing is that the results are not easily measured, and in many cases cannot be measured at all.
- In most cases, traditional marketing is also more costly than digital marketing and perhaps the biggest disadvantage today is that traditional marketing is static which means there is no way to interact with the audience. It's more like you are throwing information in front of people and hoping that they decide to take action.

- **Digital Marketing:**

Digital Marketing can be understood as a well targeted, conversion-oriented, quantified, and interactive marketing of products or services by utilizing digital innovation to achieve the customer, and transform them into clients in a sustainable fashion. The whole concept and functionalities of digital marketing are more competent, effective, result-oriented and measurable, which make it very different from traditional marketing.



- Digital or online marketing is the marketing mode of the global village. It is only obvious that the era of the internet will have its influence in every realm of life.
- The world of digital marketing continues to evolve and as long as technology continues to advance, digital marketing will as well.
- Example of digital marketing include things like websites, social media mentions. YouTube videos, and banner ads. Specifically, digital marketing is similar to traditional advertising, but using digital devices.
- However, digital marketing is considered a form of inbound marketing and its goal is for people to find you. Businesses put content (or ads) out for individuals to find.
- People may conduct an organic online search, a paid published online such as a blog or an article. The more they will eventually develop a trust and a rapport with you through this online presence.
- One benefit to using digital marketing is that the results are much easier to measure; and another is that a digital campaign can reach an infinite audience. It is also possible to tailor a digital campaign to reach a local audience but it can also be used on the web and reach the entire globe when appropriate.
- Digital marketing is also a very interactive means of reaching an audience and the business which means that the business can get some very valuable consumer feedback.
- Benefits of digital marketing over traditional marketing include reduced cost, real time results, brands development, non-intrusive, higher exposure, higher engagement, quicker publicity. Non interruptive, good for all stages of fields, easy analytics and strategy refinement.
- One of the disadvantages to using digital media marketing strategies is that it can take some time to realize measurable success.

❖ **Difference between traditional marketing & digital marketing :**

Traditional Marketing	Digital Marketing
1.Communication is unidirectional in traditional marketing, which means, an organization communicates about its services with its audience.	2.Communication is bidirectional in digital marketing as business can communicate with customer and customers can ask queries or make suggestions to businesses as well.
2.Medium of communication in traditional marketing generally phone calls, emails, and letters.	2.Medium of communication is more powerful and involves social media websites, chats, app and email.
3.Campaign in traditional marketing takes more time as designing, preparing, and launching are involved.	3.Digital marketing campaigns can be developed quite rapidly and with digital tools, channelizing digital marketing campaign is easier.
4. It is best for reaching local audience.	4.It is very effective for reaching global audience.
5.It is almost impossible to measure the effectiveness of a traditional marketing campaign.	5.Digital marketing lets you measure the effectiveness of a digital marketing campaign through analytics.