

Introduction to Digital Marketing

Meaning

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet.

Digital Marketing is a broad term that includes all marketing channels and methods you can use to promote products/services on the internet but also electronic devices such as TVs, mobile phones and electronic billboards.

Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones.

The extension to non-Internet channels differentiates digital marketing from online marketing.

Scope and Importance

Digital Marketing industry is booming not just in India but also in all parts of the world. The Digital Marketing industry is at its peak at the moment due to many reasons.

The importance of digital marketing works not only in favor of marketers but it provides something innovative to the consumers too.

1. Better Growth Options For Small business-

The importance of digital marketing for business lies in the option to select your method of marketing as per your budget and reach a wider audience at a lesser cost. Even a decade back getting your product marketed especially for a small business was a task in itself.

2. Solving Customers Problems-

Be it email marketing or social media you can always offer the customer solutions to their problems and make them relate to your product by even providing live chat access. Your website and social media page can easily be converted into a place where the consumer can ask queries, give suggestions and hence take the association with you on a positive level.

3. Eco- friendly-

Being responsible citizens of the world it is important that we operate through mediums that do not harm our atmosphere because being ignorant to the atmosphere will only have an adverse effect on us. The digital media additionally cuts down on paper usage. We operate the digital media over the internet and thus can save ourselves a lot of hustle in terms of hard work, long process of work and all the other drawbacks of using the traditional Medias.

4. It is easy-

Accessing the digital media is no rocket science. It is a piece of cake. The newest of users also take a maximum of few days to learn how to operate the digital media. This is purely because it is designed in such a user-friendly manner that its primary objective is to ease the operations for human beings, the reason why our mobile phones are now called smart phones.

5. Fastest Reach-

Previously radio was considered to have the fastest reach because of the live communication feature. Radio is still the medium with the widest reach but the new media is gradually overshadowing the most popular Medias like a newspaper, television, etc.

Today, you post anything online and it gets trending within a few hours. This is because the numbers of users of the digital media are touching heights with each passing day.

6. Digital marketing is Cost-Effective-

A small business needs to save up on its resources before it finally goes into the green zone and starts making profits. Digital marketing gives you the scope to reach out to many customers at the same time and that too within your budget. You can plan your marketing strategy such that you only use modes that lie in your budget.

7. Small investments and big Returns-

Digital Marketing ad campaigns ask for a very little amount of investments as compared to television and print ads. The high ROI is attractive enough to draw the attention of the marketers and advertisers.

Reason why digital marketing is important

- Equal opportunities for all kinds of Businesses.
- More cost effective than traditional marketing.
- Helps you to generate better revenue.
- Facilitates interaction with target audience.
- Caters to mobile consumers.
- Builds brand reputation.
- Helps to earn people trust.