

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/358646409>

DIGITAL MARKETING

Article · February 2022

CITATIONS

0

READS

19,831

2 authors:



[Manasmita Panda](#)

International Institute of Information Technology, Bhubaneswar

1 PUBLICATION 0 CITATIONS

[SEE PROFILE](#)



[Aishwarya Mishra](#)

International Institute of Information Technology, Bhubaneswar

1 PUBLICATION 0 CITATIONS

[SEE PROFILE](#)

DIGITAL MARKETING

Manasmita Panda, Aishwarya Mishra

Department of Electronics and Telecommunication,
IIT Bhubaneswar, Bhubaneswar, Odisha, India

Article Info

Article history:

Received 25th April, 2021

Revised 27th JUNE, 2021

Accepted

Keywords:

Professional Marketing

SEO

PPC

Social Media Marketing

Affiliate marketing

Google adwords

Google analytics

ABSTRACT

This research paper describes a framework for research in digital marketing that highlights the strategies in the marketing process as well as the effectiveness of the marketing process and impact of different technological tools and social media platforms. Using the framework, we have organized the research methods about the elements and review the research literature in the broadly defined digital marketing space. The purpose of the research paper is to examine the effectiveness of digital media marketing strategies and different social media options used for marketing. This paper mainly studies significance of digital marketing and differences between digital marketing and offline marketing and the effectiveness of technological tools and social media platforms on success of digital advertising methods. This research paper has been edited to help small business to integrate digital advertising in their business models and to recognize the usefulness of social media marketing over traditional advertising strategies.

1. INTRODUCTION

Digital marketing is the process of advertising of products or services of companies using digital technologies available on internet including mobile phones, display advertising, and any other digital medium like google and facebook ads etc. Philip Kotler is considered as the “*Father of Modern Marketing*”. The advent of digital marketing can be traced back to the time of early 1980s. 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.[1] Digital marketing encompasses all marketing efforts that use an electronic device such as mobile phones computers 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 implementation strategies such as *Search Engine Optimization (SEO)*, *Search Engine Marketing (SEM)*, *Social Media Marketing (SMM)*, *Content Marketing*, *Email Marketing*, *Online Advertising*, *website*, *Affiliate Marketing*, *Viral marketing*. \$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 states that 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.

RESEARCH METHOD:

2. Comprehensive research on effectiveness digital marketing strategies

Online marketing is the process to attract potential customers for business through particular banner, articles, video, images, flash animation, ads displaying platforms, website redirecting 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 key audiences. I

Online Marketing is the practice of leveraging web-based channels to do brand awareness of a company and its products or services to its potential customers.[2] The purpose of digital advertising is to get people see your company's ads and to visit your website and then convert those visitors into potential customers. It has the same fundamental tactics like Establishment and building brand recognition as followed in conventional offline advertisement process. Determination of pricing of various products, run campaigns and displaying ads about those services, discounts, special offers etc [3]

2.1 Website

Your website is the most digital advertising strategy because all other digital marketing elements redirect people to your website, which should effectively convert potential customers. Elements of website design that generate conversions are using best SEO practices and tools, having a good user experience, and capitalising the analytics results which various analytical companies present. A website without effective SEO will not appear in the top search results on a Search Engine Results Page (SERP) and henceforth won't generate many clicks from Google, Bing, duck duck goes 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 website to generate direct sales.[4] 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 know about your site, and what they view while on your site, what kind of products they like, what their preferences are.[5] This information is invaluable while analysing the preferences of your visitors and can be used to market your resort to a targeted, engaged audience. 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 your marketing campaign is.[6]

2.2 SEO (SEARCH ENGINE OPTIMIZATION)

SEO aims to re-direct more traffic from the website from members of the targeted audience. These are consumers who are actively searching for the products and services the business offers, as well as users searching for more top of the funnel content.[7]

PPC is a paid form of advertisement that depends upon an auction-based system.

With PPC, the organization bids on the specific keywords that they want in their ads to show up for — ad triggers when a user's search includes the specific keyword. These ads then appear at the top of search results. If a user decides to click on the advertisement, then the buyer of the keywords then pay for that click. PPC aims to reach out to searchers with transactional questions, whether they're ready to buy the products or services. When they click on the ad, search engine users will redirect to the original website and see a call-to-action conversion, whether by purchasing a product, signing up for an email newsletter, or buying a trial period subscription.

PPC is one of the most cost-effective paid advertising methods. For many businesses such as small startups which looking for a quick way to advertise their services, PPC is a go to online marketing strategy. It propels the business website to appear on the top of search results, which can help if the company's organic search result ranking is high and which can make a particular to company to stand out among other similar companies

Google handles more than 60,000 searches a second or more than two trillion searches per year so undoubtedly, it's a go-to platform for PPC campaigns. That is why many companies invest their PPC budget in google ads, which offers a better ROI as compared to other search engines. As PPC ads target keywords with a transactional intention, a massive number of users purchase a product or service. PPC is an essential element for comprehensive marketing advertisements.

There are two types of SEOs

2.2.1 Off Page SEO;

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

1. Image submission
 2. Video submission
 3. Social media
 4. Book marking
 5. Blog directory submission
 6. Article submission
-

7. Survey

2.2.2 On Page SEO;

On page is basically that we do within our website. Such as

1. Meta Title
2. Meta Description
3. Content Optimization
4. Google Web Master
5. Google Analytics
6. Google Adword

Google Search Console / Google web master:

Google search console is a software tool, offered by Google as a free of cost service for public to monitor your website and optimize organic results, crawl issues, sitemaps, mobile usability and backlinks. It's 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 manage technical part of your website. For usage of this leading-edge tool, you need to add your website and verify ownership of your website domain on Google search console.[8]

2.3 CONTENT MARKETING

In content marketing, the business focuses on reaching, engaging, and connecting with consumers via content. This content, which includes videos, blog posts, infographics, and banners provides informational values to users. Marketing associates target specific informations to be conveyed to users through content. These contents are uploaded on social media platforms like Instagram, facebook, youtube etc.

The chosen content must be beneficial and relevant and authentic. People would want to create a original and high quality content that makes users want to share it with their friends, families, co-workers, and other people in their social network. The goal of content marketing as a digital media strategy is to provide valuable information to target audience, increase traffic, and generate conversions. From a technical standpoint, content marketing also focuses on optimizing content for search engines to improve keyword visibility in search results.[9]

Content marketing is a smart digital marketing strategy to use as it connects more users to a particular product and converts visitors into customers through funnel buying. The best part is that it costs 62% less and generates 54% more leads than traditional marketing efforts. Content marketing is a long-term and ongoing strategy that delivers an impressive ROI. That ROI includes new leads and clients for the business, as well as increases in the associate's conversion rates. More than 60% of users prefers companies that create authentic and beneficial content. Many users respond well to informational content from companies while many users choose to ignore the messages conveyed by companies.

2.4 EMAIL MARKETING

Email marketing focuses on retaining the already existing customers, as well as gaining new. It's an exceptional technique for generating brand awareness, keeping the company on the top of the mind, and encouraging repeated purchases. email marketing is developing and refining the ad campaigns, as well as growing the audience. email marketing also focuses on providing users with valuable information otherwise, people wouldn't stay subscribed.[10]

The idea is that, while these users may not need the services or products now, they'll remember the brand name when it's time to make a purchase. That brand awareness encourages them to choose the desired company when they're ready to buy. When those subscribers need a service, whether maintenance, emergency, or installation, they have a higher chance of choosing that business because the company's proven themselves as knowledgeable and trustworthy.

One of the benefits of this strategy is that you can also segment the audience and personalize the email campaigns. For example, businesses may create a campaign for users that purchased a certain product or visited a particular webpage. The main objective of email marketing as a digital marketing initiative is to stay at the top of mind for potential customers, and provide current clients with beneficial information, like relevant industry news, and personalized content, like product coupons, that keep them coming back. Its impressive return emphasizes the potential of this Internet marketing strategy for increasing business's

revenue, brand awareness, or client retention rates. It also shows that users like weekly promotional emails for businesses that want to generate more leads, as well as more revenue, email marketing is a go-to online marketing strategy. Audience segmentation, email design, and personalization can also maximize the results of email marketing. For example, smart segmentation can increase your revenues by up to 76%.

2.5 SOCIAL MEDIA MARKETING

Social media marketing focuses on building brand awareness and increasing conversions. A social media marketing campaign can feature one or several social media platforms, depending on the target audience and their platform preferences. A few of the most popular platforms for this Internet marketing strategy includes Facebook, Twitter, Instagram, Pinterest, LinkedIn. In addition to marketing the company on social media, this strategy often focuses on advertising too. The core goal of social media marketing is to increase brand awareness and conversions, as well as build and maintain your company's reputation. That is why social media marketing focuses on creating informational and promotional content, plus interacting with users on the various platforms. With less than 30% companies using social media as a marketing strategy. Even better, more than 25% of a user's Internet time is spent on social media — meaning it's a perfect outlet for connecting. A few other reasons to use social media marketing include: More than 65% of consumers use social media for customer service. Users rely on social media for more than sharing content with friends and family. They also use it for connecting with companies, whether by highlighting a positive shopping experience or requesting a company's assistance. If a business is inactive on social media, they leave users with limited options for contacting the said business. Inconveniencing their clients can lead to low client retention, which has a direct impact on the revenues.[11] That is why having an active presence on social media is essential.

2.6 VOICE SEARCH OPTIMIZATION

With voice search optimization, company optimizes existing and new website content for voice search. The intention is to earn the website the featured snippets or position zero spot in Google search results. The various voice assistants, from Siri to Amazon Echo, use the featured snippet to respond to voice searches. So, if a user asks, "find a sushi restaurant near me?" Amazon Echo or Siri would reply with the featured snippet. As search queries differ when using voice, versus text, voice search optimization is important. If someone's a local business, this strategy is even more effective as many users rely on their mobile devices and voice search to find a restaurant, salon, or grocery stores or to do essential chores. The goal of voice search optimization is to earn the featured snippet for keywords relevant to the target audience and business. The company increases its online visibility to consumers and expands its target base which can lead to store visits, product purchases, and more.[12]

With more people purchasing smartphones with voice-activated speakers, voice search is the most popular way to search. It's one of the newest digital marketing strategies for companies to adopt.

50% of adults use voice searches every day. analysts expect this percentage will increase further in upcoming years. In turn, early adopters of voice search optimization will benefit the most — their websites will already rank for featured snippets, leading to increased traffic from consumers in your target market. More than half of voice activated speakers want promotional brands like email, consumers want promotional content from brands. They want to know about your sales and new products, which is why investing in voice search optimization today can benefit your brand later, when voice-activated speakers provide these promotional options to companies

2.7 VIDEO MARKETING

With the use of video marketing, the company increases its reach, grows its revenue, and expands its customer base. This method focuses on creating informational and valuable videos for its target audience. A few types of videos for video marketing are such as Instructional, announcement, behind the scenes, events and more. you're working to build brand awareness among your target audience irrespective of your video content. This brand awareness leads to conversion of potential customers.

Video marketing focuses on improving brand awareness, conversion rates, and generating of company revenue through displaying ads of other business associates. It accomplishes these goals by creating valuable, high-quality content for users. It's also an excellent addition to email marketing and content marketing, which both benefit from using videos.[13]

Like content marketing, the videos can also influence the purchases made by users. A how-to video, for instance, can convince users that your product is the best fit for their business or lifestyle. If your company invests in influencer marketing, an influencer's video can also persuade their followers to choose your products. Pages with videos appeal more to users especially on social media platforms, which is why it's

critical to improve the optimization of your pages. With videos to complement your content, you can earn a better rank for competitive keywords, which can result in more valuable traffic and leads for your business.

2.8. DIGITAL MARKETING IS FUTURE

2.8.1 Increasing website traffic:

With all digital marketing strategies, one of the main goals is to increase traffic to a company's website. When people visit a website, they're there for a reason. Whether they're looking for information on the products, searching for how to contact their team, or reading a recent post on their blog, people aren't staying on their website by accident.

The more visitors it attracts to the company's site, whether through content marketing, SEO, or email marketing, the more opportunities someone has to inform potential customers about what the business has to offer. T [14]

2.8.2 Driving storefront traffic:

If a business operates on a physical storefront, one of the main goals is likely to bring customers into their location. Online marketing strategies, are like local SEO, can help achieve this goal and attract more foot traffic. Users rely on search to find businesses near them, which is why 80% of local search convert.

2.8.3 Boosting brand awareness:

When someone uses digital marketing, they get there brand in front of more potential customers, whether through search results, email inboxes, social media platforms, or another outlet. As a result, more people become aware of the said brand. They'll get to know of the branding, there products, and what sets them apart from their competitors. Then, when they need the products or services they offer, they're more likely to remember the brand and make a purchase.

2.8.4 Raising revenue and conversions:

The biggest and most important objective of any marketing strategy is to increase revenue. By improving the target audience's traffic to the website and store, as well as partnering with the leading digital marketing agency, can increase your company's sales.[15]

2.9. COMPREHENSIVE DIGITAL MARKETING TOOLS

Reviewing your company's current marketing strategy, goals, and audience personas. Investigating your competitors' marketing strategy and target audience. Researching your target audience's online behaviour, wants.

2.9.1 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. 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 what isn't. After identifying the problems of your site business organozation may implement the solution to the business model. Google Analytics allows you the information needed to improve your website. 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.

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. Ad Rank is a metric that Google uses to determine the order in which paid search ads are displayed on the SERP.

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. 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.**

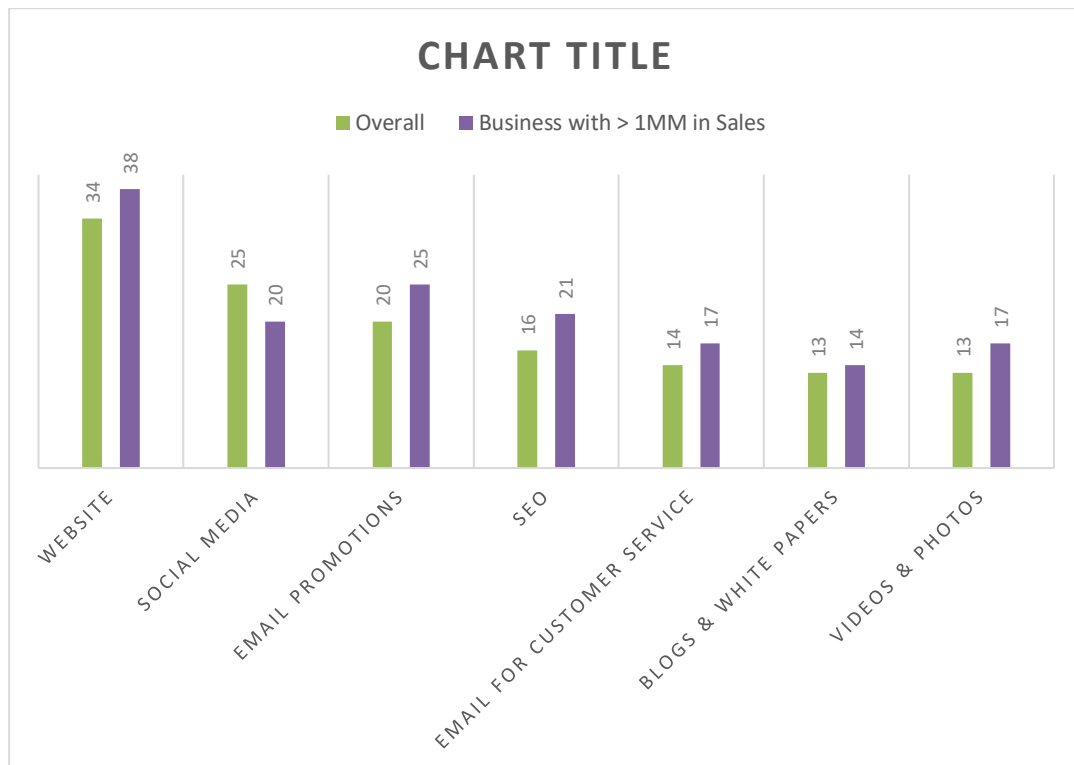


Figure 1: Comparing the effectiveness of different digital marketing strategies

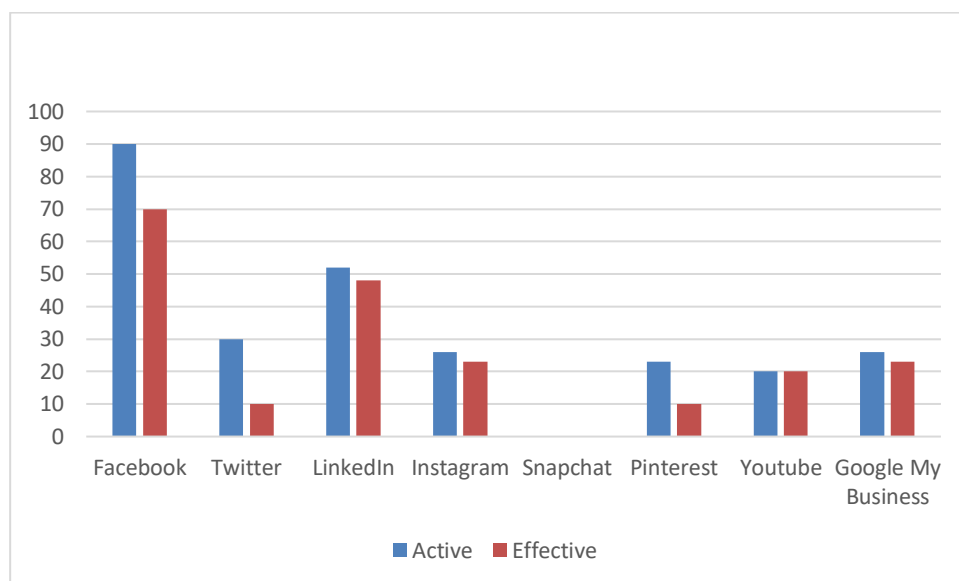


Figure 2: Different Social Media Platforms

3. 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.

ACKNOWLEDGEMENTS

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

REFERENCES

- [1] https://www.worktruckshow.com/NTEA/Member_benefits/Generation_Next/Implementing_a_digital_strategy.aspx?gclid=Cj0KCQiAvvKBBhCXARIsACTePW-ge_mNo9F85ZL1csrIkGKfeazgp5V8BN_mXa3w4MttZ_GQccmfGL8aApVaEALw_wcB
- [2] <https://www.fastcompany.com/1395363/digital-marketing-guide>
- [3] <https://www.entrepreneur.com/article/296856>
- [4] <https://www.investopedia.com/terms/d/digital-marketing.asp>
- [5] <https://www.vendasta.com/blog/10-steps-digital-marketing-strategy/>
- [6] Rowley, Jennifer. (2004). Online branding: the case of McDonald's. British Food Journal 106 (3): 228-237.
- [7] Salehi M., Mirzaei H., Aghaei M., and Milad A. (2012). Dissimilarity of E-marketing VS traditional marketing. International Journal of Academic Research in Business and Social Sciences Vol. 2, No. 1 PP 511-515
- [8] Sheth, J.N., Sharma, A. (2005). International e-marketing: opportunities and issues. International Marketing Review vol. 22 no. 6, 2005 pp. 611-622

-
- [9] Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002). U-commerce: expanding the universe of marketing. *Journal of the Academy of Marketing Science*, vol. 30 no. 4, pp. 333-47
- [10] G. T. Waghmare, (2012). E-commerce; A Business Review and Future Prospects in Indian Business. *Internet Marketing in India. Indian Streams Research Journal*, vol. 2, no. IV, (pp. 1-4.
- [11] 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
- [12] Giese, J. L. and J. A. Gote,(2000) .Defining Consumer Satisfaction,. *Academy of Marketing Science Review* [Online]00 (01)
- [13] Gurau, C. (2008). Integrated online marketing communication: implementation and management, *Journal of Communication Management*, vol. 12 no. 2, pp. 169-184
- [14] Hoge, S, Cecil C. (1993). The Electronic Marketing Manual *ABA Journal*, 22, 175-185.
- Krishnamurthy, S. (2006). Introducing E-MARKPLAN: A practical methodology to plan e-marketing activities. *Business Horizons*. 49(1), 49, 51, 60.
- [15] M. S. Khan and S. S. Mahapatra,(2009). Service quality evaluation in internet banking: an empirical study in India. *Int. J. Indian Culture and Business Management*, vol. 2, no. 1, (2009), pp. 30-46.
- [16] Mangles, C. a. (2003). Relationship marketing in online business-to-business Markets: a pilot investigation of small UK manufacturing firms. *European Journal of Marketing*, Vol. 37 No. 5/6, pp. 753-773.
- [17] Merisavo, M. and R. Mika . (2004). The Impact of Email Marketing on Brand Loyalty. *Journal of Product and Brand Management*13 (6): 498-505
-