



AN INSIGHT INTO DIGITAL MARKETING

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ABSTRACT

This research paper outlines a framework for studying digital marketing, emphasizing the methods used in the process, as well as its efficacy and the influence of various technology tools and social media platforms. We have arranged the research techniques about the elements and reviewed the literature in the broadly defined field of digital marketing using the framework. The objective of the research study is to evaluate the efficacy of various social media platforms and digital media marketing techniques. This paper primarily examines the value of digital marketing, the distinctions between it and offline marketing, and the impact of social media and technology tools on the efficacy of digital advertising strategies. The purpose of publishing this study report is to assist small businesses in recognizing the value of social media marketing over traditional advertising tactics and incorporating digital advertising into their business models.

Keywords

Technology, social media, strategy etc

I. Introduction

Internet, social media, mobile apps, and other digital communications technologies have become part of everyday life for billions of people around the world. 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 (13). Social media usage has become an integral element to the lives of many people across the world. Consumers are spending more and

more time on the internet researching goods and services, talking to other customers about their experiences, and interacting with businesses (7). In response to this shift in customer behavior, businesses have made digital and social media a crucial part of their business marketing strategies. All marketing initiatives that make use of a computer, smartphone, or the internet are included in the category of digital marketing. Enterprises utilize digital platforms like search engines, social media, email, and more websites to establish



connections with both present and potential clientele (3). Utilizing a variety of digital platforms and strategies to engage with consumers where they spend a significant amount of time online is known as digital marketing. The practice of drawing in new clients for a business using specific banner advertising, articles, videos, photographs, flash animation, platforms for displaying ads, website redesigns, etc. is known as digital marketing. Marketing campaigns and informational materials aim to attract customers to a certain website that a firm owns. In order to attract important audiences, this content is specifically shown on the website's home page or main page (1).

II. Objectives of the study

1. To understand the insight of the digital marketing.
2. To know the consumers preference on digital marketing

III. Digital marketing tools

1. Website

Since it directs visitors to your website, which should successfully convert potential consumers, your website is the most effective digital advertising technique. Using top SEO tactics and tools, providing a positive user experience, and maximizing the analytics results that different analytical businesses present are all components of website design that drive conversions. Without good SEO, a website won't rank highly in search results on a Search Engine Results Page (SERP) and won't get many clicks from search engines like Google, Bing, and others. Because you need to send as much traffic as possible to your website in order to make direct purchases, these clicks are essential to your digital marketing efforts (8).

2. 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 (5).

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 relavent 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. 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 (11).

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. 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(12). 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 (10).

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 (1). 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 (7).

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 (9). 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.

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 (10). 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 (6).

8. Pay-per-click marketing

Pay-per-click, or PPC, is a form of digital marketing in which you pay a fee every time someone clicks on your digital ads. So, instead of paying a set amount to constantly run targeted ads on online marketing channels, you only pay for the ads individuals interact with (5). How and when people see your ad is a bit more complicated. One of the most common types of PPC is search engine advertising, and because Google is the most popular search engine, many businesses use Google Ads for this purpose. When a spot is available on a search engine results page, also known as a SERP, the engine fills the spot with what is essentially an instant auction. An algorithm prioritizes each available ad based on a number of factors, including:

Ad quality

Keyword : Relevance, Landing page quality, Bid amount



9. 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 (4). 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 organization 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

10. Mobile marketing

Mobile marketing is a digital marketing strategy that allows you to engage with your target audience on their mobile devices, such as smartphones and tablets (3). This can be via SMS and MMS messages, social media notifications, mobile app alerts, and more. It's crucial to ensure that all content is optimized for mobile devices. According to the Pew Research Center, 85% of Americans own a smartphone, so your marketing efforts can go a long way when you create content for computer and mobile screens.

IV. The Benefits of digital marketing

Digital marketing has become prominent largely because it reaches such a wide audience of people. However, it also offers a number of other advantages that can boost your marketing efforts. These are a few of the benefits of digital marketing.

1. A broad geographic reach

When you post an ad online, people can see it no matter where they are (provided you haven't limited your ad geographically). This makes it easy to grow your business's market reach and connect with a larger audience across different digital channels (5).

2. Cost efficiency

Digital marketing not only reaches a broader audience than traditional marketing but also carries a lower cost. Overhead costs for newspaper ads, television spots, and other traditional marketing opportunities can be high. They also give you less control over whether your target audiences will see those messages in the first place (7).

With digital marketing, you can create just 1 content piece that draws visitors to your blog as long as it's active. You can create an email marketing campaign that delivers messages to targeted customer lists on a schedule, and it's easy to change that schedule or the content if you need to do so (4).

When you add it all up, digital marketing gives you much more flexibility and customer contact for your ad spend.

3. Quantifiable results

To know whether your marketing strategy works, you have to find out how many customers it attracts and how much revenue it ultimately drives. But how do you do that with a non-digital marketing strategy?

There's always the traditional option of asking each customer, "How did you find us?"

Unfortunately, that doesn't work in all industries. Many companies don't get to have one-on-one conversations with their customers, and surveys don't always get complete results.

With digital marketing, results monitoring is simple. Digital marketing software and platforms automatically track the number of desired conversions that you get, whether that means email open rates, visits to your home page, or direct purchases (3).

4. More connection with customers

Digital marketing lets you communicate with your customers in real-time. More importantly, it lets them communicate with you.

Think about your social media strategy. It's great when your target audience sees your latest post, but it's even better when they comment on it or share it. It means more buzz surrounding your product



or service, as well as increased visibility every time someone joins the conversation.

Interactivity benefits your customers as well. Their level of engagement increases as they become active participants in your brand's story. That sense of ownership can create a strong sense of brand loyalty (2).

5. Easy and convenient conversions

Digital marketing lets your customers take action immediately after viewing your ad or content. With traditional advertisements, the most immediate result you can hope for is a phone call shortly after someone views your ad. But how often does someone have the time to reach out to a company while they're doing the dishes, driving down the highway, or updating records at work?

With digital marketing, they can click a link or save a blog post and move along the sales funnel right away. They might not make a purchase immediately, but they'll stay connected with you and give you a chance to interact with them further (8).

6. Brand Awareness

Digital marketing can help businesses build brand awareness and recognition. This is important for businesses that want to attract new customers and grow their business (12).

V. METHODOLOGY

A. Primary Data: The research is developed through observation and collection of data through questionnaires from the digital marketing users. The sample size is determined as 60 response from

Karnataka state.

B. Secondary Data : Theory is developed on the basis of referring secondary data like books, journals and magazines.

C. Statistical tool: To analyze the data Mann Whitney Test technique is used and arrived conclusion from this analysis.

VI. EMPIRICAL APPROACH

Note: SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SD-Strongly Disagree.

M: Male F: Female

1. Digital marketing channels used by the customers

Particulars	Percentage
Websites	84
Social media	92
Links	46
E-mails	74
SMS	48
Search engines	78
Blogs and chats	48
Video sharing	52
Viral marketing	62
Photos	77
Advertisements	86
Newsletter	58

From this indicates that majority of the customers prefers social media and websites as a biggest platform to purchase the products through online

Table No 2. Digital marketing promotes purchasing behaviour of the consumers.

SL No	Statements		SA	A	N	DA	SD	Mann Whitney Test
1	Customers finds the variety of product in finger tips.	M	18	9	3	0	0	P value 0.009
		F	16	11	2	1	0	
2	Comparisons of product is easy	M	15	14	1	0	0	P value 0.008
		F	16	13	1	0	0	
3	Its saves the time and cost	M	19	11	0	0	0	P value 0.0018
		F	17	13	0	0	0	



4	Delivers product in time	M	17	12	1	0	0	P value 0.0023
		F	14	14	2	0	0	
5	Branded products are found in one basket	M	15	14	1	0	0	P value 0.001
		F	17	12	1	0	0	

Source: Primary Data

From the above analysis it clear than P value of the all the statements are less than .01 and it indicates that in respondents are having no significant difference in the opinion about the above the statements. They also concur that digital marketing influences more on the buying behaviour of the consumers.

VII. 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.

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