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DIGITAL MARKETING AND ITS IMPACT: A REVIEW

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ABSTRACT
Digital marketing refers to the way of marketing using different digital platforms and technologies to reach consumers. These technologies mainly include Internet, but also include display advertising, mobile devices and many more other digital channels being used by people. Digital marketing has brought tremendous change in the ways business and marketers are using to promote their products and services. As digital devices has become imperative part of our life and we love to explore things in mobiles and digital devices instead of visiting physical shops, it has become necessity for the businesses to bring their product digitally among customer and potentials. Internet users are increasing every second and digital marketing is profited the most as it mainly depends on internet. This paper focuses mainly on conceptual understanding of how Digital Marketing impacting both consumers as well as marketers and its different tools available.
KEYWORDS: *Digial Marketing, Traditional Marketing*

INTRODUCTION

Digital Marketing

The method of promotion and marketing that includes all efforts making use of electronic devices or internet refers to digital marketing. There could be the use of various digital channels like: Blogging, Search Engines, Social Media, email, Direct Websites and many others being used by businesses to be in contact with customers and potentials. Before emergence of digital marketing methods, traditional (non-digital) methods were being used by marketers to advertise their products and services. Digital marketing can be referred the way of marketing that make use of various available channels and tactics to find and reach to customers and potentials, and to promote services and products. Digital marketing includes non-Internet channels as well like, Televisions, SMS and MMS on Mobile phones, on-hold mobile ring tone and callbacks. Canon iMage Gateway helps consumers share their digital photos with friends online. L'Oréal's brand Lancôme uses email newsletters to keep in touch with customers and hence tries to strengthen customer brand loyalty . Magazine publishers can activate and drive their customers into Internet with e-mails and SMS messages to improve re-subscription rate (Merisavo et al., 2004).

Origin of Digital Marketing

Development of technology brought the opportunity of development of digital marketing with it. In early 1980s, when storage of computer was developed enough to store large amount of information of the customers, it gave the option to the businesses to use this capacity to store their customer information digitally. This gives the chance to store more information about the customer and use it more optimally for promotion of the products. Gradually origin of Customer Relationship Management (CRM) application, became the most important part of the marketing. Fierce competition made businesses to upgrade their software to include more accurate and detailed information of the customers, so that can be used to obtain the experiences and priorities of the customers. Beginning of 2000s, brought new challenges to the marketers, as customers started making decisions online about their needs instead of discussing with salespersons. Since 1990s and 2000s, digital marketing has undergone unbeatable development. As now digital platforms have become imperative part of the life of people and they have started taking their shopping decision with help of different digital tools only, digital marketing and advertising has become the need of the marketers. Spent on digital marketing is increasing day by day and sooner, digital marketing will outperform the traditional ways of marketing.

OBJECTIVE OF THE STUDY

The study has been conducted with objective to understand how digital marketing are more effective than traditional marketing channels. The supportive objective is to comparing traditional marketing and digital marketing channels.

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RESEARCH METHODOLOGY

The study has been conducted by collecting the and analyzing the secondary data from different published sources. It is a descriptive study in nature as this research has focused on different digital marketing elements and also comparison between traditional and digital marketing channels.

1. Digital Marketing Elements

To increase lead generation and brand awareness business are using different digital elements, being either free or paid. There different marketing channels are available that could be used for promotion, some of these are social media sites, affiliate marketing, email marketing, search engines, viral marketing, online advertising, content marketing etc. To measure the effectiveness of each channel for a particular business Key Performance Indicator (KPI) is analyzed by digital marketing partners.

A professional digital marketer knows the role of each channel in achieving their goals. And depending on the goals they can support larger campaign through paid or free channels at their disposal. For example, a content marketer can create series of blog posts to generate leads from a new eBook recently created by company. And then Social Media marketer can promote those blog posts through business' social media accounts. Email marketer can start the email campaign providing more information about the company to who has downloaded the eBook of the company.

Following are the most common elements of Digital Marketing being used:

1.1 Online advertising: Online advertising, also known as "Internet Marketing" is the most important tool of digital marketing. Internet based services provides the facility of providing contents and ads customized based on customer interest and tastes. Marketers put information of products and services on internet and customers can use that information for free from there.

1.2 Search Engine Optimization (SEO): It is the process by which website of the company is optimized to be on the top of the search engine result web page. Being on higher rank on the result page leads to increase the amount of organic traffic. Websites, Blogs and Infographics are the channels that gets benefitted by SEO.

1.3 Content Marketing: Content marketing is that marketing strategy where marketer use relevant articles, podcasts, images, videos and other media to attract, engage and retain targeted audience. This method establishes expertise, promotes brand awareness and keeps the business top of the mind when customer is deciding about purchase of the product.

1.4 Social Media Marketing: to increase brand awareness, sales, increase website footfall and build brand image social media can be proved to be the best way. It is the most easy and perfect way of to reach potentials. Top social media marketing platforms are: Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn, TikTok.

1.5 Affiliate Marketing: Affiliate is an individual or a company that promotes the seller's product in an appealing way to prospects and convince them to buy the product. Affiliate Marketing is the way of marketing in which affiliate earns the commission for each visit or signup or sale they generate. There are different affiliate programs like Search Affiliates, Influencer Programs, Review Sites, Coupon sites, Affiliates networks etc.

1.6 Native Advertising: Native advertising is the concept of creating cohesive ads that are so cohesive with the page content, consistent with the platform behavior and assimilated into the design that the viewer feels that the ad belongs there.

1.7 Pay Per Click (PPC): This is the way of marketing where publisher is been paid every time a visitor visits company's website. This strategy helps in improving the visibility of the website on search engine leading to increase in Organic flow to the sites. Some most popular PPC marketing platforms are: Google Ads, Facebook Ads, Microsoft Ads, YouTube Ads, LinkedIn Ads, Amazon Ads

1.8 Email Marketing: A direct marketing channel in which updates of new product and changes in existing products can be made available with existing contact list of the marketer is Email marketing. It is the best practice from creating a strategy to building a list of tracking results. This marketing technique uses emails to connect with potential customers, raise brand awareness, build customer loyalty and promote marketing efforts. The type of emails that can be sent are Subscription newsletters, updates of changes in the existing products, information about upcoming discounts and sales, Follow up emails for website visitors, welcome emails for new customers, launching of new variants or completely new products, customer feedback seeking letters etc.

1.9 Inbound Marketing: It is the method of digital marketing that allows business to influence customers by creating useful content and experience that resonate with audience. It is a strategic approach of creating valuable content that aligns the need of your target audience and inspires loyal customer relationship.

1.10 Video Marketing: This method of marketing involves creation of valuable and informational video for the target audience. Few examples of videos made for marketing may include instructional, announcement, behind the scenes, events and many more. These videos may lead to generate the interests of the prospects in products and convert them into customers. It is very impactful way of marketing as videos leaves long term impression on the mind and can be easily recalled at the time of purchase.

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2. Pros and cons of Digital Marketing

Advantages of Digital Marketing:

As the business are growing fast and competition even faster, requiring the business to reach large customer base with in matter of few seconds with least cost and digital marketing has emerged as a boon for marketers in this scenario fulfilling all their requirement. Henceforth are benefits of Digital Marketing:

- **Global Reach:** Websites of the companies and other digital platforms being used by company for promotion of products are accessible by consumers sitting at all the corners of the world. This has increased the customer base resulting in increased sales and profits.
- **Lower Cost**: If digital marketing campaign is properly planned then it can make the marketer to reach to large customer base at very lost cost.
- **Personalisation:** By linking the customer base to the website, customers can be greeted with offers according to the needs of the customers. The more customers buy from the site, profile of the customers can be updated accordingly.
- **Openness:** Digital media by integrating with social media provides an opportunity to the marketers to connect with all types of audience and help to maintain loyal relationship with them.
- **Trackable, measurable results:** Digital marketing provides different tools which help in measuring accuracy of effectiveness of the marketing campaigns. Information about how many customers have responded positively to the campaigns is quite easy and accurate.
- **Improved conversion rate:** Customers are just a few clicks away from products in digital marketing tools. Not only this, digital channels are quite easy to navigate which leads to impulse buying of the products and also make the audience to at least try the product.
- **Stay updated with products and services:** Digital marketing technologies helps the customers to keep themselves as updated about company and products. Internet can be accessed any time and companies keep updating their information on their digital platforms
- **Clear information about the product or services:** There are little chance of misinterpretation of information provided by the sales person but there is no chance of misinterpretation of any information through digital channels.
- **24*7 shopping:** Digital tools provided the flexibility to consumers to shop any time as per their convenience.
- **Apparent pricing:** Prices shown through digital marketing channels are very clear and transparent to the consumer. Also, prices can be updated easily at any time and customers are also up to date with prices always.

Disadvantages of Digital Marketing

- **Skills and Trainings:** Sales persons need to be quite skilled in handling all digital tools and different apps. Along with, updates in tools and platforms are so rapid that one has to keep himself quite up to date, which needs extra efforts.
- **Time consuming:** activities related to creation of marketing content and optimizing online advertising campaigns takes lot of time.
- **High competition:** Digital marketing on one side has created global consumer base, but also has increased competition as well. Now marketers have to compete at global level.
- **Complaints and feedback:** any negative feedback or criticism of the product is visible to a large group of audience through social media and review websites. Providing effective customer services all the time becomes very challenging.
- **Security and Privacy issues:** online customer profile availability has led to the issues related to security of data and also maintaining the privacy of the personal information of the customers.
- **Higher rate of returns:** Returns rates are quite higher in digital mode as compared to traditional ways, because customers have not seen the product in person. Along with this fact, many customers buy things on impulse, and by the time product reached to them they might have changed their mind.

3. Traditional marketing vs. Digital marketing

Two approached that marketers are using to reach to customers and promote their products and services are traditional and digital marketing which are very different from each other in numerous ways. The first and basic thing where traditional marketing differs from digital marketing is the type of channels used and cost associated with channels. Traditional marketing refers to the use of traditional ways of marketing like advertisement in newspapers and magazines, billboards, brochure, commercials on TV or Radio. This is basically a non-digital way of marketing the services. Digital marketing can be considered as that branch of traditional marketing that uses

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modern digital channels for the introduction of products, communication with stakeholders, informing about the upcoming sales and discounts, to take customer feedbacks etc.



Traditional Marketing	*Digital Marketing*
Traditional Marketing refers to the use of traditional channels or media for the purpose of marketing communication	Digital marketing refers to the use of different digital channels for marketing communication
It is static in nature and does not change for a long time	It is very dynamic and can be changed in the next moment if required.
It is very slow way of marketing and takes much time to reach to large customer base	It is very fast and takes just few seconds to reach globally
Risk of security and privacy of the customer information is very less	Security and privacy issue is comparatively very high
As compared to money invested, it very less effective	It provide more effective outcomes as compared to investment made
It leads to promote the product in standardized way	It gives opportunity to customize the marketing content as per the taste and preferences of the customer
Once the ads are placed changes can not be made	Changes can be made at any point of need
Only local customers can be reached to	Global customers can also be targeted
Measurement of effectiveness of the campaign is delayed	Real time data of the customers responded to the campaign can be measured
Traditional channel of marketing provides only one-way communication	Digital channels provide two way communication as customers can provide their feedback on the same platform
24*7 year-round reach to customer is not possible	24*7 year-round reach to customer is possible
Information can not be made viral	Information can be easily made viral
Responses can occur only during working hours	Response or feedback can occur at any point of time
Traditional marketing channels cannot target a small area specifically.	Digital marketing channels can be used for targeting small area as well.
Traditional marketing channels are more effective in brand building	Digital marketing still not that much effective in brand building

4. Future of Traditional Marketing and Digital Marketing

Analyzing the current trends, it can be easily stated that digital marketing will always dominate the traditional marketing. But as traditional channels are the basis of all the channels and a large mass is still in the habit of using traditional channels, traditional channels should hold the ground. But still few digital advertising strategies like PPC campaigns, SEO content writing will become increasingly competitive.

CONCLUSION

As we are moving towards digital age, there's definite a paradigm shift inclining a lot of towards e-commerce. However, for digital marketing to achieve success, poor network in rural area and less adaptability in aged people will disrupt the expected growth in digital marketing. But brands who have restricted rigidly themselves to the offline

mode, definitely are going out of the competition. Individuals are investing more time in searching for information online that makes the marketers to bring changes in their ads quickly as required by the need of the time. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives. The main aim of digital India is to promote digital medium. Because people can use digital platform any time anywhere from the world companies needs to change their marketing strategy from traditional to digital. To summarize, although no. of pros and cons of digital marketing are present, still looking at the need of the hour digital marketing has bright future for long tern sustainability of the products and services in current technological market.

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