

Digital Marketing – An Intermediary To Commerce And Digital Technologies

Dr. G. Sudhakaraiah¹, Dr. M. Sambasivudu², Dr. J. Muni Narendra³, Prof. M. Venkateswarlu⁴, Dr.R.Sabitha⁵

^{1,2} Lecturer, Department of Commerce, JMJ College for Women(A), Tenali, Guntur(Dt), A. P

³Post-Doctoral Fellow (ICSSR), Department of Commerce, Sri Venkateswara University, Tirupati, Chittoor(Dt), A. P

⁴ Professor, Department of Commerce, Sri Venkateswara University, Tirupati, Chittoor(Dt), A. P

⁵ Professor Department of Electronics and Communication Engineering, Hindusthan College of Engineering and Technology, Valley Campus, Coimbatore, Ind

ABSTRACT

Most recent twenty years are considered as the improvement period in the field of Digital Technologies. The advancement of computerized innovation reflects in pretty much every space. Academics, Finance, Agriculture, Banking, Transport, and wellbeing areas promptly acknowledged the execution of Digital innovation. Contrasted with all different spaces advanced innovation encouraged the commerce sector to its fullest. The improvement of Digital Marketing during the 1990s and 2000s changed the route brands to advance their items and their advertising arrangements. Online business organizations like Paytm, Mobikwik, Amazon, Flipkart, and so forth out of nowhere turned into an essential piece of our everyday life. Advanced Marketing is the mix of trade and computerized innovation proposed to develop the business and increment business results. It likewise focuses to give simple reach to clients who favor possibly one of the two methods of on the web and window shopping. Digital Marketing is the ideal blend of Computer Science and Commerce to arrive at the most extreme number of clients in next to no time. The showcasing and client reach quickens manifolds due to ever-developing advancements in the field of social media and internet culture. Every one of these improvements in Digital Marketing causes us to think about the numerous irrefutable realities. It is clear that with the ceaseless development of digital showcasing, someplace our own space and security are undermined. Our paper principally centers around the definite examination of two boundaries, understanding the genuine capability of Digital Marketing according to the current situation and to distinguish distinctive advanced promoting procedures to support up the commerce sector. We additionally investigate whether Digital Marketing exploits our data and what strategies should be actualized to keep up client information respectability. The case studies and contextual investigations are additionally considered to validate our perceptions and results on campaign marketing, e-commerce marketing, social media optimization marketing, e-mail direct marketing, etc.

Keywords

Campaign marketing, e-commerce marketing, social media optimization marketing, e-mail direct marketing, etc.

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Introduction

There was a time when marketing meant newspaper, television, radio, magazine ads but with the growth in the digital sector and internet, today's digital technology is at its peak. Everyone relies on the digital form of marketing as it is easy to reach, responsive, and cheap. Digital Marketing is one of the most recent domain which equally utilizes the technology of Computer Science and business strategies of Commerce sectors. This perfect partnership makes it one of the most eminent and Sureshot techniques for successful business and capital sustainability. Reaching the client, understanding their needs, landing them on genuine and original products are the three major roles of digital marketing. The sudden improvements in the hirings of Digital Marketing Experts in the corporate sector display the true caliber of digital marketing.

The Google marketing team identified that 33% of the customers directly visit the product websites to purchase their required products. It is also identified that 48% of customers like to visit search engine sites to find the suitable and desired products they would potentially be purchasing.

Mobile apps are also one of the major digital marketing accelerators by acquiring 26% of the product search. [1]

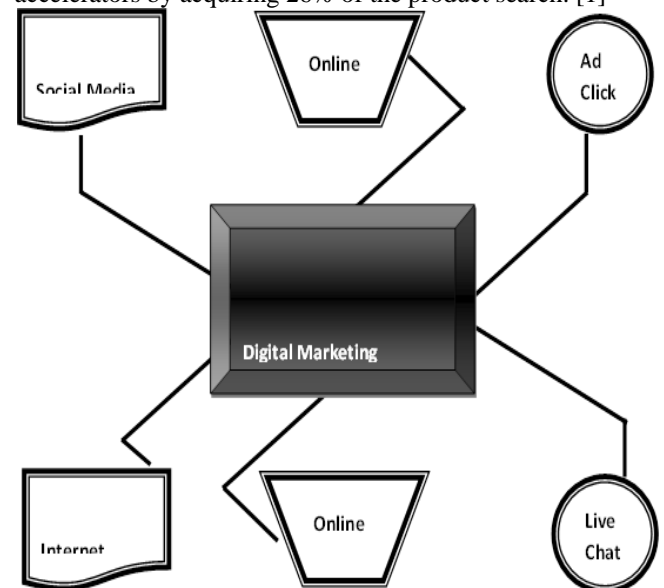


Figure 1. Digital Marketing Components.

Online marketing is a must for companies to sell their products through internet applications and E-Commerce websites. The popularity of E-Commerce due to digital marketing is so high that many companies don't even open their outlets but sell through online mode only. This makes them save a huge sum of money on office rentals and staff hiring. To promote their products to the highest possible customers, companies always research over different popular platforms. Some of the major platforms popular now to promote products through digital marketing are Facebook, Google, Twitter, Instagram, etc. Digital Marketing always relies on one of its main strategies called engagement marketing. The principle of engagement marketing uses the collected information on potential and returning customers based on their interest, budget, requirement, etc. The targeted audience is one of the sure-shot customers. Old couples with good financial stability will always look for health insurance and the young couple with good financial stability will look for cars, tours, and holidays. The audience based on their most required needed products is considered as the targeted audience. They are the most prominent customers, with whom the sales are much easier. This complete information can be segregated and targeted using digital marketing much efficiently.

Literature Survey

[1]. Laura Lake explained the strategies to promote business online in her article published in the *(BSB) Balance Small Business*. It is briefly explained about the steps to be taken to promote the business. The overall strategies are categorized into 10 processes. Some of the major suggestions are to provide a better website so that users would be engaged with the contents, to utilize *(SEO) Search Engine Optimization* so that users will land onto the company page easily, to hire professionals for digital marketing, to use E-Mail marketing, to maintain a blog and so on. The strategies are innovative and have sure-shot implementational benefits. The website is one of the most basic and landing spaces for the strategic customer planning of digital marketing which is well explained to be interesting and informative. SEO is very important to get more customers on the website. The more number of customers landing on the company page reflects better sales and business. Professionals of digital marketing can use their specialized skills to promote the company's business to its ultimate heights. E-Mail marketing directly reaches the customers who need to purchase the required products, it enables the companies to provide all information about their product to a customer who did not even reach their website. It is a personalized marketing strategy for digital marketing. Overall all concerned matters are covered and possible to implement in a real-time digital marketing scenario. [2]

[2]. Neil Patel explained the tactics of digital marketing. Most of the promotional tactics are almost similar to Laura Leke's but many additional points are there to consider. Some of the major highlighting points are to join or create a Facebook page, participate in different forums, comment on relevant content, start an eBay store, try in the foreign market, and so on. If the above said tactics are considered it could seriously affect the business positively and profitably. Joining or creating the Facebook page can attract a large

number of customers due to its largest database and maximum customer reach. Facebook ads can be launched with a minimum sum by targeting different audiences based on marketing needs. Different forums joining and discussing the products lead to a large number of audience attraction who are most potential customers. Starting an eBay store is always a good idea to sell the product online. The marginal portion of the amount given to eBay as the sales margin provides worldwide access to several online selling facilities. He also explained a key factor that is generally not considered. He said, just if you are a small business, it doesn't mean that you should not try in the international market. The listing and sales in the international market can provide the business with its ultimate possibilities and promotion. [3]

[3]. Md Azharuddin explained the future scope of Digital Marketing in India. He explained that 59% of the world's population uses the internet. Just before 25 years, the total percentage of internet users worldwide was just 1%. In this 59% population also maximum percentage is for youth and the highest percentage of youth is in India. These statistics are evident enough to justify the calculation of google's report of India's potential to reach 100 Billion \$ in E-Commerce. For centuries India is one of the biggest markets and after the promotion of Digital India, its E-Commerce strength has increase manifolds. India already surpassed the USA in the number of Internet users with the launch of Reliance Jio which further strengthened E-Commerce through Digital Marketing in India. He further extended that Digital marketing has increased job opportunities in India in Junior, Mid Level, and Higher level career options. Starting with the Digital Marketing intern to the Digital Branding head there are many positions available in the Digital Marketing field. Every organization welcomes someone who can increase their clientele. Digital Marketing has huge scope in India both in terms of job opportunities as well as for business extension and profitability. [4]

Digital Marketing & Traditional Marketing: An Overview

Digital Marketing utilizes the digital channels of marketing like web-based media, sites, and informing to advance business and items. At the point when we visit any site and the promotion ads pop up, that is an illustration of Digital Marketing.

Traditional marketing is the general type of marketing system which was being utilized for quite a long time like paper advertisements, announcements, hoardings, and so on. Till the 1990s everywhere in the world the main method of marketing present was traditional marketing. [5]

A. Digital Marketing vs. Traditional Marketing

TABLE I. DIGITAL MARKETING VS. TRADITIONAL MARKETING

Traditional Marketing		Digital Marketing
The Audiences conventionally encounter marketing messages like		The audience encounters marketing messages in digital forms like

newspapers, Hoardings, billboards, etc.	marketing ads popups on websites and social media.
Traditional marketing is expensive, hard to calculate the reach to customers, direct interaction is not present.	Digital marketing is comparatively cheaper, easy to calculate the reach to customers, direct interaction is present in the form of live chat.
It is less annoying but engaging, validity is reliable, does not keep changing all the time.	It is annoying sometimes, keeps changing all the time, validity is not guaranteed.
As per the current scenario, it's less popular.	As per the current scenario, it's more popular.

a. Comparison table of Traditional and Digital Marketing

Types of Digital Marketing

There are several types of Digital Marketing but mainly they are categorized into seven major types.

- A. Search Engine Optimization (SEO)
- B. Social Media Marketing
- C. Pay Per Click (PPC)
- D. Content Marketing
- E. Email Marketing
- F. Marketing Analytics
- G. Mobile Marketing

A. Search Engine Optimization (SEO)

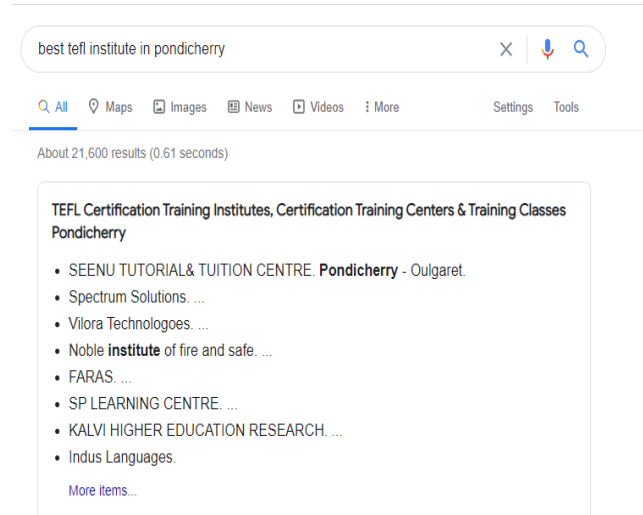


Figure 2. Google Keyword Search.

Most of the search for the products start from search engines. SEO deals with the correct ranking of the seller's website on the topmost listing. If the SEO is managed well on the website then users land immediately after their search to the seller's website. The contents of the website should be readable, links and hyperlinks should be active, and search

terms should be relevant to queries. These steps make the website much visible in the internet galaxy of websites. [6]

B. Social Media Marketing

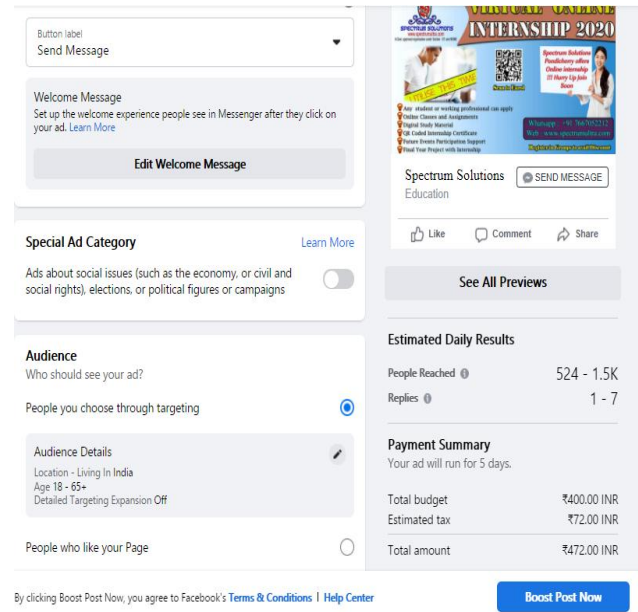


Figure 3. Social Media Product Promotion.

Social Media Marketing is a strategy to attract the maximum possible number of customers online. Most of the people around the globe are available on social media and almost active throughout time. Any ad which appears on social media platforms is highly appealing and has the maximum reach to potential customers. Several social media platforms like Facebook, Instagram, Twitter, etc. are available to the companies for their product promotion. Facebook allows the companies and sellers to target their audience based on the number, age group, and region with variable price tags. This enables the sellers to reach the customers of their product choice. [6]

C. Pay Per Click (PPC)

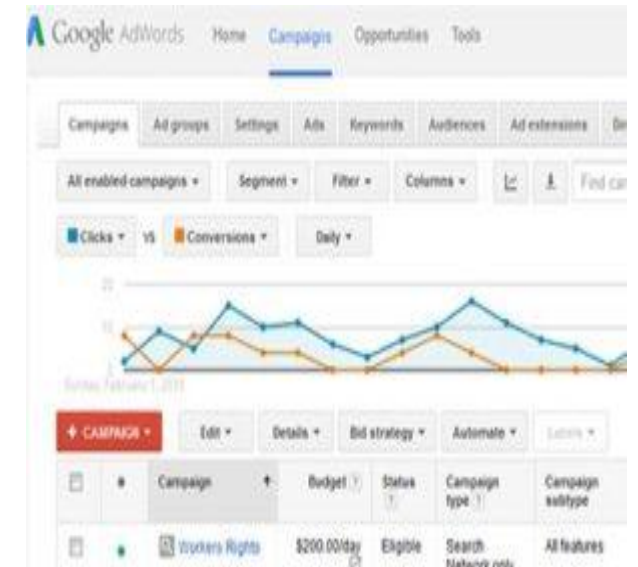


Figure 4. Pay Per Click (PPC) Statistics. [7]

Pay Per Click (PPC) is a Digital Marketing type in which a seller or company needs to pay to the ad service host only when the visitor clicks on their ad and lands on the advertising entity's website. YouTube and many ads appearing on several websites on corners are examples of Pay Per Click (PPC) ads. Many companies pay millions of dollars for these PPC ads. The cost of advertising depends on the value of the keywords. The more people searching for the same or similar keyword means the costlier will be the keyword to acquire. PPC also allows selecting whether the people searching the keywords will receive the same result worldwide or in a particular geographical location. If the companies are aware of these they can save a huge sum of money by targeting the ads on their potential customers' locations only. [6]

D. Content Marketing

Content marketing deals with making the brand trust to make bulk sales. It is the process of initially making a good relationship with the customers by trusting them and understanding their needs. It is generally not designed for a single sale but series of sales with trusted marketing. It uses the technique of brand explanation to increase the understanding of the product so that customer gets attracted toward the products. It also performs crucial processes like Mail Signup, Newsletter and to get more information about the customers. Several E-Books, videos, and animations are generally used to provide brand understanding to win the customer's trust. [6]

E. Email Marketing

Email Marketing is still an important strategy even after the development of social media to the large extent. Email marketing directly reaches the customers for their exact needs. The marketing team should make Email Marketing many interesting contents to attract the customers and to provide them the outlook of the products. [6]

F. Marketing Analytics

The Marketing analytics deal with the customer's behavioral analysis. Digital marketing has a unique feature that is trackable and transparent. The Marketing analytics allow the seller to track a lot of customer behaviors like the number of times the coupon codes are used, the emails are opened, the newsletter is read, links are clicked, and how many times the webpage is executed, etc. This makes the marketer target their ads to potential clients. [6]

G. Mobile Marketing

Most people use the internet on their mobile phones. It is much handier to catch people on their smartphone ads. This mode of marketing concentrates on social media, app links, websites, and text messages. Receiving an advertisement and promotional text message usually comes under this category. Only in the United States customers spend five hours a day on their smartphones. More or less all over the world maximum time spent on any digital medium is the smartphone, which makes it the most suitable channel for

marketing. Proper strategic planning of Mobile marketing can boost the brand value and purchase to its maximum. [6]

Cyber Security Concerns in Digital Marketing

The Digital Marketing process passes through the gateway of the huge amount of personal data obtained from the customers. The personal data exposure to an illegitimate entity can lead to disastrous consequence. The sales information, card details, purchased products are sufficient to bring heavy consequences in one's life. It is the prime duty of digital marketers to guarantee the security of personal data acquired from the end-users. Certain Guidelines should be provided to the customers and even the marketing service provider should also keep their security features intact to the most priority slab. [8]

The major considerations and suggestions are as follows.

- Password Security Should be on top priority to avoid any unauthorized access by 2 step verification.
- Hardware and network should be monitored properly for hacking chances and security breaches.
- Employees' policies should be strict enough so that they should not leak any user's data.
- Click Frauds, Man in the Middle attacks should be continuously checked by the professionals.

Conclusion

Thus we analyzed the current scenario of Digital Marketing in India. Digital Marketing has the potential to easily bring a brand to its maximum sales target due to its reach and popularity through several digital media. There are several types of digital marketing and based on our requirements we need to choose them wisely. We also discussed the possibilities of data breaches and the chance of their misuse. It is further discussed that how we can maintain the user's data security using certain key points..

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