

## A STUDY ON IMPACT OF DIGITAL MARKETING ROLES AND IT'S EFFECTIVENESS ON CURRENT TRENDS TECHNOLOGICAL REVALUATION.

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### *Abstract*

*The world is called one Global village because day by day it is shrinking through technology. In this manner even small businessman also can promote and sell their products in sitting place throughout the world, so it is called digital market. In lowest cost can brand promotion and gets information about the product details through online. Also send the payment through online payment, during the online payment some deepest security software will be implemented and protect data to view / read others EDI (Electronic Data Process). There are several way to making digital via, also mobile marketing is very vital role itself because when compare with other online marketing, mobile marketing / message can view as soon as. Nowadays most of the people using mobile phone, so it will reach / communicate the people within shortest way. In future digital market more simplify the technology in all level.*

**Keywords:** digital market, Mobile marketing, Electronics Data process - EDI.

### INTRODUCTION

Digital marketing is one of the popular topics of marketing in the last few years and will be the main channel of marketing in the coming years. Every business should adopt digital marketing, hire digital marketing experts and increase ROI through digital marketing. Many professionals from sales, IT and other domains are turning to digital marketing as a career! Here's How Digital Marketing Google Search Trends. Digital marketing is the process of selling products and services through digital channels such as social media, SEO, email and mobile devices. Digital Marketing Any advertising that uses electronic devices is called digital marketing.

### REVIEW OF LITERATURE

**Rajiv Kaushik et al, (2016)** "Digital Marketing in Indian Context" investigates on Digital marketing is rapidly expanding in India. Many Indian businesses use digital marketing to get a competitive advantage. The success of a marketing effort cannot be achieved only through digital marketing. Rather, for any marketing campaign to be successful, it must fully utilize the possibilities of numerous marketing approaches available in both traditional and modern marketing. Startups that use digital marketing frequently fail. This study demonstrates the measures that must be taken for the efficient deployment of digital marketing to enjoy the huge potential for increased sales.

**Ahmad Bin Yamin (2017)** in his research article studied the impact of digital marketing as a tool of marketing communication. This study focused on Bangladeshi consumers. The survey was conducted to collect the data from consumers directly. 120 consumers were considered as respondents for this study. The results found that a well-designed marketing plan with specific digital marketing tools is in the demand in this hi-tech customer-friendly environment.

**J. Junanidi et al, (2020)** in this article entitled Impact of digital marketing on the growth of E-service sales, concentrates on the reasons for constructing the thought of E-advertising. The article mentioned

the sources of digital marketing are socialmedia marketing, digital display advertising, mobilemarketing, Viral marketing, and Email marketing.

Megha Grover et al, (2019) in this research identified the role of digital marketing in start-ups. The study employs a Descriptive Research Design. The research method used is a questionnaire, the population being examined is startups, and the variables being studied are Digital Marketing and Startups. For this study, a sample size of 61 is used. The majority of start-ups stated that the importance of digital marketing in start-ups is that it helps to advertise products/services at a much lower cost than traditional marketing, that their brand reaches prospective clients faster than their physical presence, and that it also helps to drive sales. 47.5 percent of new businesses utilize social media to promote their product or service.

### **OBJECTIVES OF THE STUDY**

- To analysis on Brand Awareness
- To find Promotion for new products & services through digital market
- To find various Target Customers through digital market
- To obtain straggliest for Increase Sales/Profit

### **PRECISE TARGETING**

Digital marketing allows advertisers to precisely target audiences that include age, gender, interest, topics, keywords, websites, city, pin code, etc. It is more precise compared to traditional media where it is difficult to target the above parameters based on audience.

### **MEASURABLE**

Digital marketing is measurable, we can easily understand how many users our ads have reached, how many people have clicked on our ads, how many people have converted from our ads, how long people spend on our website, how many pages they visit. On the web, the time-to-conversion is measured, whereas, in traditional media, it is impossible to measure different parameters.

Real-time optimization:

Digital marketing allows us to optimize (make changes to) our advertising campaigns in real-time, which means that if the strategy is not working, we can immediately switch to another strategy, whereas in the traditional form of marketing, you cannot make changes to our ad once it is published.

Build engagement: Digital marketing helps brands build engagement with their consumers by interacting with users on a real-time basis through social media. Brands can continue to connect with consumers in real time and engage with their brand communication throughout their businesses journey.

Personalized Communication: A great advantage of digital marketing is that you can customize the communication for each user in digital, which helps advertisers to effectively communicate with their audience, understand their need and deliver key messages to individual users, which further helps in achieving brand objectives.

### COST EFFECTIVE

Digital marketing is cost-effective, you only pay for clicks or no time you advertise. You can start with any budget to advertise in digital which helps advertisers to test their marketing campaign in digital and further define their marketing strategy.

High ROI: Digital marketing has a high ROI as compared to traditional media because the targeting is precise, which helps you minimize showing ads to irrelevant users to help you achieve the business objective. With digital you can track the users who clicked on the ad and convert them through different brands.

Digital marketing can be categorized under online marketing and offline marketing channels.



### DIGITAL MARKETING – ONLINE MARKETING CHANNELS:

Search Engine Optimization, Search Engine Marketing, Marketing on social media, Pay per click marketing, Visual Marketing, Content Marketing, Affiliate Marketing, Email Marketing, Video Marketing and Mobile Marketing.

#### 1. Search Engine Optimization

Search Engine Optimization is the process of ranking the website in organic/unpaid search results of search engines.

#### 2. Search Engine Marketing

Search engine marketing is the process of increasing the website's visibility through organic and paid search results

### Marketing on social media

Social media provides a great opportunity to discover new information, connect, interact with others and share their perspectives. The inseparable presence of social media in everyday life gives a great boost to business marketing.

Social media marketing is a great way to get website traffic through social channels like Facebook, Twitter, Pinterest etc. Content posted on these channels attracts people and thus promotes the business. Social media marketing helps you build quality links, thus supporting by SEO efforts.

### Facebook

Facebook is the biggest social networking site today. This creates a major business advantage. You can post pictures, videos and anything related to the business. At the same time, you can engage in conversation with the audience by posting and commenting. To make maximum use of Facebook, you can create a Facebook business page with an attractive layout. Try to get people to like and share it. It can post offering on the page. Add visuals for better results.

### GOOGLE+

Google+ lets you upload and share footage. Take advantage of +1 and Google+ circles. This allows you to segment customers accordingly and avoid those who are not useful to business. Follow others to know

contemporary trends.

### **PINTEREST**

Pinterest is a growing social media platform that allows you to showcase what you have to offer. You can create pinboards for products and services and invite others to follow you. Pins on pinboards contain a link to website. Post attractive pictures of the products with description and let people follow you freely.

### **TWITTER**

It allows you to broadcast any update over the internet. Follow people or companies related to business and get followers in return. Use hashtags to capture non-followers audience. Tweet with its embedded link to drive traffic to site.

### **LINKEDIN**

It is the largest professional social marketing platform that allows you to connect with other relevant professionals in the field. You can recruit or hire on LinkedIn. You can explore all categories and follow people. Invite others to see what they are doing. You can build a strong business profile. Encourage customers for referrals. This will make you appear more credible and trustworthy

### **INSTAGRAM**

Instagram has dedicated users. It allows you to share pictures and videos with family and friends. It makes the business interesting and innovative. On Instagram, you can post the content in the form of images.

### **YOUTUBE**

YouTube is a video sharing website. You can upload and watch a video. You can also comment on it. YouTube can help you a lot in building brand awareness in a short period of time.

### **SOCIAL MEDIA MARKETING TIPS**

Here are some social media marketing tips

**Plan** – Create a plan to attract and target audience.

**Content** – Make sure you are providing visitors with valuable, accurate and up-to-date information.

**Blog** – Create a blog to post social media content, contests and events.

**Links** – Add great and worthy links that the audience can enjoy and learn from.

**Measure Results** – Measure results to track on efforts. Analyze which strategies you should adopt and which ones to switch off.

Track the competitors – it gives you marketing insights. You can refine the strategies and keywords that work for them and work for you too. Be patient - Make every effort and be patient. Social media results take time to reap the benefits.

## Mobile Marketing?

What is mobile marketing?

First, a quick definition: Mobile marketing is the art of marketing business to attract mobile device users. Done right, mobile marketing provides customers or clients with personalized, time- and location-sensitive information on their smartphones so they can get exactly what they need, when they need it, even if they're on the go.

I would tell you that mobile is the future of marketing, but in reality the era of mobile has already arrived. If you're not implementing some kind of mobile marketing strategy, you're already behind!

As you can see from the graph below, more users are spending more time on mobile devices than ever before. Expect this trend to continue in the near future, so get ready!

## WHY YOU NEED A MOBILE MARKETING STRATEGY

Business needs a mobile marketing strategy for the same reason you need a computer and Wi-Fi access – it's the age we live in! Walk around any major city and you'll find more than a few people with their faces glued to their smartphone screens. According to recent reports, 40% of users' internet time is spent on mobile devices, which means simply ignoring the rise of mobile is not an option.

## PAY PER CLICK MARKETING

Pay per click is advertising on search engines. When a prospect searches with a keyword for the products and services you offer, he will be greeted with the company's ad at the top of the search engine. Since it's at the top of the page results, you're more likely to click on the opportunity to take advertisement to the company's website or landing page.

## AFFILIATE MARKETING

What is affiliate marketing & how does it work? Practical marketing involves connecting with companies and individuals to promote the products and paying them a commission on every sale made through their site or referral. Affiliate marketing is an online marketing system that allows any online business to associate themselves with website owners (affiliates) using affiliate programs. Affiliates make money from new leads and customers, as well as by generating sales and traffic for the business

## CONCLUSION

Digital marketing is a perfect business opportunity for Startups. To be competitive in the digital market, you need to have a clear understanding of the Pros and Cons of digital marketing. This is a growing business strategy. Digital marketing has become an important focus for most companies as they look to reach customers online and grow sales. Digital marketing is nothing more than taking advantage of new technologies to achieve our objectives.

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