

## **Innovations in Digital Marketing**

**Dr. Kajal Sitlani**

Associate Professor  
Faculty of Management Science  
Institute of Rural Management  
Jaipur, Rajasthan, India.

**Ms. Uditia Agarwal**

Assistant Professor  
Apex Institute of Management  
& Science (AIMS)  
Jaipur, Rajasthan, India.

### **Abstract**

Era of globalization has brought new opportunities in the form of digitalization. Digitalization has become the strength of organizations which in turn has given birth to digital marketing. Digital marketing is the growing buzz for the growth and expansion of business. It gives a competitive edge to the organizations. Innovations in digital world have led to new products, ideas and services for the organizations. The strategy of digital marketing is to achieve the vision, mission and objectives of the business through digital channels and platforms.

There have been a lot of innovations in the field of digital marketing. With the advent of artificial intelligence, search engine optimization etc. organizations have tried to associate digital marketing with these for more effective growth of the organizations. The user experience has also become an important part of digital marketing as it enhances the quality of individual's online experience. These new trends of digital marketing give organizations a competitive advantage and also establish a comprehensive marketing strategy which increases visibility within customers and maximize revenue for the organizations. The article focuses on the importance of digital marketing, various channels of digital marketing and innovations brought about in business through digital marketing through a study of secondary data.

### **Keywords**

Digitalization, Globalization, Artificial Intelligence, Competitive Advantage, Value Chain, Content Marketing, Demographics.

### **1. Introduction**

Digital marketing also known as 'online marketing', 'internet marketing' or 'web marketing' has seen tremendous growth in popularity in the recent times. It is a term used for marketing of products and services through

various digital medium like mobile, internet. Digital marketing has brought a tremendous change in the way marketers are using these technologies to market their products and how customers are using these platforms for making the purchases more conveniently instead of actually going to shops.

According to recent statistics, 80% of the people in the United States use the internet regularly. Out of these, 97% use it to search for products that they would eventually buy. Google research shows that 10.3 billion searches are conducted online result in 9 out of 10 product/ business follow-ups.

Digital marketing not only help organizations market their products, it also helps them to study the behaviour and pattern of shopping of the customers as well as the prospective customers. It also helps organizations keep a record of the customers, their preferences, analysis of the marketing campaigns done by the organizations themselves and the effectiveness of such campaigns.

## **2. Channels of Digital Marketing**

Organizations are conducting marketing campaigns with the help various digital marketing channels available to them. They choose from the available digital marketing channels according to product and services offered by them, customers and prospective customers that they are targeting. Some of the common channels of digital marketing are discussed below:

### **2.1 Search Engine Optimization (SEO)**

Online search is a process by which anyone can find information about any topic on the internet with the help of search engines. These search engines are special tools that have been designed to help people find information that are stored on various websites on the internet based on the keywords provided by the user. Google is known to be the biggest search engine that is used all over the world having a global reach of about 91.63% according to the survey by GlobalStats.

SEO is defined as the process of optimizing the structure, design, and content of website so that the search engines can index them accurately and position sites in the top results of Search Engine Results Page. Search engines are becoming increasingly sensitive to content quality and relevance of the information provided. Through

SEO, rigorous barring of unethical stuffing of keywords and buying of links is done and which is highly penalized.

SEO includes the concept of on-page SEO, SEO content writing, and code optimization, and link building. It provides users a better experience, since it has natural content with inclusion of keywords in the main body of the text.

It works on the principle of ranking up the required websites as on the top results on any search engine have maximum CTR (click through rate). It helps an organization's website being visible easily and to more number of people. It includes different promotional activities that enhances search engine ranking of site.

The advent of search marketing began in 1990's with manual submission, meta keywords tag and keywords stuffing being used for ranking up the websites. By 2011, main methods for search engine optimization were social media marketing and vertical search inclusion. Till long, it has been a misconception that if a website is user friendly and has good content it will have higher ranking and will appear at top in search result. Now, organizations and marketers have understood that SEO is the key to make a particular website appear in the top search results.

## **2.2 Search Engine Marketing (SEM)**

Search engine marketing, or search marketing is defined as a series of actions which results in increased visibility of a website in the search engines through paid and free processes both. The aim of this is to increase the visibility of a website and gain traffic to enhance sales and profitability. Organizations should focus on it, as it can significantly promote a company, as well as collect relevant data about the customers, which helps with market research and analysis. Search engine marketing should be aligned to the marketing plans of the organization.

## **2.3 Mobile Marketing (MM)**

Owing to the extensive usage of mobile phones the trend of mobile marketing is gaining popularity, for searching information online. Majority of the users are accessing the internet through mobile phones since the past few years. Therefore, mobile optimization is one of the highest priorities for webmasters, since users prefer mobile-friendly website. The users would revisit and recommend a

website only if it is well designed and user-friendly on mobile devices.

## 2.4 Social Media Marketing (SMM)

Social Media is an online medium which allows users to communicate, interact and generate content. It has gained considerable importance over the last decade as people use it to seek information, learn and most importantly share their experiences through pictures, stories, etc. There are a lot many platforms available nowadays for social media and many are being added everyday but few are popular and have a large number of user database. Facebook is the biggest social media platform being used by the internet users all over the world.

### Benefits of SMM

- Increased brand recognition and loyalty
- Make use of the reach of the internet
- Reach out to more people
- Reduction in cost of marketing

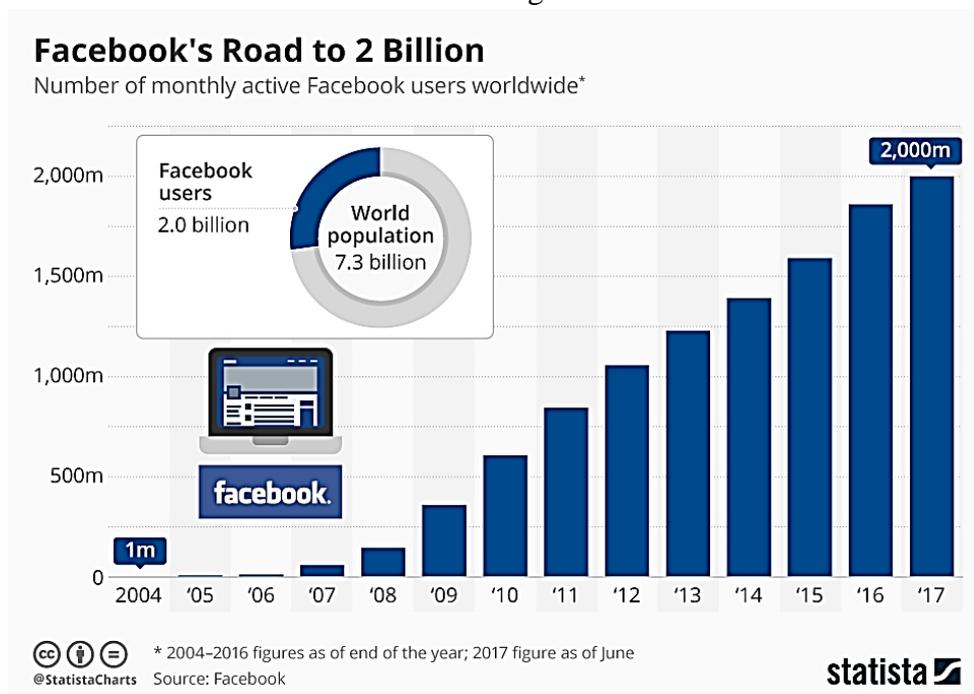


Figure 1: No. of Active Facebook users

## **2.5 Email Marketing**

Email marketing is a simple, widely used and highly effective technique by companies to reach out to their audience. It is basically the process of getting in touch with previous, existing as well as potential clients and customers via the modern facility of electronic mail, which is commonly referred to as email.

## **2.6 Web Analytics**

It provides information about different aspects of websites, and answers some of the questions related to the traffic and overall performance of the website. It helps to answer the questions like -

- The gross quantity of visitors on a website
- The number of unique visitors or visitors who are new
- The route involved in bringing different categories of traffic to the website.
- The terms trending on the search facility on the website.
- The category of users searches for particular keywords or search terms.
- The average, minimum and maximum time being spent on the website by users.
- Number of users are going beyond the main page, to deeper links.

The information gathered through this helps to understand the demographics of the users and this information can be used to make the decisions in the organization. It helps to identify what kind of product need to be produced, how and whom to sell the products manufactured. As with the help of web analytic one can determine the number of people who visit a website, number of pages viewed, number of clicks etc.

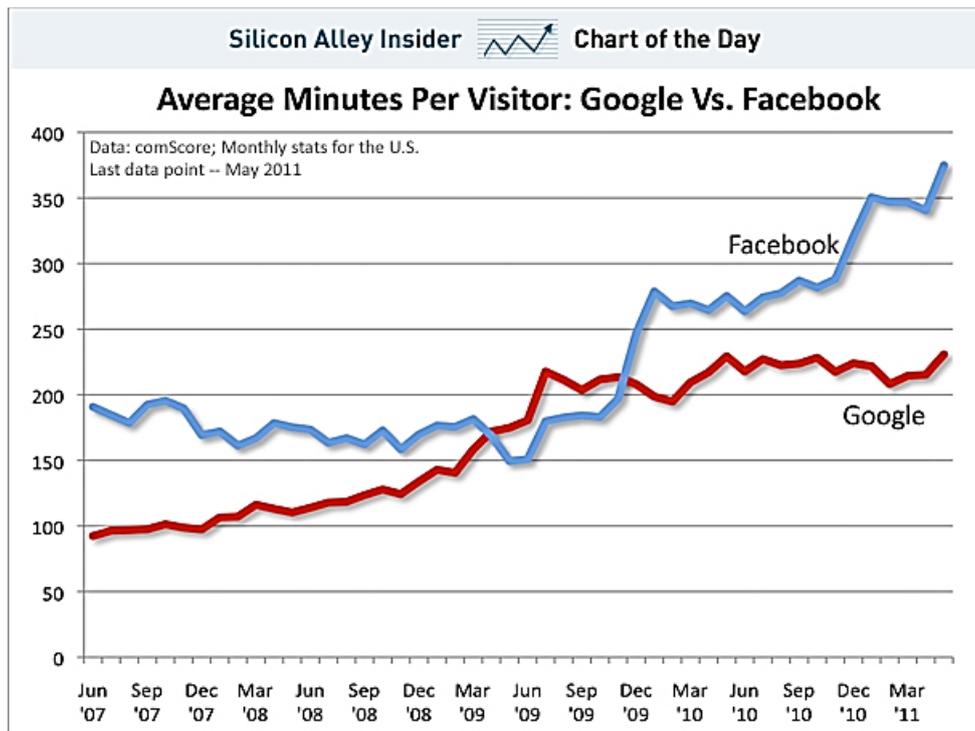


Figure 2: Average time of different visitors on site

### 3. Literature Review

**Schlosser et al., (2006)**; discuss the impact of website investments on consumers' trusting beliefs and to predict online purchase intentions. These effects were strongest when consumers' goals were to search rather than to browse and when online purchases involved great amount of risk.

**Farrar (2010)**; in the article discussed the knowledge about the digital marketing and guides administrative managers through the pool of various companies and consultants which are offering services in this relatively new field of marketing. In the article he suggests ways how administrative managers can analyse the various scenarios of the traditional marketing methods so that it can help understanding the same challenges online and help them to overcome those challenges.

**Berman and Kesterson-Townes (2012);** examined how to connect with the customer of the future who lives in the digital world. The paper reviewed how organizations must be ahead in providing more individualized experiences on demand any time, rather than simply being digital. This is so required as today's customers are more empowered, demanding, have more exposure and need customized content on their own terms.

**Vendrell-Herrero et al., (2014);** examined that the unobserved benefits of digital technologies are described as digital dark matter. Product service systems (PSSs) are bundles of products and services that deliver value in use, which though unobserved generates benefits. The paper aimed to empirically quantify digital dark matter within PSSs and correlated that with national competitiveness.

**Sathya (2015);** described digital marketing as the path of electronic communication which is used by the marketers to direct the products and the services towards the marketplace. The paper described that the main purpose of the digital marketing is related to the consumers and it allows the customers to know the product thoroughly by virtue of digital media. It concentrates on the level of promotion which is done on digital platform for both customers and marketers. The paper scrutinized the result of digital marketing on the basis of a firm's sales by collecting opinions of 100 respondents.

**Rathore, Pant and Sharma (2017);** examined the emerging trends of digital marketing in India. The paper reviewed the effective ways of digital marketing, various changing trends and the growth of internet and mobile users seen in India and the future scope of digital marketing in India.

**Rowley (2008);** discuss the importance of digital content for business and society. The study seeks a holistic view on the definition and nature of digital content marketing. Digital content marketing is mainly customer value driven. The paper also explores the importance of customer value in digital content marketplaces. A structured analysis is done on the basis of a set of questions in order to study some of the unique characteristics of digital content marketing. The study of the paper finds the difficulty in determining a notion of "value" in the study of digital content and its consequence for value chain structures, pricing strategies,

marketing communication and branding, and licensing and digital rights management.

#### **4. Research Methodology**

The article is based on secondary research. The study has been carried out by analysing books, journals and online websites.

#### **5. Emerging trends of Digital Marketing**

Due to the rise of digital marketing, marketers are using new technologies to market their products and services. Most of the marketers are unaware of these new technologies and thus these are still in their infant stage. The marketers need to be aware about the latest trends so as to be ahead of the competitors and maintain a loyal base of customers.

##### **5.1 UX Design**

User Experience (UX) is becoming popular nowadays in the digital world. User Experience refers to understanding of the user needs and offering them products and services that matches with their needs so as to give them a good quality of user's online experience. It is not only about creating good interface, but about developing relationship between people and technology by recognizing the needs of the customer. To give an effective user experience, the site should have good content, the site has to be optimized otherwise the target customers will not be able to find the site however good the content may be.

##### **5.2 Artificial Intelligence (AI)**

Artificial intelligence is defined as the intelligence showcased by machines in comparison to inbuilt, natural or forced intelligence in humans. With the use of artificial intelligence in digital marketing, there are less chances of any errors, and there are chances of predicting customers buying behaviour easily. Nowadays most of the searches online are through voice, hence digital marketers are expected to make provision for voice search also for the customers for making it convenient for them.

### **5.3 Google Ad Words**

Google Ad Words is an online advertising program, introduced in the year 2000, which allows advertising through Google's search engine. It has become a major source of revenue for the company.

The ad can be placed any-where at the top or at the bottom of the page, as well as on the right side of the search result page. The order of the ad depends on the keywords matching and the budget. The payment depends on cost per click or cost per thousand impressions.

## **6. Digital Marketing in India**

Government of India started the program "Digital India" in 2015 to connect India with the global market so as to help Indian companies and consumers to avail benefits like opportunities, information, products and services from around the world. The government laid stress on making all the services available online for the citizens of the country like online passport services, online banking, online aadhar card update and many others. These online services reduce time, money and effort of the people.

### **6.1 Digital Marketing Strategies adopted for Make in India Campaign**

Make in India campaign launched on September 25, 2014 started the digitalization era in India even before the launch of "Digital India" program in 2015. With the launch of this campaign, digital marketing also saw a growth in the country. Many organizations in India have started adopting digital marketing strategies to market their products and services. The government too adopted many digital marketing strategies which helped in the growth of the campaign and ultimately led to its success. Some of the strategies adopted by the government are discussed below:

- Official website was launched which had information like statistics, growth drivers, FDI policies, reason to invest, etc.
- All documents were made to be submitted online.
- 'Make in India' app was made available to all android users as it can be downloaded from Play Store.
- Facebook official page of 'Make in India' was created in which latest news was updated related to the campaign.
- Search was made available in the website / application related to keywords.

## **7. Interpretation**

Digital marketing, if handled in the right way can prove very beneficial for the organizations as it has many advantages, else it can prove fatal for the organizations because of its disadvantages.

### **7.1 Advantages of Digital Marketing**

The major advantages of digital marketing are:

1. It reaches more customers in less time. It is also effective for reaching out to global customers easily.
2. The cost to the company is low as it is cheaper than the traditional marketing methods employed by the organizations.
3. The study of the pattern of the customers buying behaviour becomes simpler as it keeps a record of the activities of the customers.
4. It helps convert prospective customers into customers by keeping their record like their demographics, preferences, response to various products and services.
5. It helps in more accurate forecasting and better strategizing of their marketing campaign done by the organizations.
6. It helps in direct communication between the customers and the organizations.

### **7.2 Disadvantages of Digital Marketing**

The major disadvantages of digital marketing are:

1. There is cut-throat competition because of the low cost.
2. Communication is also a major challenge since it is very easy for the customers to spread the news of any fault of the organizations.
3. Since the cost is low, more companies are getting attracted thus reducing the impact of the existing players in the market.
4. The chances of getting loyal customers reduces for the organizations.

## **8. Conclusion**

The “Emergence of digital marketing is the greatest change in the traditional marketing and this leads to reinvention in the traditional marketing” (Patrutiu & Loredana, 2015). It has now also become a necessity for businesses to grow and prosper. Digital Marketing especially social marketing is driving changes in customers’ behaviour and also in society at global level (Kaplan & Heinlein, 2010). In the

globalised era the need to market products and service online is not only required but has become essential. Digital marketing is an effective tool in the hands of marketers in this competitive era and for this marketing manager should focus on digital contents (Rowely, 2010). Change is the only thing that is constant. Hence, the prosperity and success of an organization lies in the fact to adopt new modes of marketing i.e. digitalization in the field of marketing.

## References

1. Berman, S.J. and Kesterson-Townes, L. (2012), *“Connecting with the digital customer of the future”*, Emerald Group Publishing Limited, Vol. 40, No. 6, pp. 29-35
2. Farrar, M. (2010), *“Understanding Digital Marketing”*, DELNET Management Collection, pg. 12.
3. Kaplan, A.M. and Heinlein, M. (2010), *“Users of the world, unite! The challenges and opportunities of Social Media,”* Business Horizons, Vol. 53, No. (1), pp. 59-68.
4. Patrutiu, B., L. (2015), *“Content Marketing-The Fundamental Tool of Marketing,”* Bulletin of the Transilvania University of Brasov.
5. Reinartz, W. Jacquelyn, S. T. And Kumar, V. (2005), *“Balancing Acquisition and Retention Resources to Maximize Customer Profitability,”* Journal of Marketing, Vol. 69, pp. 63-79. 48.
6. Rose, R. and Pullizzi, J. (2011), *“Managing Content Marketing”*, CMI Books, Cleveland, OH. 49. Rowley, J. (2008), *“Understanding digital content marketing”*, Journal of Marketing Management, vol. 24, No. (5/6), pp. 517–540.
7. Sathya, P. (2017), *“A Study on Digital Marketing & its Impact”*, International Journal of Science and Research, Vol. 6, Issue 2
8. Schlosser, A. E., White, T. B., & Lloyd, S. M. (2006), *“Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions,”* Journal of Marketing, Vol. 70(April), pp. 133–148.
9. <https://edunxt.manipalprolearn.com/?q=MULNCourseBook/listDetailedCBLearningContents/39316/cidb/full/view/18758/578021/779402/77940> visited on March 10, 2018

10. <https://www.digitalvidya.com/blog/digital-marketing-channels/> visited on March 15, 2018
11. <http://www.makeinindia.com/about> visited on March 18, 2018
12. <http://www.globexomarketing.com/benefit-of-make-in-india-campaign/> visited on March 20, 2018