

Introduction to New Age Digital Marketing

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Abstract:

The paper provides an approach to the recent trends in the era of digital marketing. The content mainly focuses on the real-time scenario of the business markets surrounding us. The analysis is performed on the basis of various articles, newspapers, websites, researches, and information on the internet. The paper focuses on customer's interaction with the digital media and the brand tags that help in establishing the relationship between the customers and the market. The paper mainly focuses on various types of digital marketing techniques and their impact on the sales field. Research data has been collected from different firms (over around 50 firms) and analyzed with the help of various tools and techniques.

Keywords: digital marketing, research, data samples, promotion, effectiveness.

1. INTRODUCTION

Digital Marketing is broadly used in the promotion of the products or services so as to reach the customers via the digital channel. The field of digital marketing extends beyond the era of internet marketing that does not use the internet. It includes social media marketing, display advertisement, search engine, and another digital medium.

Consumers can access information anytime and anywhere whenever they want to. Consumers do not only rely on the company saying but can view whatever the media says. Digital marketing promotes an extensive service selection, the brand promotion that uses the internet as a promotional medium. The market focuses on bringing their brands close to the customers through a different medium so as to promote their sales and increase their growth. The advantage of social media is to reduce the cost and reach their customers. The social media platform is preferred by marketers due to its low cost and remote access capability. Based on the statement given by Chaffy. "Encouraging customer communications on the company's own website or through its social presence"[1]–[4]. The main focus of this paper aims in identifying the importance of digital marketing, various elements associated and its comparison with the traditional media to showcase its advantage.

Traditional Marketing:

Traditional marketing basically involves print media, broadcasting medium, mails and telephone calls that involves no interaction with the audience[5]–[7]. It basically involves a planned advertisement over a long period of time that is time-consuming and expensive. This makes it difficult to reach a large audience with less time. Marketing involves a one-way conversation that involves responses during work hours.

Characteristics of Digital Marketing

The various characteristics of digital marketing are:

1. Online marketing:

It is also referred to as internet marketing that promotes the company to deliver information regarding the product and services. It offers customized content according to user needs. Advertisers put their product details on the websites for the customers to avail the information. This helps in cost-cutting and reaching a large number of audiences simultaneously[8]–[10].

2. Text messaging:

Messaging is a way of sharing information regarding the product and services on the user's phone. The company sends information to the user regarding the new

arrivals, offers and openings in real time[11]–[13].

3. *Email Marketing:*

The message regarding the product and its related services are sent over the email to their potential customers. It is used to convey ads, brand tags, customer loyalty, and trust. The company promotes its services using the platform of digital marketing[14]–[17].

4. *Social media:*

The marketing is considered as one of the prominent marketing media. A computer-based tool allows the user to create or exchange ideas regarding the company's information and services. The users spent more time on social media than any other sites like Facebook, Instagram, etc. This provides the best platform for the promotion of the products in the market.

5. *Optimized search engine:*

The website that is being searched or is popular among the users appears at the top. Generally, the frequency of the appearance of the website is proportional to the number of visitors visiting the website[18]–[21].



Figure 1: Application of Digital Marketing

Advantages of Digital Marketing

With the increase in technology, customer buying behavior has changed rapidly.

1. **Updated information:** The technology provides updated information to the company regarding its website, products, purchase, offers, etc.
2. **Transparency:** Consumers get clear information regarding the products and services with less manipulation of the information. However a purpose of comprehensive information which customers can rely upon so as to make the purchase decision[22]–[25].
3. **Easy to compare:** This makes it easy to compare the different sites available for the same product so as to find the best available product at a cheap price. Customers will not visit different outlets so as to gain knowledge regarding the product.
4. **24*7 shopping:** The shopping site is available as long as the internet connection is available. Customers can buy anytime.
5. **Apparent pricing:** The Company shows the availability of products and services through the digital channel and it makes the price clear and transparent to the customer purchase. The company may accordingly change the price or give additional offers for their products or services.
6. **Instant purchase:** Customers need not have to go to each and every store to find the required store so as to purchase the product.

STUDY METHODOLOGY

Methodology relates to the systematic and analytical analysis of the methods to evaluate the suitability of specific methods to apply to the field of study. The concepts such as theoretical model, paradigm, quantitative and qualitative methods.

Primary sources: The first-hand information or the original data is being collected regarding a specific

topic. This basically uses the interview technique along with a structured questionnaire for the collection of basic data.

Secondary sources: The source from which the data is being collected has been collected by another source. The data is being collected from different firms, articles or newspapers. A random selection of 150 firms has been carried out seriously and the data from 50 executives have been taken so as to collect their opinion. The organization of the data and the information has been organized. The results are in the descriptive and analytic way[26]–[29].

Model	F	R. square
Clear information	81.254	81.254
Updated knowledge	122.117	0.718
Transparency	85.141	0.634
24*7 shopping	142.868	0.749
Content sharing	91.498	0.656
Apparent pricing	83.962	0.636
Instant purchase	96.028	0.667

Table 1: Model summary

ANALYSIS AND DISCUSSION

- 1. Correlation analysis:** To show the relationship between different digital marketing elements and an increase in sales, the data is collected from various techniques and elements of digital marketing. Each digital marketing element is proportional to sales. Online marketing, social media, search engine optimization are correlated with increased sales.
- 2. Digital marketing analysis:** Consumers have information access from any place and at any time. The customers can also view reviews regarding the specific product.

From the table, it has been concluded that all the variables that have a weight which explains the relationship with digital marketing. Clear information regarding the product and its services are explained using other factors. It has been concluded that the value of F is bigger which proves the model strength.

Coefficient of different values:

If the individual value is zero, then the dependent variable is also affected. Here digital marketing is not used and updating regarding the product and services is 2.882.

CONCLUSION

Even for people owning a small business a cheap and efficient way of marketing their products and services is provided by the digital media platform. The company uses devices such as smartphones, laptops, etc. to promote the company and its products. The field of digital marketing gains the attention of the huge public and can be viewed worldwide from a single platform. The era of digital marketing has brought a revolutionary change in the field of advertisement.

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