

Digital Marketing is Easy than Offline Marketing

Dr. Sahab Singh¹, Ms. Akanksha Garg², Ms. Partibha³

¹Assistant Professor at Dept. of Management Studies, Dronacharya Group of Institutions

^{2,3} Student from Dept. of Management Studies at Dronacharya Group of Institutions

Abstract- Today, Digital marketing has become wildly popular due to the cultural, technological, and societal shifts around us. e-Commerce can provide multiple comfortable zones to the customers in the form of availability of goods at a lower cost, wider choice and saves time. Ecommerce is showing enormously business growth in India. Customer feedback can play a major role in both marketing Digital Marketing and Offline Marketing. The success or best result of Digital Marketing is depending upon its popularity of e-Commerce customers, its branding images, its unique and fair policies of e-Commerce sites and customer relations, etc. Digital marketing is simple procedures and a friendly user than Offline marketing. The sample size of the study is 100.

Index terms- Digital Marketing, Offline Marketing, Ecommerce.

1. INTRODUCTION

Marketing is the first step to promote a Business in the market. It is the first stage to introduce our products to customer's or client's or in the market. A business can be done kinds of marketing like Digital Marketing, Offline Marketing, etc. It can be calculated or analyzed by business turnover through marketing. First, to start a business taken a piece of knowledge about Shareholder Market, etc. Offline Marketing is a type of marketing in which means of print, broadcast, direct mail, phone, and outdoor advertising like billboards. From newspapers to radio, this method of marketing helps reach targeted audiences. Digital marketing is a marketing of the company can conducts online, such as paid social media ads, email marketing, PPC advertising, and e-commerce sites. On Today, Digital marketing has become wildly popular due to the cultural, technological, and societal shifts around us. e-Commerce stands for Electronic Commerce. It is trading in products or services using computer networks, such as the Internet. e-Commerce draws on

technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collections system. Nowadays, Digital Marketing plays a huge and important role in marketing. Digital Marketing is a fast process, less physically power efforts and time-consuming. e-Commerce can provide multiple comfortable zones to the customers in the form of availability of goods at a lower cost, wider choice and saves time. Ecommerce is showing enormously business growth in India. Customer feedback can play a major role in both marketing Digital Marketing and Offline Marketing. The success or best result of Digital Marketing is depending upon its popularity of e-Commerce customers, its branding images, its unique and fair policies of e-Commerce sites and customer relations, etc. Digital marketing is simple procedures and a friendly user than Offline marketing.



Figure1. Digital Marketing

2. OBJECTIVE

- The main purpose of this paper is to identify the usefulness of digital marketing then Offline marketing.
- To study the value of digital marketing will demand increase day by day.

3. DIFFERENCE BETWEEN DIGITAL MARKETING AND OFFLINE MARKETING

Digital Marketing	Offline Marketing
Digital marketing is a marketing of the company can conducts online, such as paid social media ads, email marketing, PPC advertising, and e-commerce sites.	Offline Marketing is a type of marketing in which means of print, broadcast, direct mail, phone, and outdoor advertising like billboards.
Digital marketing is not more expensive.	Offline marketing is expensive and to require large amount of investment.
The communication medium is required such as Social Media, PPC, Websites, Video Calling, etc.	The communication medium is required such as Phone calls, Face to Face meeting, etc.
Do not required physical energy.	Do require more physical energy and good communication.
Do not required carry of load weight product or sample of bag.	Do required carry of load weight sample bag.
The images and content of the product must be correct specified on the website it is necessary.	It is not necessary to specify the details about the product on the website.

4. MARKETING MIX

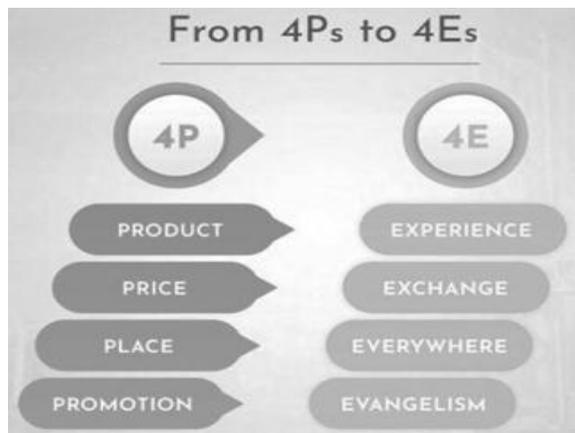


Figure2: Marketing Mix

1. From Product to Experience: The experience helps them relate to the brand and feel emotional about the company or product. An event that offers an exciting or hypnotic experience with the brand is the perfect opportunity to gain a loyal customer and a great deal of brand exposure.
2. From Price to Exchange: As a customer struggle more and more in this complexity, educating accompanying them becomes critical in the process of driving their purchase decision and show them what they will gain. At the same time, experience and emotional connection are already a critical element of the price shaping.
3. From Place to Everywhere: As we are entering the era of immediateness, brands need to be able to capture, anticipate and drive customer's mood, or will to consume, anywhere at any time. And be able to respond to it on the spot.
4. From Promotion to Evangelism: Traditional advertising still has its place. The way to reach customers has been totally transformed. Brand advocacy and customer evangelists have crucial to provide customers the needed trust and value to engage with the brand. Content marketing has become a must to proactively engage customers to get in contact with the brand.

5. PLATFORM

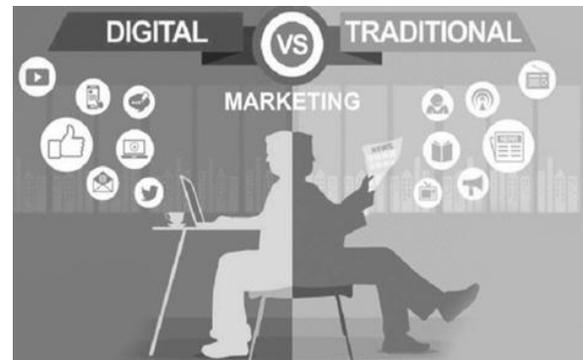


Figure3. Platform of Digital Marketing vs Offline Marketing

In digital marketing, the company can make the target on various kinds of platforms such as Social Media, SEO, PPC, Google ads, etc. While Offline marketing can make target some markets, to prepare a new and old client list, to catch up with luxury brands or markets. It is a long process and to

consume more physical energy and time. In digital marketing, do not require advertising the product to go to door-to-door. But in Offline line marketing can necessary to go door-to-door. In digital marketing is easy to be work on it as compared to Offline marketing. The climate weather is good or bad. It can never be an impact on digital marketing. But the climate status fully depends upon the offline marketing and is also impact on the health of the Salesman. Nowadays, companies can utilize a different kind of platform for digital marketing. To collect data much more easily, and efficiently, online data is so much easier to compile and analyze. The customer has real-time results that can help to build up new strategies to promote the product in the right channels.

6. CONCLUSION

In the coming future, Offline marketing will completely replace by Digital Marketing. As a result, there will be a higher employment opportunity in this field. It is seen that candidates will high educational qualifications are also attempt to get a good job. As companies are gaining high profits, more and more other companies are developing their websites to increase their profits. Since more businesses are being held online resulting in high economic development and emergence of more innovative and advanced technology.

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