

Digital Platform – A New Window of Marketing

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Abstract- In recent years we have experienced a progressive transformation in India towards Digitalization, it is having a great impact in each and every aspects of life and marketing is of no exception. Different digital platforms and social medium have become a new avenue for the marketers to promote and sell their product and services. In this digital era the consumers are visiting different digital channels searching the products and services, comparing the prices and features and getting the feedback from other users. Search Engine Optimization (SEO), Content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games etc. are becoming more and more common among the consumers as well as sellers for their marketing exchange. Different digital channels and social medium are providing the platforms allowing the people to connect with each other and exchange information. Online marketing has become a cost-effective process to reach customers and having a great commercial impact on the business. This paper tries to find out the present views on the current and future trends which is prevailing in online marketing.

Index Terms- Digital Marketing, Online Marketing, Internet, Social Media etc.

I. INTRODUCTION

In present day the online platform is an important tool for the marketers for selling their products and services to the targeted consumers, like the marketers the consumers have also increased their activities in the various digital platforms and online marketing has become a convenient way to buy expected products and services while sitting comfortably at home. In present time all aspects of our daily day to day activities including the different value chains across the business are getting digitalized. Marketing also going through a digital journey. Digital marketing can be defined as online, web marketing which consists of promotion and selling of different brands, products, and services by using different types of digital

mediums like websites, blogs, social medium, mobile applications etc. Rapid advancement in the technology has resulted a paradigm shift in the online digital space and have forced today's marketing executive to adapt this new avenue for more market driven approach. Companies are leveraging the digital medium to reach more target client in more cost-effective way and get effective real time information on the buying pattern, consumer behaviors. Through online marketing the marketers can utilize the power of e-commerce to sell their products and services; hence online marketing forms a subset of electronic commerce. In explaining the definition of Digital marketing Philip Kotler defined it as a form of direct marketing which links consumers with sellers electronically using interactive technologies like email, websites, online forums and newsgroups, mobile communications etc. With widespread of internet during late 1990s digital marketing started to gain its popularity. The use of internet among the world has gained momentum and according to the report published by Statista, the internet penetration in India rose to around 52% in 2024 from 14% in 2014. Digital marketing is being considered as an effective for the marketers which is supported by different evolving technologies for successful marketing of their product or services. After the Covid - 19 pandemic digital marketing has become a part and parcel of our daily activity.

II. LITERATURE REVIEW

Literature review is a process through which a researcher can identify the specific research question as it is a summary of the subject topics which can support the researcher to identify the same. Here I used several journals, books and web-based resources as my source of information. In 2009 D. Cheffy published his book E-Business and E-commerce Management where he tried to point out that the area of e-commerce and e-business has increased, he also pointed out that through this many new opportunities and challenges would arise in daily basis. He

mentioned that Digital Marketing is an important process through which the marketers as well as the consumers can reach a wide range of customers for their marketing exchange. Several new technologies are in place to help the marketing activities in this new platform and would provide more customer insight on their buying pattern and behaviors.

The e-commerce and the Digital Marketing basically have a close relation (Cheffy D. 2009). In our present day technology has gained a new path and it becomes a day to day activity for survival, even every single person at least have an idea about the internet; hence the companies also realize the importance of Digital Marketing to increase their business. It is a useful tool to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). In 1997 Hamill J and Gregory K have pointed out that in UK many SMEs are using internet as their marketing tool and the use of World Wide Web to enhance their business in international level. As per them the Government also emphasized to enhance the use of internet in SME sector; through this activity the Governments try to encourage the 'non' or passive exporters to turn into active exporters (Hamill J and Gregory K, 1997). A useful web page can easily reach to maximum customers throughout the world and globally passed the information to them as well. Hence a powerful global market can be created by the marketers to sell their product and services (Turbin, 1996).

In his study on new marketing pattern Kiani has observed that this pattern basically open a new opportunity for the marketers to promote their goods and services through online platform and it has increased the range for them to sell their products and services in global market. According to him this pattern can be viewed from four different angles such as Company to Consumers, Company to Company, Consumer to company and Consumer to Consumer (Kiani, 1998). Several researchers have conducted their study on the digitalization of marketing. Online advertising is creating new opportunities to the marketers and it is an effective tool for them to achieve success (Song, 2001). Marketing in an online mode is also cost effective for the marketers as they can sell their product in global market more efficiently (Pepelnjak, 2008). Pelling and White were working on

social media behavior of the youth and according to them social media is the most popular networking tool among the youths (Pelling, E. L., & White, K. M. 2009). In his study Teo, also pointed out that in Singapore digital marketing is an effective tool through with the marketers achieve their success (Teo, 2005). With the rapid growth in technologies digital marketing has become an effective mode of marketing to change the dynamics of market (Mort, Sullivan, Drennan, July 2002).

The market dynamics all over the world are also changing in relation to the young audience accessibility to social media and usage, hence it becomes a necessary criterion for the marketers to adopt this new technology to improve their marketing strategy (Rohm & Hanna, 2011). In the present days blogs are also an important tool for marketing by the marketers, and as a tool it has successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about their personal experiences. Presently online review also plays a significant role as a part of overall marketing strategy (Zhang, 2013). Facebook, Twitter, YouTube etc. have become popular tools amongst the internet users and hence the marketers are also interested to display their products in these platforms to reach more customers (Kaplan and Haenlein 2010; Mangold and Faulds 2009). Viral advertisement has recently become more popular form of advertising through which a marketers can reach the maximum potential consumers (Shu-Chuan Chu, 2013). Search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising etc. are the most beneficial medium for the marketers to sell their products and services in global market (Ruchi Harinarayan Mishra, 2020). Digital marketing is a cost-effective process and it also have a great commercial value in the global market. There occur a radical transformation of marketing pattern, even the traditional marketers also use digital platform to display their products and services in global platform and increases their reach. Digital Transformation in Marketing so far has influenced value making for businesses and analyzed the prospective ways ahead

(Marina Basimakopoulou¹, Kostas Theologou and Panagiotis Tzavaras, 2022). The use of internet the e-commerce marketing strategy has led to a revolution (Li, 2021).

III. OBJECTIVES

- To Study the different successful types of digital marketing.
- Comparison with the traditional marketing.
- What is the impact of digital marketing in present day?
- To study the pros and cons related to different types of internet marketing.

IV. MAJOR TYPES

Internet marketing or e- marketing is an important marketing tool and it has gained a rapid momentum after the COVID - 19 pandemic. The main focus of it is how a company and it's different brands uses the web and other digital media such as e-mail and mobile media to interact with its targeted population in order to meet its marketing goals. The different marketing trends, various articles were read, dissected, analyzed and summarized as given below:-

Search Engine Optimization (SEO)

Search Engine Optimization is a useful process which is basically used to optimize a website's technical configuration, content relevance and link popularity so that it can improve its pages can become easily findable, more relevant and popular towards user search queries. It plays an important role in online marketing as the marketers or the end users both used this tool to optimize their need.

Pros

- It gains the trust of the end users.
- It increases high-quality website traffic.
- It creates a positive experience to the users.
- It makes the website more powerful.
- It increases the organic traffic.
- It allow us to track the long-term results of our efforts.
- It provides keyword ranking.
- It increases the business revenue.

Cons

- It takes time to provide the result.
- The results may not be guaranteed.
- If often be expensive.

Search Engine Marketing

Search Engine Marketing or SEM is a process through which the users can set their comprehensive strategy to drive traffic to their business, primarily through paid efforts. SEM is also known as paid search marketing process and it is a diverse and complicated process.

Pros

- It increases the visibility of the website.
- Targeting audience is unparalleled which allow to refine the ad campaigns to reach the most relevant audience.
- It has a comprehensive tracking and analytics capabilities through one can easily measure the success of his / her SEM campaigns.
- In terms of budgeting and campaign management SEM offers a remarkable flexibility.

Cons

- In order to getting an optimal result SEM campaigns demand continuous monitoring and management.
- It has a limited long-term benefit.
- It is costly.

Social Media Marketing (SMM)

In social media marketing mainly different social media platforms are used for the marketing purpose, it involves creating and publishing content on business's social media channels to build the brand, raise brand awareness, engage your audience, generate conversation, increase sales and drive traffic to the website.

Pros

- Marketers can get a business access to a large audience of people who can choose to follow the respective business's online profiles. Unlike the traditional media there is no predetermined audience on the social media platform giving the marketers to access to a limitless demographic regarding gender, age or social status.

- Through SMM the marketers can connect directly to their targeted audience.
- It is very much effective tool for the marketers to increase their brand loyalty.
- It can understand how the audience perceives the business.
- It can easily resolve any dispute and also it is a faster process.
- It can easily monitors the feedback from the consumers.
- It provides faster growth to the business to higher rate.

Cons

- It is very much time consuming.
- One cannot control the opinion of the customers on social media. Sometimes the marketers can receive negative comments or respond from the audience.
- Result manifestation is lengthy.

Content Creation

Content is the most important metric while filtering search results on online platform, it can be in different formats, including blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and updates, images, banners, info graphics, podcasts, webinars, videos, or content for micro blogging and social media sites. One can be create content on any topic and then skillfully link it indirectly to their business.

Pros

- It increases the brand awareness.
- It can increase the website traffic and in turn, may result in an increase in leads.
- Content like blogs or emails will increase the engagement of the marketers to their customers.

Cons

- It is very much time consuming.
- Costly.
- A good skill is require to create a meaningful content.

Mobile Marketing

Mobile marketing is an effective advertising activity which promotes products and services via mobile devices, such as tablets and smartphones.

Pros

- It is cost effective.
- Target audience is location based.
- Messages can be done instantly.
- Integrated with the other social media.
- Easily shareable content.
- Prompt reply can be done.

Cons

- It is very much technology dependent.
- Lack of consumer attention can be received.
- There is still no guarantee that it can work perfectly on all devices.
- One can have a very small window to leave a positive impression with the offer for someone on mobile.

V. ADVANTAGES TO USE DIGITAL PLATFORM IN MARKETING STRATEGY

- Digital platforms allow the marketers to find new markets and trade globally for only a small investment.
- Through digital platform one can find new markets and trade globally for only a small investment.
- A well planned and well targeted digital marketing campaign can reach the targeted customers at a much lower cost than traditional marketing methods.
- One can easily measure online marketing with web analytics and other online metric tools makes it easier to establish how effective the business campaign has been. You can obtain detailed information about how customers use the website or respond to the advertising.
- It can personalize the data, as the customer's database is linked to the marketer's website, then whenever someone visits the site, the marketer can greet them with targeted offers. The more they buy from the marketer, the more he can refine his customer profile and market effectively to both of them.
- Digital marketing lets marketers to create engaging campaigns using content marketing tactics. This

content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.

- It can improve conversion rate among the marketers and the target audience.

VI. DISADVANTAGES TO USE DIGITAL PLATFORM IN MARKETING STRATEGY

- Ensure that the staff have the right knowledge and expertise to carry out digital marketing with success; tools, platforms and trends change rapidly and it's vital that one should keep up-to-date while using digital platform.
- It is time consuming.
- The marketers can face a higher competition as they reach a large audience.
- The negative feedback or criticism regarding brand can be visible to the audience through social media and review websites. Carrying out effective customer service online can be challenging; negative comments or failure to respond effectively can damage the brand reputation.
- There occur security and privacy issues as there are a number of legal considerations around collecting and using customer data for digital marketing purposes.

CONCLUSION

- In India a radical change occurs towards the digitalization, now a day the consumers are looking
- and searching more on internet to find the best deal form the sellers around India as compared to
- traditional or conventional methods. Through this study we can conclude that digital marketing definitely beneficial for the marketers as it improve the range and variety of the customers in cost-effectively. The study can further be extended to compare the internet marketing techniques with
- specific to various businesses.

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