



Digital Marketing- A Review

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INTRODUCTION

Marketing could be defined as the promotion of products and services to ultimately increase brand awareness and generate revenue. Digital marketing is therefore, the use of digital mediums, such as social media to conduct marketing campaigns, whereas the more traditional forms of marketing would involve fliers and billboards [1]. Digital marketing is used by companies to target potential customers over the Internet using emails, web-based advertising and paid promotions on social media platforms.

HISTORY

The term 'Digital Marketing' was coined in the 1990s, following the deployment of the digital age and the release of the Web 1.0 platform. However, since, the internet was not as widely used as it is today, digital marketing was considered a waste of company resources. Everything changed, when in 1993, a company called 'HotWired' started investing in banner advertisements on websites and observed great results. Other companies too noticed the success of HotWired's digital ad campaign and began investing in digital ads. In 1994, Yahoo entered the digital space and within a short span of a year, received a million hits. This prompted companies to optimize their web spaces to increase visibility and gain higher search engine rankings [2]. The success of Yahoo brought more competitors like Google and MSN into the search engine market. There was a steep surge in the Digital Marketing world, in 2006 when the search engine traffic went up to 6.4 billion in a month. The Web 2.0 platform, allowed users to interact with other users and businesses over the internet. This caused an increase in the flow of information over the Internet and an increase in the opportunities for Digital Marketers to target customers. In 2004, it was estimated that Online marketing and advertising brought in \$2.9 Billion from the United States of America, alone [3]. With the inception of MySpace, the first Social Networking website, then Facebook, the number of active internet users increased tenfold. Many companies saw this as an opportunity to advertise their products.

One of the greatest inventions in the world of digital marketing, was the 'Web Cookie' or little trackers, all over the Internet, tracking user behavior over the Internet and using the information gathered to display targeted ads.

According to the statistics collected in 2021, there were 5.2 billion daily active Internet users worldwide, with the largest Internet consumers being China, United States of America and India. As of October 2021, there were 409 million new social media users in 2021, which gives us an average of 13 new users per second. The latest data also suggests that 70% of the global population is now a part of at least one form of social media and the average time spent on social media is now 2.5 hours per day, which is around 15% of a person's productive time. Therefore, it can be insinuated that the success of social media brought up new possibilities for Digital marketers.

TYPES OF DIGITAL MARKETING

There are various types of digital marketing techniques used in India and globally [4][5].

SEARCH ENGINE OPTIMIZATION

Search engine optimization is defined as the process of increasing the quality and quantity of content as well as internet traffic from search engines to a website or web page such that they stand a better chance of appearing on common searches. SEO focuses on unpaid traffic rather than direct or purchased traffic.

CONTENT MARKETING

Content marketing is a marketing technique that uses relevant articles, videos, podcasts, and other media to attract, engage, and keep an audience. This strategy creates expertise, raises brand recognition, and keeps your company at the front of mind when it comes time to buy what you sell.

SOCIAL MEDIA MARKETING

Social media marketing (SMM) is a digital marketing strategy that uses social media platforms such as Facebook, Instagram, and TikTok to promote brands, build target audiences, drive website traffic, and increase sales.

PAY-PER-CLICK MARKETING

PPC, or pay-per-click, is a method of online marketing in which advertisers pay a charge each time one of their

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advertisements is clicked. Companies are required to pay only in the event of a customer clicking on their ad.

AFFILIATE MARKETING

Affiliate marketing is a performance-based marketing strategy where a company compensates one or more affiliates for each visitor or client brought in through the affiliate's own marketing efforts. The affiliate could be a blogger or an influencer, who has to put use their platforms to promote a product and is promised a cut for every customer they bring.

NATIVE ADVERTISING

Native advertising, often known as sponsored content, is a sort of advertising that is designed to complement the look and function of the platform on which it appears. In many circumstances, it acts similarly to an advertorial and takes the form of a video, article, or editorial.

MARKETING AUTOMATION

Marketing automation refers to the use of software to automate repetitive marketing processes. Marketers utilize this software to nurture leads, which is commonly done through interfaces with customer relationship management (CRM) and customer data platform (CDP) software.

EMAIL MARKETING

Email marketing is the act of sending a commercial message via email to a group of potential buyers. Sending emails to attract new customers or even existing customers is considered email marketing. These emails could contain advertisements, coupons or any medium through which, customers may be enticed to purchase or repurchase their product.

BENEFITS OF DIGITAL MARKETING

Digital marketing benefits businesses of all sizes by giving access to the mass market at an affordable price ^{[6][7]}. Unlike TV or print advertising, it allows truly personalized marketing.

A BROAD GEOGRAPHIC REACH

Unlike the more traditional forms of marketing, Digital Marketing campaigns are not limited by geography. A pamphlet can only be distributed in small areas but the Internet allows the company to directly advertise to billions of people and find more potential customers.

COST EFFICIENCY

Digital marketing both reaches a larger audience than conventional marketing and also costs less, in terms of company resources. Overhead expenditures for newspaper advertisements, television commercials, and other traditional marketing media might be too expensive. It also exhibits a higher conversion rate with respect to cost.

QUANTIFIABLE RESULTS

Monitoring results in digital marketing is easy. Digital marketing software and platforms automatically measure the number of conversions, whether they be email open rates, home page views, or direct transactions. This also helps companies trace which ad campaigns are more successful and which weren't so they can replicate their success in the future campaigns.

EASIER PERSONALIZATION

Cookies allow websites to track user behavior to provide a better user experience and show personalized ads. This ensures that the companies' ads are always being displayed to interested parties.

FUTURE SCOPE

The possibilities presented by the digital marketing paradigm are endless and in this sea of endless possibilities, companies are finding new ways to sell their products with the available resources. With the increasing dependency on mobile phones, a possible scope for advancement lies in mobile marketing. The world of digital marketing must evolve as well as keep up with new technologies and ever-changing demographic and include newer forms of media in their marketing approach.

CONCLUSION

With the growing number of Internet users, digital marketing should be a part of every company's entire marketing plan. It enables organizations to make better, more informed decisions while also boosting their internet presence and consumer base. It also improves the user's online experience, resulting in a win-win situation for both consumers and businesses.

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