

# Study of Trend in Digital Marketing and Evolution of Digital Marketing Strategies

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## Abstract:

This era of business is about innovative and technology based products and services, here technology and systems consist of one way and reverse journey, which is visible when a bank launches a mobile app and at the same time other company is involved in inventing new apps for banks and other simplified ways of living life. The business world has witnessed the popularity of online shopping industry and has also seen the emergence of e commerce in other areas which has ultimately given rise to Digital Marketing. Digital is touching the urban India in lot many aspects and still holds tremendous potential which can multiply the opportunities for business enterprises. This paper is an attempt to examine the aspect of Digital Marketing and tries to quantify the value and space of need identification habit of a company, in order to examine the future shape of the Digital Marketing in business world we have analysed the trend with which the Digital Marketing is occupying the space in market, this study concludes two major industry specific Marketing Strategies with special reference to Digital Marketing.

**Key Words:** Digital Marketing, Theory of Digital Marketing, Marketing Trend, Electronic Marketing Techniques

## Introduction:

Informational and Communication technology has occupied the entire space with the urban India. In the era of mobile applications and various multimedia functions, enabling the Indian customers within the reach of sellers. Digital marketing involves promoting product and service by means of a range of digital channels to reach customers at the accurate time through their favoured channel. The Digital Marketing has become the vital course of action of business houses and they are striving for each single innovation which can be possibly added in the modern business so as to maximise the revenue of business house. India as far as digital marketing is concern has shown a bit late entry. Digital marketing can be defined as “An attempt as a cyclic practice done by a business which involves the analysis of needs of customers, which is followed by a manufacturing process as per the read needs of customers from target market, which also gives space to the sound pricing and study about the convenient place where product of a service will be kept for sale, however the last phase of one cycle of this practice is about monitoring the released satisfaction after consumption of the sold product or a service and the mandatory part in this cyclic practice is each part consist of use of modern communication devices from information and communication technology available till date”. Digital Marketing is often referred as Online Marketing, Internet Marketing, and Web Marketing. The above mentioned explanation of digital marketing covers the almost every single element of the modern practice. Few popular and commonly used Digital Marketing channels are:

- Catalogue with the search engines.
- Search Engine Advertising.
- Social Media Marketing.
- Mobile marketing.
- Google Analytics.
- Online Display Advertising.
- Email Marketing.
- E Commerce Marketing.

- Affiliate Marketing

## Literature Review:

Most of the scholars have defined Marketing as an innovative practice adopted by the business organisations in order to execute the study of customer in reference with-

- What customers want?
- How this can be produced?
- What will be the sound pricing of this need satisfying bundle?
- Which place will be convenient for both seller and buyer?
- How the satisfaction is released from the merchandise sold?

Coviello, Milley and Marcolin defines e-Marketing as “Using the internet and other interactive technologies to create and mediate dialogue between the firm and identified customers”, different researchers have pointed out the Digital Marketing and expansion of Online Banking Services in different horizons, while at the same time the expansion of both is parallel and simultaneous. For the analysis of cost structure related with the Traditional and Electronic expenditure, we have taken implementation techniques of ABC (Activity Based Costing). The study concludes that the used and implementation of Digital Marketing provides companies an edge over the expenditure which appears as the additional revenue for the company. It is also evident from the study that the appropriate decrease in the transaction cost for companies after electronic channels was relatively higher than that of the traditional channels. Siam (2006) found the profitability of Jordanian Banks was affected by the Electronic Banking services, the study tried to investigate the reasons behind provision of Electronic Banking Services through the internet and their impact on Banking Services as a whole.

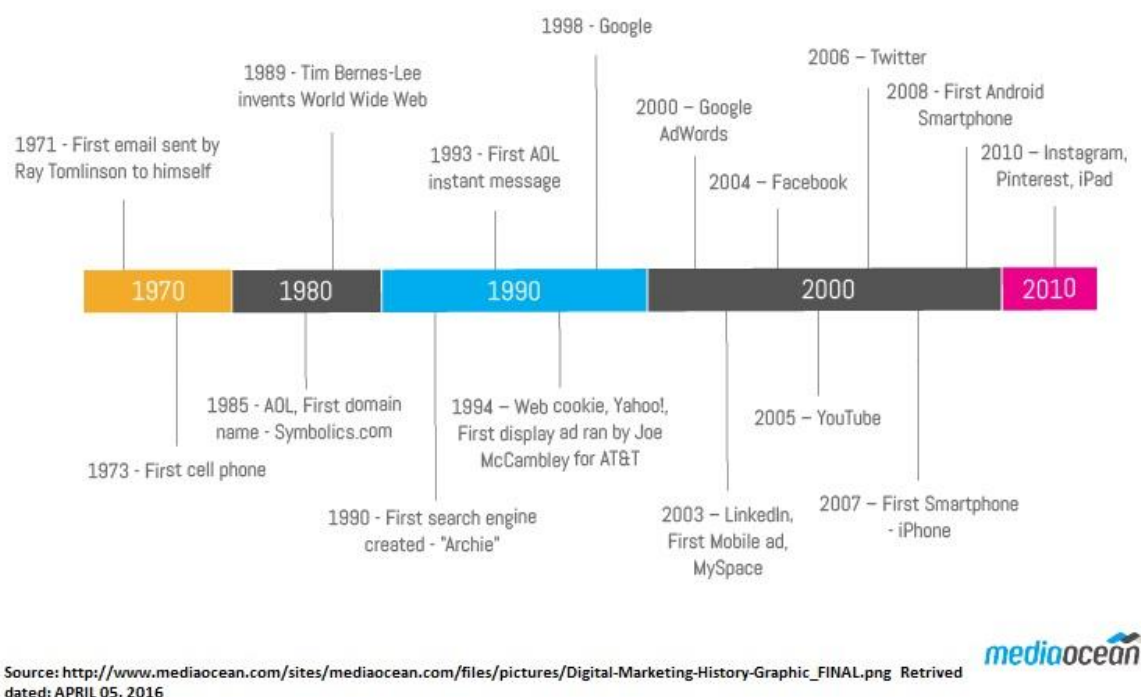
## Evolution of Digital Marketing:

IBM in 1981 launched the first Personal Computer, in 1980s for the first time Channel Net erstwhile Soft Ad Group (An

Advertising company which tried to incorporate several Advertising campaigns in the soft form with the help of digitalisation of Advertising) introduced the concept of Digital Marketing, this then has given rise to the promotional attempts such as Reader Reply Cards found in magazines and in return receiving the floppy disks which consist of multimedia content, then 1990 the term Digital Marketing was used in a different context and the phase of Digital Marketing started changing, 1995 was the year when the total number of internet users worldwide was 16 Million which was changed to 558 Million in 2002 and average time spent by Americans were spending time on internet in 1996 was 30 minutes a day and in 2014 the average time spent by an American on internet is approximately 11 Hours a day, however the popularity remained limited due the slow growth of internet affordability and adaptability of Internet with less usage of service/host offering the web hosting, the new millennium has given the actual recognition to the term

Digital Marketing and by the end of 2005 the real significance was pointed out by the majority of the users. Zuckerberg started Facebook in February 2004, Google launched Gmail in April 2004, and Twitter was launched in March 2006. Growth of Digital Marketing in 2010 was estimated approximately 48%. 2012 and 2013 are the years which have so far traced as the favourable most time for the term Digital Marketing, statistics related with the Digital Marketing reflects that the developed economies have faced the maximum expansion in Digital Marketing practices, among such Economies Australia was leading and followers were United States of America and Luxembourg. 48% of marketers feel highly proficient in digital marketing. 68% of marketers feel more pressured to show return on investment on marketing spend. Only 40% of marketers think their company's marketing is effective. (Source: <http://kapost.com/history-of-digital-marketing-technology/> Retrieved dated: April, 5<sup>th</sup> 2016).

The following picture reflects the evolution of Digital Solutions and their respective impact on Digital Marketing-



Source/Courtesy:[http://www.mediaocean.com/sites/mediaocean.com/files/pictures/Digital-Marketing-History-Graphic\\_FINAL.png](http://www.mediaocean.com/sites/mediaocean.com/files/pictures/Digital-Marketing-History-Graphic_FINAL.png) Retrieved dated: 05 April 2016

**Trend in Digital Marketing approaches/Commonly used Domains/Portals by Digital Marketers:**

Digital Marketing Trends Institutions are incorporation of a wide range of digital channels so as to connect consumers in an addition to customised way. Digital Marketing trends that organizations are rapidly taking up include:

**Mobility** – Business Insider's latest report indicates that worldwide, one in every five individuals owns a smart cell phone, three and one in every seventeen owns a tablet. That's a boost of nearly 1.3 billion smart phones in last four years. Hence an increased user support accessing the internet using smart phones has driven many businesses to optimize their online substance for mobile devices.

**Community Media/Social Media** – Institutions are focusing on involvement with customers through social medium to offer real-time communications. Social media helps Business

Institution reach out to a huge pool of prospective customers by supplying them with remedial and campaign-related understanding.

**Social-Local-Mobile Marketing** –The growing fame of smart mobile campaign, increasing position based social performance like knowledge sharing, re-evaluate reading via social media and the development of Global Positioning System (GPS) are serving companies influence Social-Local-Mobile Marketing actions.

**Customised Content Marketing** – Customer rendezvous, acquisition and preservation have all taken on a new face with the delivery of unique, adapted, and relevant messages through acknowledged digital channels. Email is one of the most chosen marketing channels to transmit targeted institutional messages and campaigns to live and prospective consumers.

**Advanced Analytics-** Enlarged adoption of digital channels is yielding large volumes of consumer behavioural data. Superior actionable analytics can aid organizations name targeted marketing strategies.

**Search Engine Marketing (SEM) / Search Engine Optimization (SEO)** – Business Organisations are targeting on SEO efforts and compensated search advertising for enhancing the traceability of their merchandise and services.

#### **Utilisation from Digital Marketing in Digital Era:**

Numerous methods can be availed by the business houses which could yield extra revenue to business, eventually new horizons of growth and expansion can be explored by business organisations, Political parties are utilising the option of mobile in mass communication (which is a one side of digitalisation) however the other systems are adding biometrics in the identification, at the same time marketers are adding the digital systems in monitoring and customer satisfaction and in recording the customer feedback, there is utility based on the need every time, few wanted and significant uses of Digital Marketing are as follows:

- ✓ Identification of need of customer with the Digital Marketing.
- ✓ Using digital mechanism in manufacturing/production.
- ✓ Digital Marketing can be used for Competitive Advantages.
- ✓ Digital Marketing can be used for Effectiveness in Targeting and Positioning.
- ✓ Brand Awareness with Digital Marketing.
- ✓ Recording of Customer Loyalty with Digital Marketing.
- ✓ Logistics purposes Digital Marketing can be added as up gradations.

#### **Domains in Business which need incorporation of Digital Marketing:**

- ✓ Outsourcing.
- ✓ Influencer Marketing.
- ✓ Online Behavioural Advertising.
- ✓ Collaborative Environment.
- ✓ Remarketing.
- ✓ Segmentation
- ✓ Positioning.
- ✓ Targeting.
- ✓ Promotion/Advertising.
- ✓ Logistics and Reverse Logistics.

#### **Methods to add effectiveness in Digital Marketing:**

- ✓ Appealing Mail Titles.
- ✓ Establishment of Consumer Exclusivity.
- ✓ Low Methodological Requirements.

#### **Ineffective modes of Digital Marketing:**

- ✓ Prioritizing Clicks.
- ✓ Balancing Hunt and Display.
- ✓ Understanding Mobiles.
- ✓ Cross-platform Dimension.
- ✓ Targeting, View ability, Brand Protection and Unacceptable Traffic.

#### **Marketing Strategy useful for such scenario:**

##### • **Customer Side Strategy:**

This is an approach where companies may opt for mechanism in their marketing practice in which customer/consumer will remain the centre of the business operations and not only customer will remain as centre but also his benefit is the top priority. Means that whatever ways

companies are segmenting, targeting and positioning will always be customer friendly. Customer involvement is the core area of the business management, the important most part of this strategy is that there exist no place where a customer will feel “left alone”. This strategy will not only put the customers when they try to find the need of the customers but also after sales assistance and post sales marketing will remain the key factor for the success of business organisation.

##### • **Customer and system side Strategy:**

This is the extension of the Customer side strategy, system side means that the elements assisting the marketing process will also be considered as the integral part of the business operations, system here means that the intermediaries, process, infrastructure, channels, updates, technologies etc. And therefore customer and system side strategy means that the involvement of customer and system will be the key area of management for a marketer. This strategy is more result oriented in cases when companies are involved in the utility based marketing and products manufactured by industries are solely sold due to feature and less because of the packaging and appearance.

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