

# A Study on Various Digital Marketing Strategies Used by the Firms in the Present Scenario

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## Abstract:

Marketing as a discipline has undergone radical changes over the past few decades.Since 1450,when Gutenbergs’s printing press began its operations,leading to mass production of flyers and brochures,till the present time when automated posting of online advertisements has become very common,marketing has kept up incredibly well with changing technology.Along with shifts like customers social orientations towards buying and the humongous information available at hand to compare multiple products and brands.Modern marketing a phrase coined recently has emerged steadily marketing a new phase.The growth online marketing and proliferation of new media platforms and communication channels have led to the evolution of marketing to its present form most commonly known as digital marketing.

**Keywords —Digital Marketing, Traditional vs Digital Marketing,Digital Marketing Mix, Customer Development Strategy,Channels of Purchase.**

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## I. INTRODUCTION

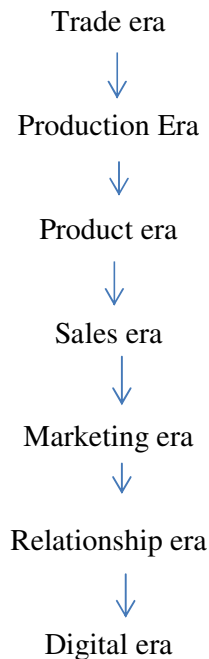
The most common form of digital marketing is the website of the organization and the epicenter of all its online activities.In order to drive qualified traffic to a website or encourage repeat visitors and sales,savvy marketers include a combination of e-mailmarketing,Search Engine

Optimization(SEO),Pay Per Click (PPC),Advertising and social media in their strategy.

## II.EVOLUTION OF DIGITAL MARKETING.

The 21<sup>st</sup> century has witnessed the developing a web presence in most companies.E mail was common place and there was technology allowing people to manage this fairly and easily.Customer

Relationship Management (CRM) Systems had been in place for some time to manage data bases. Some companies were placing banners on websites with a similar approach to press advertising. Forward thinking companies were working on their search engine strategy and even working with some affiliates. All of this was online marketing and in time online marketing teams and specialists would begin to appear (Kingsnorth2016). To understand how and why the original marketing concept and its orientations have shifted, let us go through the various stages of evolution termed as marketing era.



1. Trade era

The most of the product in this period was homemade.

2. Production era.

In this period mass production is available but the features of products were low quality and low cost.

3. Product era.

Its focus moved from quantity to quality and consumers laid more emphasis on quality, performance and innovative features.

4. Sales era

With increasing competition companies were compelled to emphasize on aggressive selling and promotion, commoditization of products, leading to saturation of consumer demand.

5. Marketing era.

Marketing emerged as a practice as consumers started demanding better products differentiators like pricing, distribution and promotion, distribution become important.

6. Relationship era.

Customers started to get a valued relationship to build a long term orientation.

7. Digital era.

Also called the social or mobile era the focus is on real time and social exchange based marketing where communication and social interactions play a prime role.

**III. TRADITIONAL TO MODERN MARKETING.**

According to American Marketing Association is the activity set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients partners and society at large.

#### **IV.PREMISE OF TRADITIONAL MARKETING.**

- Print Marketing.
- Broad Casting.
- Home Marketing.
- One to One Marketing.

#### **V.DIGITAL MARKETING MIX.**

- Product.
- Price.
- Place.
- Promotion.

- **PRODUCT.**

This may be physical product or a service proposition. The key here is that something is developed that people actually want to buy. Some businesses begin with a product and then try to force that on an audience.

The key considerations here from a digital perspective are around whether your product can or will sell online. What channels are open for the organization's product or proposition?

- **PRICE.**

Pricing products and services for digital sales has changed in quite a many ways from, how it was done traditionally. Consumers are

able to price check and compare offers. Consumers are able to gather more information to determine the value of a product and if it is worth the sacrifice.

- Reducing intermediaries through digital channels.
- Knowledge of customer buying habits and propensity.
- Concept of free services.
- Competitive offerings and prices
- Market share
- Product branding and quality
- Materials or input costs
- Customers' perceived product value and fair price.

- **PLACE**

Place refers to where the consumer is able to access your products or service. It is about putting the right product in the right place? Traditionally, this includes newspapers or retail stores. With digital marketing, there are many more channels available to meet the user's specific needs. This makes the placement of products challenging because there are more options for consumer experience. Online business has added more complexities to the 'places' in the

marketing mix. Which distribution channel is most likely to convert into a lead or sale?

#### **Examples of Online Places Include:**

- Websites displaying interactive ads
- Search engines highlighting shopping ads
- Google search results
- Emails
- Social channels such as Facebook, Instagram, or Pinterest

- **PROMOTION**

Jim Blyth explains promotion as “the marketing communications used to make the offer known to potential customers and persuade them to investigate it further.” In short, it is the medium that is used to directly communicate/engage with the user. This includes Google My Business listings, sponsored ads, Instagram posts, email newsletters, and much more.

#### **Major Online Distribution Channels:**

- Search Engines
  - Organic search results (e.g. Google and Bing)
  - Paid/sponsored listings (e.g. Google and Bing)
- Display Ads

- Banner Ads
- Interactive Ads
- Social Media (posts and Ads)
  - Facebook
  - Instagram
  - Twitter
  - Pinterest
- Digital word-of-mouth
  - Forums (e.g. Reddit)
  - Wikis
  - Influencers (e.g. bloggers)
  - Business listing (e.g. Yelp)

#### **VI. CUSTOMER DEVELOPMENT STRATEGY.**

Customer Development has tremendous benefits for organizations as it delays investing significant resources into building solutions until there is a proven, justifiable need for them and an assurance that the product will actually benefit the customer. With this upfront exercise, companies avoid spending money and time on products that *might* work versus products that *should* work.

Customer Development also helps companies from making the mistake of falling in love with a product or solution without truly testing if it's the best approach. The rigorous validation that comes with Customer Development can remove much of the emotion from the decision making process and allow facts and data to drive the process.

By design, Customer Development should be a relatively “cheap” affair, so companies can conserve cash and/or delay additional fundraising during this time period. Not only can it extend the runway for the company, but it can also provide a much more attractive investment to future investors when it’s obvious the company has done its homework and validated both the opportunity and the viability of the solution.

## **VII.VARIOUS DIGITAL MARKETING STRATEGIES USED BY FIRMS.**

### **1. Search engine optimization (SEO)**

SEO is an effective online marketing strategy that’s essential for any business to succeed online, and can result in an extremely high return on your investment. Today, the most important elements to consider when optimizing a web page include:

- Quality of content
- Level of user engagement
- Mobile-friendliness
- Number and quality of inbound links

### **2. Pay-per-click (PPC) advertising**

Pay-per-click (PPC) is a popular online advertising model. With PPC, marketers bid for placement in a search engine’s sponsored links for specific keywords and phrases. If your bid is among the highest for any given keyword, your ad will appear above organic search results when users type that keyword into the search bar. PPC is also cost-effective and you’ll only pay when people click your ads. This means that you will avoid wasting money trying to reach people who aren’t interested in your products and services. An algorithm prioritizes each available ad based on a number of factors, including:

- Ad quality
- Keyword relevance
- Landing page quality
- Bid amount

### **3. Content marketing**

Content marketing is one of the most effective ways to generate new leads online.

It involves creating info graphics, blog posts, ebooks, guides, and other original content. You can also use visual content like photos and videos to give people an inside look at your business.

Content marketing positions your company as an authority in your field, and people will be more likely to want to learn about your products after reading a helpful piece of content you created.

#### **4. Social media**

Maintaining a presence on social media platforms can help your company connect with current and potential customers, making it a must-use online marketing strategy.

You can use social media to engage users, provide them with helpful information about your business, and develop relationships that encourage them to purchase.

#### **5. Email marketing**

Email marketing allows you to connect with people right in their inboxes. Email is a great way to keep in contact with current and potential customers and

provide them with updates so they can stay in the know about your business.

#### **6. Web design.**

Many times, your website is the first point of interaction between your business and potential customers. This means that it needs to make a great first impression.

Great web design can help your business reach more customers and earn more revenue online. A sleek design and navigation can improve user experience on your site and make it easy for visitors to find the information they need to become customers.

#### **7. Conversion rate optimization (CRO)**

*If you want to get more from your web traffic, conversion rate optimization (CRO) is essential.*

CRO allows you to test elements on your website, like buttons, images, and various layouts, to see which versions your visitors prefer.

## **8. Reputation management**

Reputation management services help your business appear more trustworthy in the eyes of Internet searchers. This is a great way to build trust with potential clients, and it lets them know that your business cares about their needs, questions, and concerns.

## **9. Influencer marketing**

With influencer marketing, you can connect with high-profile people online and have them share information about your products with their followers. In other words, influencer marketing allows you to build relationships that can help you attract loyal customers.

## **VIII. BENEFITS OF DIGITAL MARKETING.**

### ***1. It's cost-effective***

Compared to traditional marketing methods, Internet marketing is extremely cost-

effective. Since digital marketing targets people who are already searching for your products and services online, you can avoid wasting money trying to market to people who aren't interested in what you have to offer. If you're looking for an affordable, accountable way to attract new leads for your business, Internet marketing is a great option.

### ***2. It increases reach***

Internet marketing also gives you the ability to expand your reach to attract even more customers. With traditional marketing methods, your reach is often limited by the scope of your ad space. For example, if you advertise on a billboard, only the people who drive pass that billboard will see your message. However, online marketing allows you to reach potential customers across the world, and isn't limited to specific publications or audiences.

This can improve your marketing efficiency, and it allows you to reach more people in less time— a major win for your business.

### **3. It increases brand awareness**

Since Internet marketing allows you to expand your reach, it will also help you increase brand awareness. Digital marketing helps more people learn about, recognize, and ultimately choose your business.

Even if a user isn't ready to become a customer the first time they come into contact with your brand, they will be more likely to remember your company in the future. They may even recommend you to friends, family members, or business contacts who need your services. This is extremely powerful since people trust word of mouth recommendations more any form of traditional advertising, and 80% of Americans seek recommendations when making purchases.

### ***4. It generates more qualified leads***

Internet marketing targets people who are already searching for your business, products, or services online.

In other words, Internet marketing earns you more qualified leads. The people who visit your website as a result of your digital marketing efforts will be more likely to purchase and become loyal customers than those who hear an advertisement on the radio.

This will also help your business make the most out of your marketing spend because you won't waste money trying to reach people who aren't interested in your products or services.

### ***5. It can position your business as an authority***

Internet marketing can position your business as an authority in your field. Strategies like search engine optimization (SEO) help your business rank higher in search results for phrases related to your business. The higher your business appears, the more reputable your site will appear.

### ***6. It's easy to monitor***

Continually monitoring, evaluating, and testing your campaigns will help you to optimize your



strategies to get the most out of your marketing spend. You will also discover the strategies that earn the most revenue for your business so you can shift your spending to invest more in those strategies.

### ***7. It can help you generate more revenue***

Internet marketing strategies are designed to help you get the most out of your marketing spend, and they help you earn a high return from your investment. So if you're looking for an effective way to reach more customers for less money, Internet marketing is a great option. And if you need help getting started, WebFX can help. Our team of Internet marketing experts knows what it takes to help you maximize your budget, attract more customers, and earn more revenue online.

## **IX. CONCLUSION.**

Digital marketing is a form of marketing for promoting and selling products or services on the Internet. In the present scenario digital marketing provide wide scope of purchasing opportunities to online customers. Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social

media marketing, search marketing, and email marketing. Digital marketing has a number of channels grouped into two major categories. Online marketing channels and offline marketing channels. The main difference between the two is that online marketing channels are based solely on the Internet while offline marketing channels have to do with digital devices that are not necessarily connected to the Internet. Digital marketing targets a specific segment of the customer base and is interactive. Digital marketing is on the rise and includes search result ads, email ads, and promoted tweets – anything that incorporates marketing with customer feedback or a two-way interaction between the company and customer.

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