

Review on Future Trends of Digital Marketing

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Abstract – New ways for influencing target customers has grown with the introduction of faster internet technologies. Regardless of its shape and size, digital marketing is becoming the integral part of any company. Digital marketing has changed the manner of services of companies, with the increasing demand of DM, now companies are working with existing and new customers as well. Paper highlights some key features of digital marketing like from historical background to its utilization presently, different kinds of internet marketing. The present study made an attempt to reveal the impact of digital marketing on customer purchase decision. This paper is an attempt to study the growth trend of digital marketing with the recent trends.

Keywords - Digital Marketing, SEO, Digitization, Hacking

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I. INTRODUCTION

Digital marketing is the general concept for the focused, observable, and interactive marketing of goods or services that use digital technologies to attract and turn audiences into buyers. The main aim is to promote brand image of the company, build more & more prospective customers and increase the sale of goods & services by adopting various digital marketing techniques which are available in today era.[1] Internet marketing, web marketing, or online marketing are some of the terms which can be used in the place of Digital Marketing. In many countries, digital marketing is growing very rapidly. It is called online marketing in US and web marketing in Italy. But in all over the world after 2013, the most common term used is Digital Marketing. [2]

Before starting with it, let us know some important features about traditional marketing: In traditional marketing, a businessman talks to audience about his product and services. It is generally carried out to influence a specific group of people about their product. The communication is generally done over a phone or an email. It is ideal for reaching the local audience .So traditional marketing is one way. While in digital marketing, the audience and business man talks simultaneously, clients can ask queries or can give some suggestions regarding their product. Medium of communication can be email, chat or social media platform. Digital marketing is a two-way or bi-directional. [2]

A. Evolution

Marketers in digital marketing are changing their ways as per the requirement of the audience. In India, the market of digital marketing is growing

rapidly to meet the demands. Digital marketing is not limited to social media in India; the companies hire people as per their requirement. Some activities are also performed by the company on daily basis to make it extraordinary and attractive, daily updates are needed on social media, email, content, search engine etc. A company may outsource to specialist digital marketing agencies or given to consultants. Some of the Digital Marketing Agencies are: Web chutney, Pin storm, OBBSERV, etc. [3]

II. CHARACTERISTICS OF SUCCESSFUL DIGITAL MARKETING

Before understanding what digital marketing is all about, first it is important for us to know the major characteristics of Successful Digital Marketing.

Quality Website: It helps your business transcend geographical boundaries to reach newer prospects, and also work as digital destinations for your audiences who can access it 24x7! [4]

Strong Social Media Presence: Presence on platforms like Facebook, Twitter, LinkedIn, Instagram not only helps brands to establish credibility, improve customer services but also provides insights on what your customers are up to. [5]

Search Engine Optimization: SEO is an integral part of digital marketing today. Businesses need to ensure that a dedicated team works on ensuring that both on-page and off-page SEO initiatives are undertaken. [1]

Email Marketing: Sending personalized emails to users increases the chances of getting instant replies along with showing that a business cares. Customize offers and communication for various user groups based on where they lie in your business relationship cycle.

Engaging Content: Blogging is an excellent way to engage with audiences and move beyond than just selling products. [5]

Mobile-Friendly: Majority of online users today access the internet on their mobile phones and this should reflect in every aspect of online marketing considerations. [4]

III. DIFFERENT TRENDS/TECHNIQUES OF DIGITAL MARKETING

Digital Marketing will help in defining specific e-marketing objectives and develop strategies to ensure that resources are deployed to take advantage of the marketing opportunities provided by the Internet, and to counter its threats. E-marketing is focused on how a company and its brands use the web and other digital media such as e-mail and mobile media to interact with its audiences in order to meet its marketing goals. The various marketing techniques which are really helpful to the business are:

Search Engine Optimization (SEO): The search results of Google, yahoo or any other search engine appear naturally is tweaked by Search Engine Optimization. From that point of view, many experts believe SEO is finished, and the attempt is useless. The fact is, moreover, that Google is working to prevent algorithms from being abused and filters sites which do not qualify to be seen on top of SERPs (Search Engine Result Pages). [6]

Social Media Marketing: Social-media marketing is one of the most common forms of digital marketing. The growth of Face book, LinkedIn, Instagram , Twitter, YouTube and many more channels has established a thriving marketplace where companies can communicate with communities. As digital platforms have arisen and developed, each brand will leverage significant advantages to enter targeted audience. Business to business (B2B) firms can benefit by using LinkedIn, while Business to customer (B2C) companies could choose from a number of channels, based on certain audience needs as well as the pieces of information that they might create. [5]

Pay per clicking Advertising: PPC is a kind of internet marketing in which fee is paid by the advertiser on every click on their ads. PPC can be referred as pay-per-click. It's basically a way to purchase views to your site, instead of trying to naturally receive such views. [7]

Influencer Marketing: This is the latest marketing type in the field of digital Marketing. Influencer marketing uses individuals with a large internet presence so that their target audience finds to be experts in driving traffic and sales. On Instagram and Snap chat, this type of marketing is quite famous. For promotion of brands and products, companies hire the people who are having large following official accounts on Instagram. These people post the pictures of the product and promote for the company. Companies also started hiring candidates' for maintaining their social media accounts for daily updates; these are called Instagram or Snap chat "takeovers". [5]

IV. UTILIZATION FROM DIGITAL MARKETING IN DIGITAL ERA

Digitization is increasing rapidly in every field; Political parties have started using mobile in mass communication, many systems are using biometric for identification works, digital systems are used for shopping, for feedback of the customer and for every detail. This platform is utilized by almost all the sectors in some way. Following are the some significant uses of Digital Marketing which are as follows:

- Needs of customer should be identified.
- In manufacturing/ production, digital mechanism can be used.
- Recording of Customer Loyalty with Digital Marketing.
- Digital Marketing can be used for Effectiveness in Targeting and Positioning.

V. IMPACT OF DIGITAL MARKETING ON SOCIETY

In this online world, a simple banner advertisement can be both an advertisement and a direct marketing service. The passive consumers can be awaked about the product by the banners. By watching the banner, consumer will be encouraged to take a look and he will click it. Marketers of digital marketing care about the online experiences of customers and they want the feedback about the services and product bought by the customer. The companies always want feedback to improve their services. And they will always try to make customer satisfied and try to improve the experience of the customer. [8]

VI. ADVANTAGES OF ONLINE MARKETING

A. 24 hours / seven days availability

Internet now can provide customers with timely information due to its availability 24 hours a day, 7 days a week. So, due to the establishment of online shops, customers are now able to acquire information and shop online any time of day or night they wish and prefer. [9]

B. Cost-effectivity

It needs to be noted that digital marketing through the internet is obviously cost-effective and can achieve its goals at a fraction of the cost as compared to traditional marketing which are very resource-consuming. Consequentially internet marketing enables the companies to save their resources, an aspect which is highly appreciated by companies since the online marketing campaigns don't require massive investment. [7]

C. Accountability of Marketing Activity

Digital Marketing enables the companies to measure their marketing activities such as digital marketing is working or not, the amount of activity, and the conversation that is involved. Digital marketing also helps marketers to evaluate and audit their online contents for quality purposes. [10]

D. Personalization

By making a profile of customers purchasing history and preferences, internet marketing will help a business to personalize offers for customers. You can do this by tracking the product information and web pages that helps to prospect, visit and make targeted offers which reflect their interests. [7]

E. Track ability

Another aspect of the online marketing is its possibility of tracking. In fact "the track-ability of Internet Marketing is one of its greatest assets". Internet enables measurement of everything taking place on it. So, the number of clicks that a particular promotional piece receives and amount of website traffic is easily measured. In this way the marketer is enabled to track the visitors to her/his website and understand their behavior. Internet also allows the companies to find out whether their campaigns are working or not, what kind of customers are interested in their products, from where? [9]

VII. CHALLENGES IN DIGITAL MARKETING

A. Risk of Hacking Strategies

The drawback of digital marketing is hacking will be promoted on digital channels only. One's a hacker hacks the profile of company, hacker can easily access the account and copy the important data of the company and can utilize it for its own use. [10]

B. Limitation of Internet Access

Digital marketing is not possible without internet. It totally depends on internet. Internet connection might be poor at some places and some consumers are not able to access due to poor internet connection. Digital marketing cannot be used in such areas. [10]

C. Intensifying competition

In comparison with traditional marketing, digital platforms are comparatively inexpensive, giving them access to virtually any company of any size. As a result, it's becoming a lot harder to capture consumers' attention. [5]

Lack of Trust: In general, identity theft, Spam, intrusive advertising and technological glitches have left many mistrusting of marketing. You are either part of the problem or part of the solution, you have to decide it.

D. Customer Expectations

Never before customers had expected too much. Managing your customer expectations is vital to marketers, because if you don't know your competitors will, you are not able to survive in long run in the market. Without customers you will not have a business because customer is treated as a king of market, so take the time to get to know them, treat them with due care and respect, and in the same way you want to be treated as a customer. [7]

VIII. EMERGING TRENDS IN DIGITAL MARKETING

Digital market is increasing with each day is an obvious fact that the Digitization is taking place at a high pace. E-commerce website is giving all the goods and services through online platforms today. [1] Smartphones are used by majority section of the society which permits to clients to connect with businesses anytime & anywhere. In digital marketing, we have abundant different specializations. Different opportunities to start career such as Digital marketing executive, SEO Executive, Link Building specialist Social media specialist, Google Ads specialist, Web Analyst etc. Digital marketing offers an enormous amount of possibilities for companies. It is an evolving world

which is why constant development of strategies is necessary. Because of the relatively little effort a consumer can get to another website, it becomes much simpler for consumers to find alternates through competitors upon this net. Each web page is filled with various types of touch points as ads and deals that make it difficult for businesses to direct potential customers to that website without "losing" them along their online route.

IX. RECOMMENDATIONS AND CONCLUSION

There is still a need for further research within the field of digital marketing. A suggestion for further research is to perform a quantitative, qualitative and conceptual research, where one can provide a new dimension to the study. This paper has shown the trends, techniques, advantages, challenges and emerging trends which will help in shaping their competitive strategies and policy formulation by respective governments.

Digital Marketing today is all about using the internet technologies to reach out to existing and newer audiences and engage with them. Today digital marketing has disrupted industries and changed the way businesses reached out to customers. Integration of all the structures with respect to digital world has now become essential in the current situation. The transition from the printed version to the online version of a newspaper was an example of current trends in digitalization. From this research, I also conclude that most of the people they prefer traditional market than online market. The reasons are lack of technology knowledge, fear ness about the product whether it is quality or not, fraud, threat of online transactions etc. We and our parents are all connected on social media through WhatsApp and Facebook it increases the new opportunities for digital marketing to attract the people through this platform. Digital marketing is cost effective and having a great commercial impact on the business.

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