

# A Review on Digital Marketing Elements & Strategies

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**Abstract**— Digital marketing is the booming technology which paves an effective and efficient way for promoters for promoting their products, services into the market. Internet users are gradually increasing in day to day life like paying bills in online, e-shopping and finally increased marketing is done online. Digital marketing have changed the mode and way of communication through its effective social media which attracts the customers all over the world. Marketers use digital marketing for electronic communication for better services. Overall growth of the firm is achieved by the digital marketing. Cost is less expensive when compared to offline purchases. Customers are attracted through digital media. But this online practice is not much effective compared to offline due to many fraudulent practices. This creates a negative attitude among the online purchasing customers. Due to highly developed cybercrime systems, this fraudulent practice has been detected and avoided in the infant stage itself. This proposed article focuses the impact of digital marketing for consumers and marketers and discusses various scopes and opportunities in digital marketing.

**Key words:** Digital Marketing, Promotion, Social Media, Cyber Crime

## I. INTRODUCTION

Digital marketing uses digital channels to promote the products and services for better customer attraction and interaction. Interaction is provided via multiple social media and channels like multimedia messaging (audio and video files) search engine marketing, media advertisements beyond offline marketing. Consumers can easily access the information apart from the time and place. Consumers can rely on different brands by availing multiple feedbacks from their friends, relatives of various brands of same product. Social marketing is less expensive method compared to other offline marketing platforms. Many offline marketing is not accessible at all places and times. Digital marketing overcomes the drawback and in turn it provides easy access for all customers.

In 1993, electronic marketing came into existence. Electronic marketing transfers the goods and services by the means of electronic media like telephone, television, radio. Later cable television becomes the marketing force. Online channels are used by McDonald to brand the marketing services. Rowley found that many educational and entertaining websites like happy meal etc..., are developed for children. Digital marketing is free from Temporal and location difficulties of distributing or marketing channels.

According to Watson et al. 2002 Sheth & Sharma 2005, digital marketing entirely reduces the cost and it motivates the customers for better brands at lower cost compared to offline or traditional marketing. Social media marketing interacts and distributes their messages to the target customers without paying for the distributor channels. Digital marketing aims at customer information satisfaction (CIS) and brands based on customer requirements.

According to Waghmare (2012), the emerging of e-commerce promotes better brands and services of internet technologies. E-commerce drives the customers of metropolitan India like travel bookings, online shopping like electronic goods, books and households. E-commerce drags almost 60% of population for purchases.

According to Dave Chaffey (2002), digital marketing satisfies the customer requirements and better branding. Integrated communication makes the communication more effective and acquires high profit

## II. LITERATURE SURVEY

### A. Consumer Behavior

Consumer behavior in digital marketing involves three stages. First stage is buying process of the consumer, purchase consummation and post purchase stages. Consumer search and information acquisition plays a major in choosing a best product. Prior to purchase, consumer moves to various stages like searching, awareness and familiarity and feedback or reviews from other customers. Purchasing a product and resulting in good value, they become the loyal consumers for the product of that particular brand.

### B. Reviews on Retailer

According to (Edelman & Singer, 2015), in digital marketing, consumers can post the feedback of a particular product in the search engine's review page 'reviews on retailer' sites. Consumers can rate the quality of the previously purchased products and its services. Third party consumers can acquire the information from the review page and select the product with highest rating. Demand for the product is directly proportional to the rating on reviews page.

### C. Decision Making Tools

Haubl and Trifts (2000) discussed the consumer decision making before buying a product in online shopping websites. decision making involves two stages. First is based on alternatives. Consumer searches all the relevant products of different brands and compares all its features. Finally decision is made on the best alternatives among the identified products. Second is the decision making based on the depth learning of products? Further the author discussed about the two interactive tools to achieve the two stages. Recommendation agent (RA) helps the customer to screen all the available and similar products in online shopping environments. Based on the search, RA generates the set of personalized list of recommended articles. Second tool is the comparison matrix (CA) organizes the attribute information from the recommendation agent and assists the customer in depth learning of the product and to choose the best alternatives.

Chan, Wu, and Xie (2011) found that sales value of the paid is high rather than the offline or online channels. This proves the search engine serves the best in identifying more number of customers.

#### D. Trends in Digital Marketing

Johanna Narkiniemi discussed the various elements in digital marketing. In online advertising, ads are posted based on the interest of the customers for better outreach and marketing. Email marketing is sending messages to the impending customers. Cost is less expensive for email marketing compared to other marketing strategies. Another way to promote the products and services is through various social media like Twitter, facebook, LinkedIn etc. These social media creates a better awareness to brand the products. Social media provides more information about the products to the customers. Text messaging is sending text to all customers since smart phone users are highly increasing in this smart phone era. Performance based marketing affiliate marketing. Search engine optimization is ranking the website and making it appear frequently in the search engine page and moreover the customers visiting the web page get increases successively. Last element in digital marketing is pay per click. It generates the clicks on the website and is less cost expensive. Display advertising is placing the banners as advertisements to reach the target customers. The advertising banners uses graphics, pictures, logos using Photoshop

#### E. Marketing Strategies

Three steps for building marketing strategy are market segmentation, target marketing and market positioning. Segmentation is dividing the larger market into smaller segments to meet the customer needs and requirements. Different possible ways are in existence to isolate the market into segments. Based on geographic, demographic, psychographic and behavioral variables, segmentation is done. Geographic segmentation segments the market based on city, town, region, population and climatic conditions. Factors associated with the demographic segmentation are age, gender, income, occupation, education. Personality, life cycle matters in psychographic segmentation. Behavioral segmentation is based on attributes like consumer knowledge and their responses towards the product.

Target of each segment is fixed based on the segment size, growth rate and the number of customers to fix the expected profitability of the respective segments. For instance if the segment is not vast or there are already too many competitors or the people residing in that segment have an high bargaining capacity, then the market prices of the product is kept low. Finally target strategy for the market is fixed based on the availability of the resources. Once the target is fixed, positioning came into existence.

### III. SCOPE OF DIGITAL MARKETING

Search engine acquires information of available products and services with their brands. Sales value gets increases by online channels which acquires higher profit than offline channels. Digital marketing provides versions and services of information products and networked products. To reach the target audience various market strategies have been discussed. Mainly segmentation exposes the expected profitability.

### IV. CONCLUSION

Digital marketing plays an important role in many companies. Small companies are also much benefited by the emergence of digital marketing for profit acquisition. Apart from the profit acquisition, it also aims and focuses at customer satisfaction and requirements. Use of smart phones for multimedia messaging, laptops, televisions provides the effective reach of products and services all around the nation. The goal of this paper is to study the various customer behaviors, decision making tools, elements of digital marketing and various market strategies. One of the future scopes of this paper can be cross channel marketing.

Most of the people aim to start their own business or to become an entrepreneur. To be successful entrepreneur, promotion of their product and services becomes a prior role. To promote the products and to outreach the customers, digital marketing is the only tool.

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