

Digital Marketing

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Abstract— Digital Marketing includes promoting products or services and reaching people or consumers using digital channels. The Digital marketing can be extended to non-internet marketing which includes the channels that do not require the use of internet. It includes mobile phones, social media marketing, displaying the advertising, search engine machine and many other forms of digital media. Through Digital media consumers can access information any time any place any time they need.

Keywords: Ease of access, Competitive Advantage, Effectiveness, SEO, SEM

I. INTRODUCTION

Digital marketing's development has changed the way brands and businesses use technology for marketing since 1990s and 2000s. As digital platforms are progressively incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting shops physically, digital marketing campaigns are becoming more widespread and efficient.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing is the advancing technology that we use. Also data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, Display advertising, e-books, and optical disks and games are becoming more common in our advanced technology.

Non internet channels like MMS, SMS, Ringtone and calling is extended by Digital Marketing. Digital marketing and online marketing is differentiated depending on the non-internet channels. [1]

II. MEANING OF MARKETING

Marketing are the activities of an organization which deals with buying and selling of the product. It includes broadcasting, trading and shipping of the goods to the people

III. MEANING OF DIGITAL MARKETING

Digital marketing is the type of marketing attribute which deals with shipping and trading of products on Social media. Digital marketing channels is a platform that can make, enhance, transfer products or goods value from producer to the consumer by means of digital marketing. [2]

IV. CHANNELS OF DIGITAL MARKETING

A. Search Engine Optimization (SEO):

Search Engine Optimization (SEO) is a process of making a webpage, easy to find, easy to crawl and easy to categorize. It is an integral part of any digital marketing Strategy In general, the earlier and more frequently a website appears in

the search result list, the more visitors, it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search and industry-specific search engines.

1) Keywords in SEO

Keyword is a term or word used to conduct the Search Query There are two types of keyword Phrase

Short Tail Keyword:-Short tail keyword are search phrases with only one word.

For Example – Egg

Long Tail Keyword:-Long tail keyword are search phrases with more than one word.

For Example – Which Proteins are there in Egg?

2) Backlink

Backlinks are incoming links to a webpage. When a webpage links are uploaded on the another webpage site to create the traffic it's called a backlink. In the past the major keyword for the ranking of webpage was supposed to be backlinks A page with “n” number of backlinks tends to create a traffic on website. [3]



Fig. 1: SEO

B. Search Engine Marketing (SEM):

Search engine Marketing (SEM) is a form of Internet Marketing which deals with the promotion of webpages and branding. SEM may use Search engine optimization (SEO) which adjusts or rewrite website contents to achieve a higher ranking in search engine results page.[4]



Fig. 2: SEM

C. Social Media Marketing (SMM):

Social media marketing is a form of internet marketing that utilize social networking website as marketing tool. Goal of SMM is to produce content that user will share with their social network to help a company to increase the brand exposure and broaden customer reach.

Examples of SMM are:

- 1) Facebook marketing
- 2) Twitter Marketing
- 3) Email Marketing
- 4) Google +
- 5) Text Messaging
- 6) Online Advertising

D. Social Marketing Tools

1) HootSuite

Hootsuite is a social media marketing tool that can help you manage all of your social media accounts from a single dashboard. You can easily manage your Social Networking contents

2) Buffer

Buffer is a SMM tool that helps you to upload your context on various social Platforms. After analyzing your posting schedule, it will publish the content on various Social platforms. Buffer browser extension is used to add multiple contents while surfing.[5]



Fig. 3: Digital Marketing

E. Customer Lifecycle of Digital Marketing:



Fig. 4: Customer Lifecycle of Digital Marketing

V. BLOG ARTICLES

A. Blog Article

A blog is a platform in which contents are uploaded regularly and displayed in inverse chronological order. The blog is also known as weblog. Modification into an existing blog is called “blogging”.[6]



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VI. ADVANTAGES OF DIGITAL MARKETING

There are several advantages attached to the digital marketing. The list is never ending. Out of those some are as listed below:

- Consumer can stay updated with product or service.
- Clear information about the product or Services is given.
- Easy Comparison with Others.
- Greater engagement with digital marketing.
- 24 x7 Shopping and shipping is possible.
- Superficial Pricing.
- Reduced Cost.
- Enable instant purchase.
- Brand Development.

VII. CONCLUSION

Today Digital Marketing has become the essential of strategy of many companies. Nowadays, even for small business own there is a very cheap and efficient way to market his/her product or services. Digital Marketing has no boundaries. Companies can use devices such as laptop, mobiles, televisions, digital billboard and social media. Companies should create innovative customer experience and specific strategic for media to identify the best path for diving up digital marketing performance.

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