iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 11 **Issue:** VII **Month of publication:** July 2023

DOI: https://doi.org/10.22214/ijraset.2023.54879

www.ijraset.com

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 11 Issue VII Jul 2023- Available at www.ijraset.com

Digital Platforms- Social Media Platforms, Knowledge Platforms, Media Sharing Platforms, Service-Oriented Platforms

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I. INTRODUCTION

A. *What are Digital Platforms?*

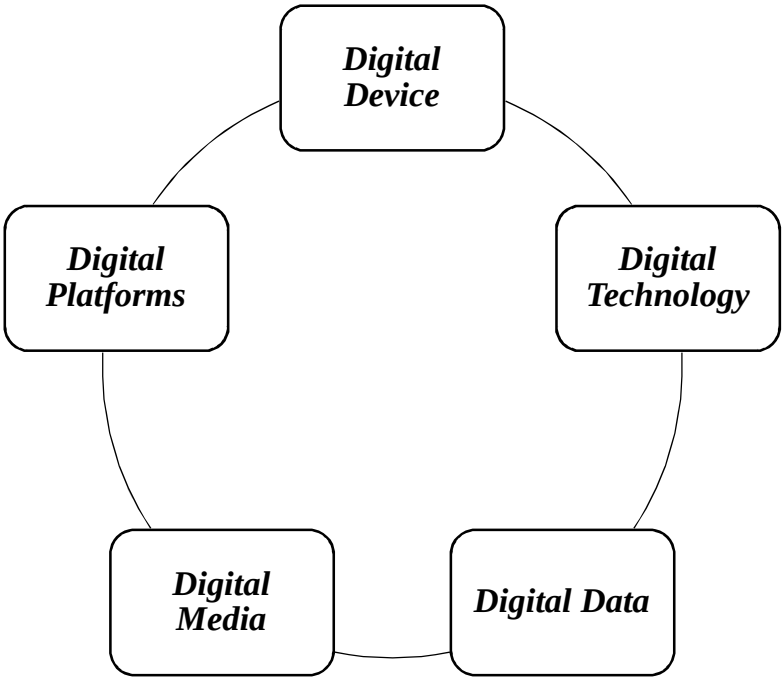
In 1990, digital marketing was invented. Around 50% of the world's population is using digital platforms. And after COVID 19 the number of users on social media platforms also increased. After the pandemic, social platforms increased not only for personal use or entertainment but also the for the number of online classes all over the world. All companies use social media platforms for the growth of their products. Most companies use many methods to showcase their products to the market, and the best way for that is through social media.

The weightage of any product increased when the awareness of that product is properly circulated to the audience. As digital marketing is not too expensive, any new user can use it by just using their creative ideas to enhance and attract the user's attention.

Digital Media Marketing uses the offline as well as the online mode to promote any product. Pamphlets, hoarding, television advertisement, and radio advertisement are the best example of the promotion of any product. This method is an old and cheaper method, but the main issue with this is that most of the audience are not actively use the above method, and because of this the promotion of many products is not so good. For that, social media marketing is the best platform, where the promotion of any product can be done online. And the growth of the product can also be recorded online at any interval of time.

Target the audience very easily through social media marketing. As per studies, 70% of users positively improve their business through social media. For the growth of any product through digital marketing, the digital marketing strategy is very necessary. To achieve this goal, the company should understand the interest of the audience, and whom they want to target.

To interact with the audience through digital marketing, 5D's should be always kept in mind for the good growth of any business and that is



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Digital Marketing is generally of the following types:

1) *Content Marketing:* Storytelling and information sharing are used in content marketing to increase brand recognition. The final goal is to encourage the reader to take an action toward becoming a customer, such as requesting more information, signing up for an email list, or making a purchase. "Content" can refer to podcasts, online movies, white papers, and other resources in addition to blog posts. In general, it should prioritize serving the requirements of the consumer over promoting the brand or attempting to complete a sale. Instead of concentrating just on making one sale, content marketing seeks to build a dependable, long-lasting relationship with your audience.Content marketing is a great alternative for folks who enjoy writing, making videos, or producing audio. Like digital marketing in general, it also calls on possessing good strategic and analytical skills.
2) *Website Marketing:* The technique of deliberately advertising a website to draw in niche audiences is known as website marketing. Usually, the goal is to attract potential clients to a business's products or services. More website visitors mean more opportunities to introduce potential customers to your value proposition.
3) *E-mail Marketing:* Despite the rise of social media, smartphone apps, and other platforms, Rogers said email is still one of the most efficient marketing strategies. It might be a component of a content marketing plan that offers consumers value and, over time, turns audiences into customers. According to the American Marketing Association, email marketing experts are experienced in assessing consumer interactions and data and making strategic decisions based on that data. They also understand how to reach the largest possible audience.
4) *Google Ads:* Google's internet advertising platform is called Google Ads. You may construct online advertising using Google Ads to target consumers at precisely the right time when they're looking for the goods and services you provide.There is no minimum commitment to spending, and you establish and manage your own budget. You have control over your advertisement's placement, your budget, and the ease with which you can gauge its effectiveness.
5) *Social Media Ads:* Numerous social media platforms provide businesses the chance to advertise in order to increase their online presence and reach. The structure of a social media ad might vary greatly depending on the platform we are using to advertise on. The target demographic and the social media channels where they are most engaged will determine which are the best for advertising.
6) *Search Engine Optimization (SEO):* The process of using natural website optimization best practices to promote your website on search engine results in pages is known as search engine optimization or SEO. This type of marketing is also known as "organic marketing." To give the most pertinent material and the greatest user experience, this might entail everything from picking certain keywords to utilize on a page to ensure sure your website is organized in a clear and user-friendly manner.

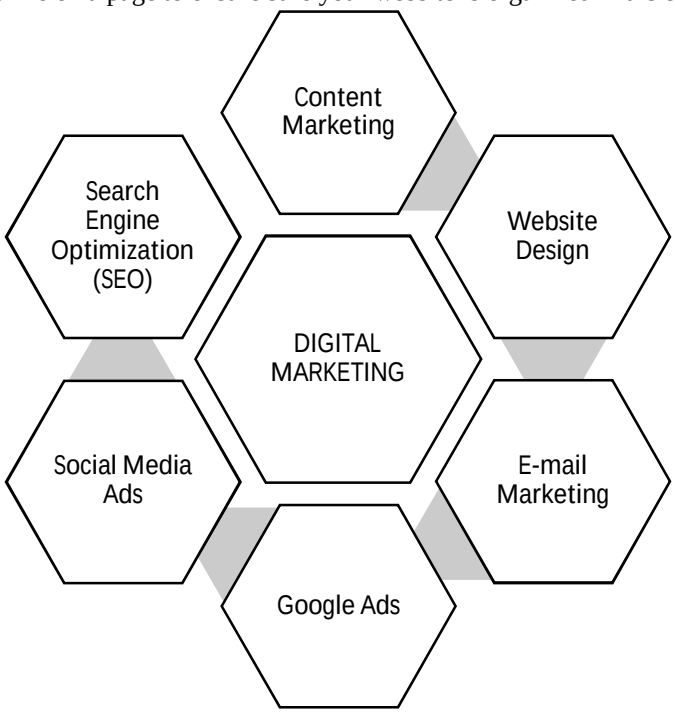


Fig. 1.1 Digital Marketing Types

For the success of any product, it is very important to keep digital marketing models in our mind always. There are the following types of digital marketing models:

1) *Advertising Model:* for the success of any product, the key is advertising content. The content should be more interesting, relevant, and easy to understand. During digital marketing, the banner is useful for the advertisement of the product, and for social marketing, the promotion of the product can be done by using social media like Twitter, Facebook, Instagram, LinkedIn, YouTube, and Blogging. Hence, it is very important that the advertisement of the product should be very interesting and catchy to the eyes.
2) *Community Model*: this model deals with the revenue generated by the product and how many loyal users are there, who are using the same product after their first purchase.
3) *Brokerage Model:* in this model, the broker help to promote the product of the third party, and gives all data regarding the success of the product to the company. The main responsibility of the broker is to take all the responsibility for the product and give good revenue to the company. And for success, the broker charges fees also from the company.
4) *Merchant Model:* as the name suggests, in this model the company sells and sends its product to all its national and international buyers. So, the overall sales of any product, its price, auction, and audits all depend upon the success of the product.
5) *Affiliate Model:* for the success of any product, it is very important for the company leader to give a good incentive to their team for the good growth of their product. This incentive helps to boost their employees to work hard and give good revenue to the company.

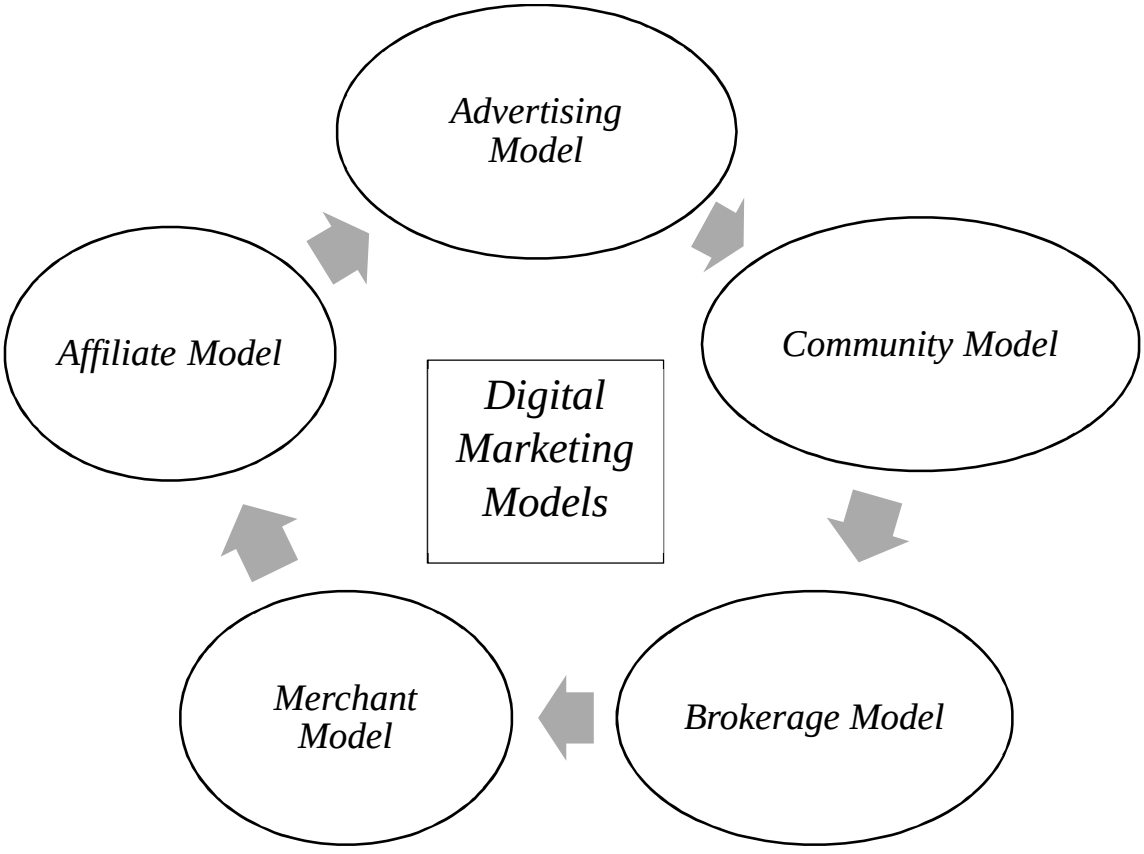


Fig 1.2 Digital Marketing Models

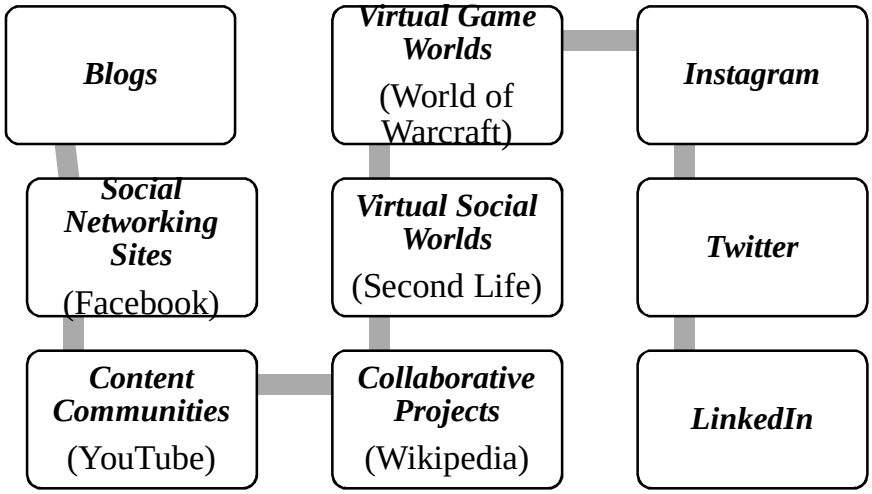
B. Components of Digital Platforms

1) What are Social Media Platforms?

Social media is an online platform used to interact all over the world using different online platforms. These platforms make easy communication, relationship, and growth for any company from any corner of the world.

The use of social media marketing not only improves the company's growth but also the shares of the product. Social Media Platforms such as Facebook, Instagram, LinkedIn, Twitter, YouTube, etc. all help the influencers to know about any new product launch in the market.

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 11 Issue VII Jul 2023- Available at www.ijraset.com



Types of Social Media Platforms are:

a) Blogs: In 1994, Justin Hall wrote his first blog online. Before 2009, blogs were often written by a single person occasionally by a small group and frequently dealt with a specific theme or topic. But after 2010, most companies start promoting their products by using blogs. Blogs can either be personal, group blogs, collaborative blogs, or organizational blogs.

b) Social Networking Sites (Facebook): Facebook is a social networking website where you may communicate and share material with close friends and family. Distribute numerous types of content using this as well, including images and links. It enables communication with any audience anywhere in the world. It is the best mode for promoting any business with any age group, any sex, and easy to record their responses also which helps in the improvement of any product and business also.

c) Content Communities (YouTube): It is the best way to promote any business, as catchy content improves the attention of the audience. Hence it is very important that the content should be clear, to the point and true also.

d) Collaborative Projects (Wikipedia): Multiple end users can create material simultaneously and jointly through collaborative projects. In collaborative projects, the terms "winks" and "social bookmarking apps" are used to distinguish websites that let users edit text-based material. Winks allow users to add, delete, or update text-based content.

e) Virtual Social Worlds (Second Life): Residents of the virtual social realm are free to select their conduct and effectively lead real-life-like virtual lives. Except for fundamental physical constants like gravity, there are no restrictions on the variety of conceivable interactions. It has been demonstrated that users of the virtual social environment exhibit behavior that increasingly resembles that seen in real-life situations with growing usage intensity and consuming experience. This enables an infinite variety of self-presentation tactics.

f) Virtual Game Worlds (World of Warcraft): Online settings known as virtual worlds imitate a three-dimensional environment and let users interact with one another much as they would in the real world using personalized avatars. The virtual world is the pinnacle of social media since it offers the most social presence and media diversity of any application.

g) Instagram: According to the survey, around 16 to 40 age group of people are highly using Instagram. Because of this, it becomes very easy to target such an audience through this medium. On Instagram, influencers can help to promote any product, by sharing their reels they can easily promote any product very easily.

h) Twitter: Twitter is considered the best tool for enhancing any business. It always engages the audience, clears all doubts regarding the product, and connects with any user all over the world.

i) LinkedIn: LinkedIn is a platform for social media, job hunting, recruiting, and professional networking all rolled into one. Compared to other forms of media, it includes the most personal information about you. Few people actually know where you went to school or what charity you volunteer for on Twitter and Instagram, but everyone can see on LinkedIn.

j) As a result, LinkedIn advertising seems a little different. Sharing updates and interacting with your network in the comments are still important components of a well-rounded marketing strategy, but you should also try out some other strategies.

k) Social platforms for promoting any business whether the business is new or branded business can enhance and improve its revenue by using social platforms. During the establishment of any new or small company, they do not have any big amount to promote their products using banners, hoardings, or any other platforms, only then the best cost-effective way to promote any product is social media. Measurable analytics is easier to check how many customers like the product, the number of sales, which generation mostly like the product, and many more.

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2) Knowledge Platforms

As digital and social media marketing are very useful for the growth of any business, learning these skills helps to enhance any company, and for growth in any competitive environment. For the improvement of any company's revenue, the company always came out with many attractive slogans for their product or with any new content which catches the attention of any user.

After the start of online shopping websites, all compare their choice with many other sites, and after comparing they purchase the product. Hence, it is very important for all companies to always make creative content for their customers.

The fact that 73% of traffic comes from outside sources indicates that consumers' methods of looking for information-related items have changed. Search engines, voice assistants, chat platforms, directories, and maps are examples of third-party services.

Most customers use knowledge platforms to get information regarding:

a) Customer care service in any emergency,
b) Product details like ingredients used in it, manufacture and expiry date of the product, side effects if any of the product,
c) Email Address of the company for any complaint, nearby stores, business phone number
d) Discount offers and promotional ads.

3) Media Sharing Platforms

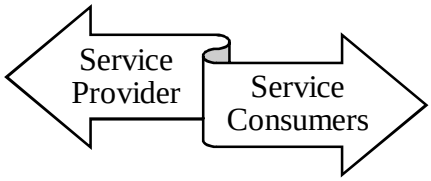
As the name suggests, media-sharing services let customers and businesses share audio-visual content including live streaming, music, and images. The main objective of these platforms is to engage people by sharing media because pictures and videos often have a larger audience than text.

You can accomplish the following aims by using social media sites with media-sharing features.

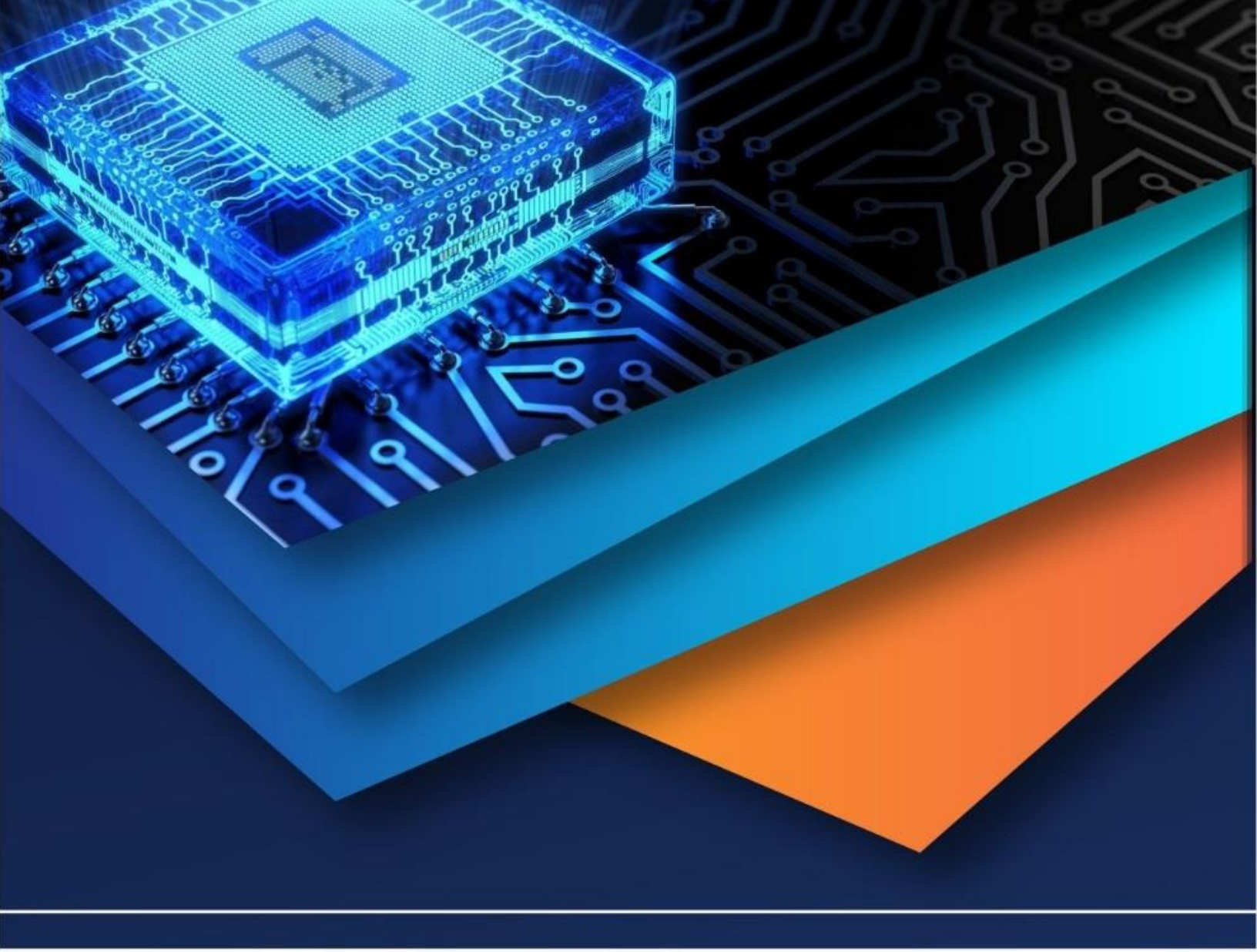
a) *Increasing Traffic:* using all the media platforms, the traffic on the website increases rapidly, as this is the free way to promote any product for a business. Traffic on sites can be calculated on regular basis, and easy to make revenue according to the growth of the business.
b) *Engagement of Traffic:* traffic is our audience, which directly gives us the true comments for any product. Any product demand increases if most of the audience like that product which they further share it with others, tag the products, comment on it, and do promotion on their behalf.
c) *Awareness of the brand:* content for any product should be so catchy, that its impact automatically increases the interest of the buyers. Content always plays an important role in the promotion of any new product. Therefore, content should be easy to understand, and try to be aware of a lot about the product through content. As the same product can come from the other company, hence it's very important to revise the content at every interval of time to beat the competition in the market.

4) Service-Oriented Platforms

A service-oriented platform is the result of the development and/or integration of applications reaching a certain degree (SOP). It describes how to make software components reusable by using interfaces. Service Providers and Service Consumers are typically the two main roles of Service Orientedplatforms.



a) *Service Provider:* The service provider is the service provided by the company to its users. And how fast they react to the request also, the company provides all the details so that any user can contact them easily. And for that company provide an email address, phone number also for their customers.
b) *Service Consumers:* Consumers can request any time and it is the duty of the company to respond to any request. For further smooth business, it is very important to resolve all the problem of their user.



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