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Digital Marketing: Overview

Prativindhya¹

¹Research Scholar, IMSAR, MDU Rohtak

Abstract: Digital marketing means using electronic devices and digital technologies to help sell your goods or services. Online digital marketing includes search engine optimization, search engine marketing, content marketing, social media marketing, pay-per click advertising, affiliate marketing, email marketing. Businesses are producing great results with e-marketing by its flexibility and cost-effective nature. In this paper the researcher investigated the growth of digital marketing over last ten years and how the online digital marketing is better than offline digital marketing.

Keyword: Digital marketing, Online digital marketing, Offline digital marketing

I. INTRODUCTION

A. Digital Marketing

Digital marketing is any form of marketing products or services, which involves electronic devices. Digital marketing can be done both online and offline.

B. Online Digital Marketing

The 7 big categories of online marketing are:

- 1) *Search engine optimization (SEO)* : Site design improvement is the craftsmanship (or science) of expanding a site's perceivability in the web indexes. This should be possible by expanding the positioning of a specific catchphrase, or expanding the volume of watchwords that a site positions for. There are an assortment of SEO systems, from on location specialized investigation and change, to content creation, outreach, blogging and third party referencing. The aptitudes included are boundless: specialized abilities, an investigative approach, and innovativeness.
- 2) *Search engine marketing (SEM)* : Web crawler promoting envelops a scope of exercises all revolved around making your site more unmistakable when somebody utilizes a web index. On the off chance that somebody is searching for your business on the web, it is key your site shows up noticeably in the web search tools' outcomes pages, or it will never convey the incentive to your business that the present economy requests
- 3) *Content marketing*: Content advertising is a showcasing procedure of making and conveying significant, applicable and predictable substance to pull in and get an obviously characterized group of onlookers – with the goal of driving beneficial client activity. Content promoting is an advertising system, covering a wide scope of strategies and procedures, whereby 1) substance and data needs/inclinations of deliberately characterized target gatherings of people are broke down, 2) content is made to serve these necessities in arrangement with predefined showcasing objectives, 3) the made substance is made accessible, enhanced and used to serve clients and business destinations in every single conceivable territory of promoting, PR, deals enablement) and so forth in a deliberate and incorporated way.
- 4) *Social Media Marketing (SMM)* : Online networking administration isn't just about conveying tweets – it's tied in with dealing with a brand's picture through numerous social channels. That might be Twitter or Facebook, however it might likewise be Pinterest or LinkedIn. It's additionally about consolidating proactive business improvement, helping fill the best level of the business channel, with client bolster – helping bolster the base end of the pipe. Web-based social networking administration has turned out to be progressively develop and complex in the course of the most recent couple of years, with more noteworthy revealing apparatuses accessible, and a more extensive scope of informal communities. Aptitudes included mix mark mindfulness, client administration and imagination, and in addition a familiarity with how online networking measurements think about other promoting measurements
- 5) *Pay-per-click advertising (PPC)* : Paid Search, PPC or pay-per-click is the administration of paid adverts in the query items. These paid adverts are regularly set above, or to one side of the 'natural' indexed lists, and can cost anything between a penny and £50 per click, contingent upon the intensity of the catchphrase you're offering on. A few terms, for example, 'auto protection', can achieve cosmic levels, so PPC administration is tied in with expanding your financial plan for the best degree of profitability. Aptitudes included are similarly far reaching: a sharp eye for detail in information is required, and in addition inventiveness for making adverts and reacting to patterns in the information

- 6) *Affiliate Marketing*: Associate showcasing can be very like web based promoting, with the exception of that the site facilitating the advert will be rewarded just when a deal is made. The installment, in this way, will be higher – and will give the site proprietor the motivation to advance the advert all the more unmistakably. Subsidiary showcasing isn't limited to flag promoting. Numerous partners profit through straightforward connections, email showcasing, or notwithstanding creating internet business shops with subsidiary items. From one perspective, brands need to consult with partners, and give the most ideal arrangement that will guarantee the most ideal advancement, while guaranteeing that expenses are kept down to a level that guarantees edges are high. Aptitudes include transaction, arranging and information examination
- 7) *Email Marketing*: Email promoting is one of the most punctual types of computerized showcasing. It includes database showcasing: portioning your client information and conveying customized, directed messages at the ideal time. As email promoting has created, it has turned out to be progressively customized, with brands like Amazon and Tesco conveying messages that are bespoke to every client contingent upon purchasing designs. The aptitudes included differ from database investigation and CRM, through to creating the correct message, outlining messages in HTML, and dissecting the outcomes to follow up on them.

II. OFFLINE DIGITAL MARKETING

A. The 3 big Categories of Offline Marketing Are

- 1) *Radio marketing*: Radio is commonly seen as one of the lower-cost customary media. Contingent upon what you look like at it, this either prompts, or is a consequence of, the way that nearby organizations constitutes a lot of radio promoting. Radio does not require the video hardware and coordination of delivering more costly TV plugs. Radio spots are likewise more affordable than TV position and are frequently sold in bundles of a specific number of spots in a pivot. Radio and daily papers offer the most opportune advertisement arrangements of any of the customary media. This advantages the sponsor in two ways. One is that the turnaround time on getting an advertisement on air is extremely concise. A typical time period of a radio advertisement is three weeks creation and two weeks to build up an aggregate media purchase. This is to deliver a promotion of solid quality and to purchase noteworthy broadcast appointment. Private ventures can regularly create and put on advertisement in only a couple of days. Auspiciousness additionally implies that you can convey all the more convenient messages to advance current business exercises and advancements.
- 2) *TV marketing*- Television likewise offers the best imaginative open door among the conventional media. It has visual components like print and sound like radio, however it likewise has dynamic development. Publicists frequently attempt to recount stories inside their promotions that affect the crowd. Innovativeness can give more prominent importance to a brand past its fundamental item. With TV, you can target passionate associations, fuse characters that the group of onlookers can identify with and offer multi-tactile interest. Reach is a noteworthy preferred standpoint with TV advertisements. Regardless of feedback for high costs, publicists have the most obvious opportunity to contact a substantial crowd through TV. Reach is the aggregate number of individuals presented to your promoting message. Organizations concentrated on created mark mindfulness frequently have reach as a noteworthy goal. It isn't exceptional for the most exceedingly appraised prime-time TV programs to have 20 to 30 million watchers on a given night.
- 3) *Phone marketing* – Telephone showcasing incorporates the distinctive ways that items and administrations are pitched to customers by means of cell phones. As both the quantity of ways that advertisers can showcase with cell phones and the sorts of cell phones are developing, portable promoting is continually advancing. Versatile showcasing incorporates different sorts of Internet-related promoting, for example, seek advertising, and has built up its own particular kinds of showcasing, for example, SMS promoting (otherwise called instant message promoting). As of now, slants in versatile promoting include: the proceeded with increment in individuals utilizing cell phones to get to the Web and in this manner, development in portable Internet publicizing; the development of area based administrations and the expanding capacity to make portable showcasing by and by applicable to clients; the improvement and presentation of new kinds of advertisements, permitting more created portable promoting efforts. MMS (Multimedia Message Service), for example, permits slideshows of pictures, content, sound and video to be sent and got – and every single new telephone with shading screens have MMS capacities.

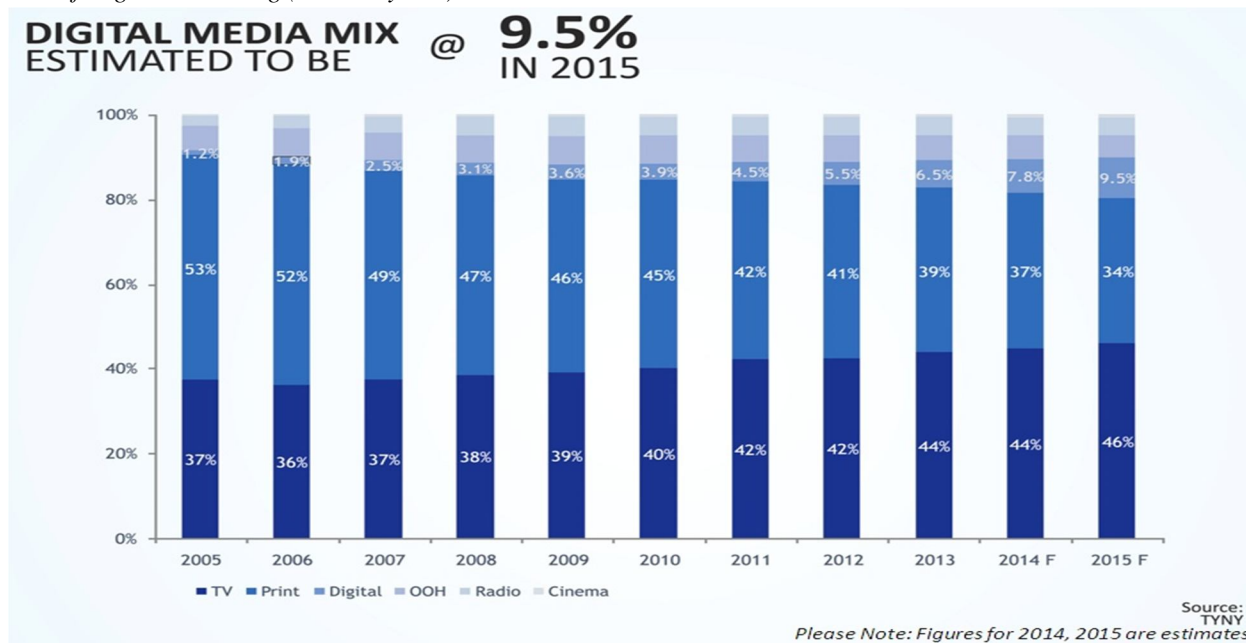
C. Statement of Problem

This paper discusses the growth (last ten years) and beneficially of online digital marketing over offline digital marketing.

III. RESEARCH METHODOLOGY

In this paper the required information is collected from the companies, customers and websites who are engaged in digital marketing activities.

A. Growth of Digital Marketing (Last ten years)



B. Benefits Of Online Digital Marketing Over Offline Digital Marketing

- 1) **Level playing field:** Any business can contend with any contender paying little heed to estimate with a strong advanced showcasing system. Generally a littler retailer would battle to coordinate the artfulness of the apparatuses and fittings of its bigger rivals. On the web, a fresh well thoroughly considered webpage with a smooth client travel and fabulous administration is the best – not estimate.
- 2) **Diminished cost:** Your business can build up its web based promoting procedure for next to no cost and can conceivably supplant exorbitant publicizing stations, for example, Yellow Pages, TV, radio and magazine.
- 3) **Easy to quantify:** Unlike conventional strategies you can find progressively what is or isn't working for your business on the web and you can adjust rapidly to enhance your outcomes. For estimating activity to your webpage you can utilize Google Analytics to quantify particular objectives you need to accomplish for your site or blog and most bundled email showcasing arrangements give great knowledge into what number of individuals are opening, perusing and changing over from your messages.
- 4) **Continuous outcomes:** You don't need to sit tight weeks for a lift to your efficient you would need to sitting tight for a fax or frame to be returned. You can see the quantities of guests to your site and its endorser's increment, top exchanging times, change rates and substantially more at the touch of a catch.
- 5) **Refinement of Your Procedure:** Basically anything that you catch in your client trip can be accounted for on and sharpened for more prominent accomplishment at the part of the cost of conventional showcasing. All things considered, how irritating is it to get two or three structures came back from a mail shot. Showcasing on the web empowers you to refine your technique anytime and see any changes or open doors for advance refinement immediately.
- 6) **Brand Development:** A very much kept up site with quality substance focusing on the requirements and adding incentive to your intended interest group can give critical esteem and lead age openings. The same can be said for using online networking channels and customized email advertising.
- 7) **Far more Prominent Introduction:** Your business can be seen anyplace on the planet from one showcasing effort, the cost to do this utilizing conventional technique would be impressive. Besides once you have enhanced the catchphrase seek content in your site you should see a long haul return on your venture and will be genuinely ease to keep up your positioning.

- 8) *Viral*: How frequently do your businesses flyers get go around in a flash by your clients and prospects? Web based, utilizing web-based social networking share catches on your site, email and online networking channels empowers your message to be shared fantastically rapidly, simply look how powerful it is for sharing breaking news. On the off chance that you consider the normal facebook client has 190 companions of which a normal of 12% see their enjoyed posts – your one message has really been seen by 15 new prospects, now envision various them likewise like and offer your message and their companions do likewise? Incredible isn't it. However an expression of alert, awful news can travel substantially snappier so ensure you have a hazard administration system to handle negative press when it is coursed.
- 9) *Not Intrusive*: I know the vast majority despise getting deals mail shots or telephone calls at badly designed circumstances on stuff that they have little enthusiasm for. Online individuals get the decision to select in or out of correspondences and regularly it are pertinent in light of the fact that they were the ones scanning for it in any case. Likewise, have you at any point got disappointed getting a customary email on a theme that interests and enhances you? Nor I so don't think little of the energy of market division and custom fitted showcasing.
- 10) *More Prominent Engagement*: With computerized advertising you can empower your prospects, customers and supporters to make a move, visit your site, read about your items and administrations, rate them get them and give input which is noticeable to your market. So it doesn't take ache for good exposure to improve the possibilities of your business.

IV. CONCLUSION

Digital marketing is the future of marketing and will gradually gain more ground in the online and offline world. Marketing opportunities on the web are affordable for any company and the development of new marketing channels are in progress. Therefore the growth of internet marketing sales volume is justified. The offline marketing improvised by online marketing techniques is:

OFFLINE MARKETING	ONLINE MARKETING
Radio	Search engine optimization
Television	Google advertising
Billboards	Content marketing
Newspapers	Mobile marketing
Magazines	E-stores
Catalogues	E-mail marketing
Brochures	Social media
Direct mail	Banners

The main advantages that online marketing has over offline marketing are reduced costs, measurability, real-time results and campaign management, better targeting and long term exposure. Using the advantages and opportunities of online marketing skill yo can create cost- effective campaigns to increase your competitive advantage.

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