

## Role and Importance of Digital Marketing



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### Abstract

*The purpose of the present descriptive research is to know about various components of digital marketing and how it is ranked superior as compared to the traditional advertising efforts? With passing time the system has become more complex and to secure the reach, consumer base etc digital marketing is more concentrated by marketers. The traditional ways of marketing are still golden but advancement in market campaign, competition complexity, consumer's expectations, and market has forced the company to adopt more dynamic method to reach and attract consumers. The paper attempts to study the general understanding and response related to digital marketing. Data pertaining to the current work is referred from both primary and secondary sources.*

*Keywords – Digital, Marketing, Internet, Customer, Information, platform, websites*

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### Objectives of Research

The objectives of the research are

- To identify and understand the meaning of digital marketing
- To know about the role and importance of digital marketing as a communication system

### Methodology

In context to the present work the concept of Descriptive research has been used as the main aim was to describe the stated objectives. The secondary data has extensively been used in relation of the task. Primary information was obtained through a self administered questionnaire. The concept of simple random sampling has been used and the findings are presented in the form of pie chart and tables. The geographical scope of this work is limited to Delhi only.

### Literature Reviewed

Digital marketing is related to the use of electronic media against traditional advertisement vehicle for the purpose of advertisement and promotion of the products and services of the company (Yasmin A., 2015). The reach and subscription rate both are stimulated with an active planning and use of digital advertising (Merisavo st al., 2004). Hoge (1993) has highlighted electronic media as the electronic method which facilitates transfer tangible and intangible goods from source to point of consumption. The importance and role of an active

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use of technology in improving the digital media platform is much needed and in near future it may prove to be vital a vital point (Khan and Mahapatra , 2009). The importance of digital marketing especially social media to achieve social and financial objectives of an organization is much required and it has become one of the prominent ways to increase reach and maintain the customer interest and number (Lazer and Kelly, 1973). Many research paper, literature and chapters have highlighted that digital platform have almost removed the limitations of traditional marketing and presented a competitive view where the consumer can define and select the vehicle (Kumar B., 2014). Digital marketing platform have actually empowered the consumers and have changed the methods of interaction to a greater extent (Gautam H., 2014).

### **Introduction and Discussion**

Approaching consumers and converting them into potential prospects has become a complex task. Striking a balance between right time, right place, right product and right method has really become a challenge for marketers. The traditional ways of marketing are still golden but advancement in market campaign, competition complexity, consumer’s expectations, and market has forced the company to adopt more dynamic method to reach and attract consumers. To solve this issue a pervasive method/ technique was required whose reach, influence, dynamicity and consistency can be observed and felt. The solution to all the stated problem/ needs probably can be attained by the active and judicious use of “Digital Marketing Techniques”. Digital marketing is about the use of internet, electronic media etc to promote the product and increase its reach among consumers. It is an integrated marketing effort that requires internet associated and non internet associated platform. Some of the common examples of digital marketing platform can be active use of social networking, TV; Search engine associated advertisement, SMS and other digital marketing techniques and tools. Digital marketing allow the consumer to interact with product/ services according to their convenience, need and preference. Past few decades have witnessed an enormous change in the method of interaction, internet, mobile, and technological revolution have changed the basic rules and reach of communication and now instead of a limited amount of information the consumers can get a plethora of information according to their need and desire. The digital revolution has made the consumer empowered by enabling them to control the commercial information content of advertisement along with the choice of media.

### **Communication Option of Digital Marketing**

<b>Internet and Websites</b>	The website of the company is an important source from where the consumers can get information as per their choice; Some dedicated websites are also running to support specific products. Internet and internet based platform are also in fashion
<b>SMS and Mobile Marketing</b>	The bulk SMS trend and increasing use of smart mobile has added to the efforts of digital marketing
<b>Blogs</b>	They are categorized by regular entries and updating about an event, situation, products, materials etc. They are interactive in nature and even the readers can leave a comment
<b>Social Media</b>	The use of social interactive platform like facebook, twitter etc for promotion of products, concepts and ideas is also increasing day by day as rush and association of people/ consumers both are increasing in context to social networking sites
<b>Micro sites</b>	It is supported by an external advertiser against a payment and acts as supplementary pages to the main site. They acquire a limited

	area.
<b>Internet Specified Video Content</b>	You Tube, Google Videos are some common examples which allow millions of people round the Globe to share and download the Video content. This is an important method of digital advertising
<b>Online Communities Services</b>	Many companies are now focusing on development of a community on line who are supposed to spread positive WOM about the products and services against a payment.
<b>Search Advertisements</b>	In this segment pay per click advertisements have formed major part; In this if consumers click on the desired link they will receive payment. The search terms are associated as proxy content with some of the important search/ Search engines in this case.
<b>Personalized Marketing</b>	Under this section some of the identified consumers are receiving some customized and personalized (Loyalty) messages through identified sponsors.

### **Advantages of Digital Marketing**

To describe stated and measured advantages of digital marketing in few sentences is a challenging task. Some of the evident advantages of digital marketing perceived by company consumers are as following

- **Round the clock engagement** – Digital marketing platform provides round the clock service to the product, services and information needs of consumer. They can assess the interactive platform as per their convenience
- **Updated information** – The frequency of updates in digital platform is very fast as compared to the traditional channel of marketing.
- **Quick Service** – Digital marketing platform provides and instant result/ feedback to the consumer query and hence the rate of purchase becomes fast.
- **Increase the engagement rate** – The digital marketing increases the engagement frequency of the consumers by providing them details about new offers, activities, discount rate, new launch etc.
- **Facilitates comparison** – The digital advertisement facilitates the easy comparison of the products and services of one company to that of another. The physical efforts of visiting different outlets have reduced to a greater extent and hence, the task of verification and comparison becomes easy.
- **Availability of Information about the products and services** – Digital method of communication / advertisement have resulted into the optimal flow of information from the manufacturer/ company to the consumer there by reducing the chance of misrepresentation of information. Flow of standard information has also increased the accountability of the company.
- **Facilitates sharing of the information and content** – Digital marketing has also enabled the consumer to facilitate sharing of information with consumers who are located at a distant place. The virtual distances between consumers have reduced to minimal and pertaining to this the transactions is facilitated.
- **Clarity in price** – Digital platform have enabled the consumers to know about the clear and standard price of a product. The misrepresentation of price (evident in physical purchase) and other related factors have reduced to a greater extent.

### **Findings**

A set of self administered questions were designed to carry out a preliminary study just to know about the basic meaning, importance and use of digital platform in marketing and the some of the important findings are presented in the form of a simple pie chart

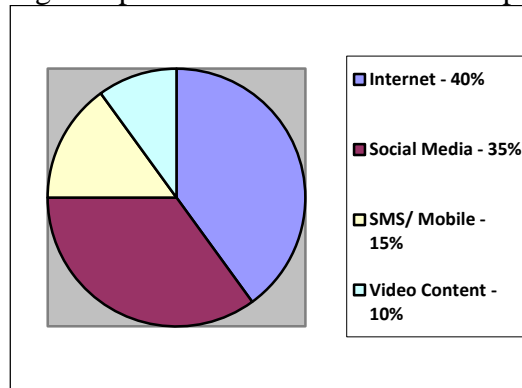


Chart related to the components of digital platform

According to the response obtained the most common tool of digital marketing is Internet/ website (40%) followed by social media (35%), mobile and SMS/ Mobile marketing (15%) followed by specific video media content (10%)

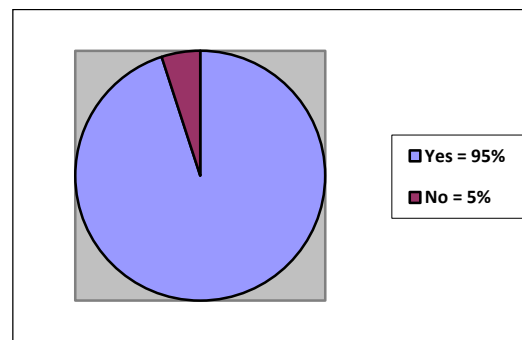


Chart regarding the effect of digital marketing on awareness of products and services

According to the response obtained 95% respondents, feel that the digital marketing has result into an increased awareness about the products, services and specifications of product and services.

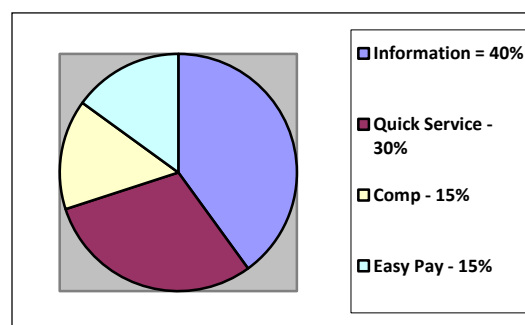


Chart Regarding the features of Digital Marketing Platform

According to the response obtained most of the respondents (40%) feel that the most important advantage of digital platform is information followed by quick service (30%), Comparison (15%) , easiness of payment (15%)

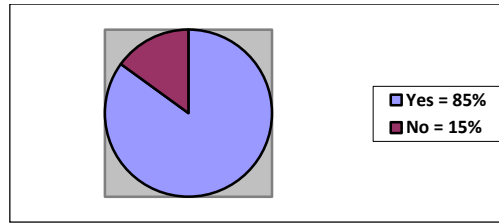


Chart regarding cost effectiveness of Digital Marketing platform

According to the response obtained 85% respondents feel that the digital marketing platform is cost effective as compared to traditional marketing tools where as 15% respondents were against the idea.

### Conclusion

With increase in the number of internet users supplemented with the mobile and digital revolution, now the digital marketing has become inseparable part of human life. As compared to traditional ways of marketing digital marketing offers benefits related to reach, cost effectiveness and efficiency. Some of the most common digital platform includes the active use of internet, websites, mobile, television, SMS etc. To enjoy creativity, innovation, loyalty and large consumer base the companies are concentrating and increasing the use of digital platform to promote their product and services.

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