

A Case Study on Digital Marketing

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Abstract—This paper offers views on some trends in marketing. The content is based on literature and on what is happening in the business world. The paper is based on secondary data. The various articles, researches, reports, magazines, various websites and the information on the internet have been studied. The consumer are looking and searching on internet to find the best deal from the sellers around the country as compared to the traditional methods. In this study, we acknowledged that businesses can really benefited from the Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, ecommerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games and are becoming more and more common in our advancing technology. It is demonstrated that we all are connected through what's app and Facebook and the increasing use of social media is creating new opportunities for the digital marketers to attract the customers through digital platforms.

Awareness of consumer's motives is important because it provides a deeper understanding of what influences users to create the content about a brand or store. Digital marketing is cost effective and having a great commercial impact on the businesses. Based on this study, it can further be argued that knowing which social media sites a company's target markets utilizes is another key factor in guaranteeing that online marketing will be more successful in near future. The effectiveness of Internet marketing with respect to different business can be analyzed.

Index Terms—Methodology, Traditional Marketing, Digital Marketing, Advantages of Digital Marketing to Consumers and Analysis

I. INTRODUCTION

Digital Marketing is a term used for the targeted, measurable and interactive marketing of products or services using the digital technologies to reach the users, turn them into buyers, and retain them. There are many different channels that businesses use to attract the buyers into buying their products and services.

There are many elements that are into digital marketing and with a host of different devices. This practice is obvious and it takes a variety of specializations working together to be effective in nature Literature.

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II. LITERATURE REVIEW

Digital marketing is described as “Achieving Marketing objectives by applying digital technologies”. It is the use of technologies to help marketing activities in order to improve the customer knowledge by fulfilling their needs. Nowadays, companies have realized the importance of digital marketing. To make the businesses successful, they have to collab with the traditional methods to meet the buyer's needs. A new business opportunity has been created for the marketers to manage their respective portals and achieve their business objectives. Online advertisement is a powerful marketing approach for the success of the brands. It is cost efficient in nature. It is so powerful that it can revive the economy and can create many opportunities for the customers, marketers and the people.

Accessibility, navigation and speed are the key characteristics for marketing. Another tool used for online marketing is Word to Mouth through social media for making the website popular. WOM (Word Of Mouth) is associated with gaining new members and increasing the traffic on website.

Social media is used for communicating with millions of People which is a plus point in the business perspective. It is only possible if the High level people of an organization are aware of the communication strategies used for engaging the customers and enhancing the customer's experiences. Marketing professionals must understand the online social marketing campaigns and programs and understanding the way of doing it with performance measurement indicators. It is important that strategic integration approaches are adopted in organization's communication plan.

Blogs are the tools for increasing the sales revenue for products where customers can read reviews and write comments about their experiences with the product or services. Online reviews works like a charm for the online business strategic point of view. Web experiences force or manipulate the buyer to buy the product. Internet is the most powerful tool for the businesses. The business which is not associated with the internet pay a very heavy loss nowadays.

III. IMPACT OF DIGITAL MARKETING ON CUSTOMERS

Customers have become researches through convenient access to the Internet; users are now much educated and motivated. Every day, they are overwhelmed with the digital content. With almost every company, now marketing their products on digital platforms, it's more easy for Customers to check and compare them online. Their choice of shop depends strongly on the influence by the connections they have with the organization.

Digital word of mouth is the most trusty word of mouth used to be the most reliable source of advice that buyers believes.

In today's digital world, word of mouth is given in terms of customer feedback, influencer suggestions, testimonials, etc. Total customers will ensure that they look at what current brand customers have to suggest about the product / service before making their purchase.

Customers are not afraid to experiment in the past But with time, things have changed now. Now, business thought has grown rapidly. They have become more open to products and brands that offer good quality than ever before. All this was feasible only by digital marketing, which made it easier for these new brands to reach out to customers.

Brand loyalty has been a great thing in the past. Today, customers are able to switch brands because the new one offers better things. With a lot of options in the market, customer engagement is challenging.

IV. VARIOUS ELEMENTS OF DIGITAL MARKETING

There are various elements through which digital marketing is formed. All forms are operated through electronic devices. The most important elements of the digital marketing are given below:

(i) Online advertising: Online advertising is a very necessary part of digital marketing. It is also known as internet advertising through which the company can deliver the message about the products and services. Internet-based advertising provides the content and advertisements that best matches to the consumer interests. Publishers put about their products and services on their websites so that consumers or users can get free information. Advertisers should place more effective and relevant ads on the web. Through online advertising, company can control its budget and it has full control on time.

(ii) Email Marketing: When message about the products and services are sent through email to the existing or potential consumer, it is known as email marketing. Direct digital marketing is used to send advertisements, to build brand and customer loyalty, to build customer's trust and to make brand awareness. Company can promote its products and services using this element of digital marketing easily. It is of relatively low cost comparing to the advertising or other forms of media exposure. Company can bring total attention of the customer by creating attractive mix of graphics, text and links on the products and services.

(iii) Social Media: Today, social media marketing is one of the most important digital marketing sources. It is a computer-based tool that allows people to build, exchange ideas, information and images about the company's product and services. According to Nielsen, Internet users continue to spend more time with social media websites than any other websites. Social media marketing networks include

Facebook, Twitter, Instagram, LinkedIn and Google+. Through Facebook, company promotes events acknowledging products and services, run promotions that comply with the guidelines and explore new opportunities. Through Twitter, organization can increase the awareness and visibility of their brand particularly. It is the best tool for the promotion of company's products and services. In Instagram,

People can connect to each other by the using internet. Through LinkedIn, professionals can write their profile and share information with others. Organization can develop their profile in LinkedIn so that the professionals can view and get more information about the Organization's products and services. Google+ is also a social media network that is more effective than other social media networks like Facebook, Twitter. It is not only a simple social media network but also it is an authorship tool that links web-content directly to the owner.

(iv)Text Messaging: It is a way of sending information about the products and services from cellular and smart phone devices. By using phones, company can send information in form of text (SMS), pictures, video or audio (MMS). Marketing through cellphone, SMS (Short Message Service) became very popular in the early 2000s in Europe and some parts of Asia. We can send order confirmations and shipping alerts using text messages. Using SMS for campaigns get more substantial results. Under this technique, organizations can send marketing messages to their customers in real-time and can be confident that the message will be seen. Company can create a feedback form and obtain valuable customer feedback essential in the development of their products or services in future.

(v) Affiliate Marketing: Affiliate marketing is a type of marketing based on performance. In this type of marketing, a company rewards affiliates for each visitor or customer they bring by efforts they create on the behalf of the company. Industry has four core players: the merchant (also known as "retailer"), the network, the publisher (also known as "affiliate") and the customer. The market has grown in such a way resulting in the emergence of a new tier of players including affiliate management agencies, super affiliates and specialized third party vendors. There are two ways to approach the affiliate marketing: Organizations can offer an affiliate program to others or they can sign up to be another business's affiliate. If an organization wants to drive an affiliate program, then, the company owner should pay affiliates a commission fee for every lead they drive to the organization's website. Organization's main goal here is to find affiliates who can reach the untapped markets. For example, a company with an e-zine may become a good affiliate because its subscribers are very hungry for resources. So, introducing one's offer by "trusted" company can grab the attention of prospects which might not reached otherwise.

(vi) Search Engine Optimization (SEO): Search engine optimization (SEO) is the process of affecting visibility of a website or a web page in a search engine's search results. In general, the earlier, and more frequently a website appears in the search result, the more visitors it will attract.

(vii) **Pay Per Click (PPC):** Pay-per-click marketing is a way of using the search engine advertising to generate clicks on your website rather than earning those clicks naturally. It is good for searchers and advertisers. It is the best way for organization's ads since it brings low cost and a greater engagement with the products and services.

V. RATIONALE FOR THE STUDY

The customer of today is an empowered customer, and in control of the interactive media, content and communication process. The power of the marketing tools and the communication is diminishing and the customer has some trust left to the corporate brands.

New knowledge, new skills and approaches are required by the present and the future marketers for understanding the changes and technology driven marketing environment but also for associated and interacting with the new customers.

The developments present in market are:

Mobile marketing, Internet of Things, Analytics, Big Data, 3D printing, cloud computing, Artificial Intelligence, Consumer Neuroscience / Neuro marketing are interesting and challenging domains where the future marketers are expected to be able to function and deliver.

VI. PROBLEM STATEMENT AND STUDY OBJECTIVES

The power of smartphones with combination of social media is a constant expanding threat to many companies

The second big point of consideration is related to the continuing trend of children, adolescents, and teenagers using digital and social media more and more excessively.

Table 1: Traditional Marketing vs Digital Marketing

Traditional Marketing	Digital Marketing
Communication is unidirectional. It means a business communicates about its products or services with a group of people.	Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services.
Medium of communication is generally phone calls, letters, and emails.	Medium of communication is mostly through social media websites, chat, and Email.
Campaigning takes more time for designing, preparing, and launching.	There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier.

It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for general public. It is then made to reach the specific audience by employing search engine techniques.
It is conventional way of marketing; best for reaching local audience.	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign.	It is easier to measure the effectiveness of a campaign through analytics.

VII. METHODOLOGY

The research is designed to allow an investigator to look around with respect to some phenomenon with the aim to develop suggestive ideas

This study includes both quantitative and qualitative analysis. As an objective of this study, data have been collected on Pan India basis. The secondary data & information have been explored for preparing this paper. The secondary data & information have been collected from different scholars, published, e-books.

The organization related data and information are used which is available for public on the websites of the organizations.

VIII. ADVANTAGES OF DIGITAL MARKETING TO CONSUMERS AND ANALYSIS

(i) Stay updated with products or services: Digital marketing technologies allow the customers to stay with the organization's information updated. Nowadays, a lot of customers can access internet at any place anytime and organizations are continuously updating the information about their products and services.

(ii) Greater engagement: With digital marketing, customers can engage with the organization's various activities. Customers can visit the company's website, read information about the products and services and make purchases online and provide feedback accordingly

(iii) Clear information about the products and services: With the help of digital marketing, customers can get clear information about the products and services. There is a little chance of misinterpretation or confusion of the information taken from the sales person in a retail store. However, Internet provides a comprehensive product information which customers can rely on and make the purchase decision.

(iv) Easy comparison with others: Since many companies are trying to promote their products and services using digital marketing, it has become the greatest advantage for the customer in terms that customers can make a comparison among products and services by different suppliers in cost and time efficient way. Customers don't need to visit a number of different retail outlets in order to gain knowledge of the products and services.

(v) **24/7 Shopping:** Since internet is available all day long, there are no time restrictions for the customers to buy a product online.

(vi) **Share content of the products and services:** Digital marketing gives viewers an opportunity to share the content of the product and services to others. Using digital media, one can easily transfer and get the information about the characteristics of the product and services to others.

(vii) **Apparent Pricing:** Organization shows the prices of products and services through digital marketing channel and this makes the prices very clear and transparent for the customers. Organization may regularly changes the prices or gives special offers or discounts on their products and services and customers are always in advantage by getting informed quickly by just looking at any one mean of digital marketing.

(viii) **Enables instant purchase:** With traditional marketing, customers first watch the advertisements and then find relevant physical store to purchase that product or service. However, with digital marketing, customers are able to purchase the product or service instantly.

Digital marketing techniques permit the customers to move on with the company information rationalized. Today, a lot of customers can surf in internet at any place whichever time and companies are constantly updating the information regarding their goods and services. Customers know how to go to the company’s website, examine the products and make online purchases and provide feedback. Consumers get the complete information about the products and services. The customers can make the comparison with other related products. Digital marketing or Online Marketing allows 24 hours of service to make purchase for the customers. Prices are transparent in the digital world

IX. ANALYSIS AND DISCUSSION

A. Correlation Analysis

For showing the correlation between the various elements of digital marketing and the increased sales, we have collected data from one hundred fifty firms who are taking various techniques of digital marketing. Results are given below:

Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study Correlations

		SOCIAL MEDIA	AFFILIATE MARKETING
INCREASED SALES	PEARSON CORRELATION	.840	.560
	SIG. (2-TAILED)	.75	.326
	N	150	150

X. CONCEPTUAL FRAMEWORK AND RESEARCH PROPOSITION

Various faces of individuals showing humanity are shown in clouds (certain ones are at the forefront); the lower level shows dimensions which are tied to the consumption while the upper level ones are more engaged to creation. This figure shows the relation of Humanity with Digital and Social Media. This model consists of Transformational Leaders, Knowledge Creators, Social Change Agents, Intersectional Diverse & Inclusive cloud, Mindful, Happy & Social, Information Seekers cloud and Social and Cultural Capital Seekers cloud.

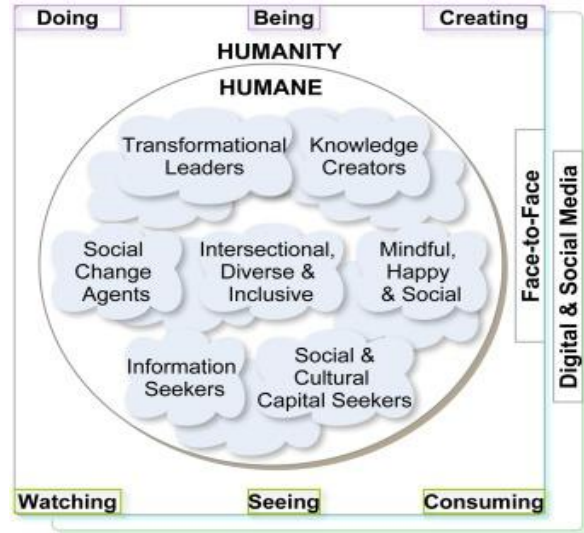


Fig.1: Digital Marketing and Humanity Conceptual Model

XI. LEVERAGING SOCIAL MEDIA TO UNDERSTAND CONSUMER BEHAVIOR

An average individual spends 2 hours and 23 minutes on social networking sites daily. This time is spent reading the news, researching various products and staying in touch with friends through various social media handles.

But, social media marketing presents different challenges for both practitioners and researchers or consumers, because the lack of validated scales, regular changes in social media platforms and use of social network analysis, is needed to understand how information is shared on the social media influences consumers.

XII. FAKE REVIEWS AND TRUST IN EWOM (ONLINE WORD OF MOUTH)

Several business reports in the last years documents that an increasing number of consumers depends on the online reviews and product ratings to make purchase decisions. Online reviews which are fake many times have become a primary information source in consumer information search and their extraordinary success is because of their reliability and usefulness.

This is a factor in the tourism sector, revealing the practice of some tour companies posting promotional reviews about their businesses and offering various discounts and freebies to consumers in exchange for the nice reviews.

XIII. UNETHICAL MEANS FOR DIGITAL MARKETING

1. 72 percent respondents are agreed to the statement that online shops follow unethical means to approach the customers.
2. 91.2 percent of the respondents are agreed that they receive spam mails from various marketers insisting them to click the link of the marketers.
3. 63.9 percent of respondents confirmed that they receive spoof mails from marketers to trap them to buy. It results in losing the trust on the genuine sellers also.
4. 45 percent of the respondents have told that the marketers follow Internet Protocol based advertising and they are flashed with the advertising banners while using internet, reminding them to click and shop.

XIV. FUTURE RESEARCH

Expansion of the geographical Scope. Future researches could be extended vastly to other places of the planet.

Expansion of the digital marketing techniques used: Since digital marketing is evolving day by day some of the emerging techniques may be included in the future.

Future research can use the results of this particular doctoral thesis to expand knowledge in the analysis of webs, as well as in the studies of digital marketing by different disciplines and sectors.

XV. PROBLEMS RESULTING FROM UNETHICAL MEANS FACED BY CUSTOMERS

The online stores backed with Trust Pay guarantees satisfaction to the customer in online shopping by providing money back guarantee without asking any questions and also money back guarantee with trust pay if issue is not resolved within 30 days.

Different Online Stores follow different type of guarantee for the money and shopping. But, still the customer has a feel that the online stores sometimes cheat or don't listen to the genuine complaints of the customer.

The findings related to such issues are grouped as follows:

1. Virtual stores are reported to sometimes deliver the alternative product to the customer in case the one ordered is not available. As mentioned by our respondent in different scenarios, the colour or even the configuration/contents were different than what is ordered.
2. Most of the customers report that it is very hard to get the refund and the complaint or helplines are not free which involved long cost and wait to report the issue.

XVI. CONCLUSIONS

The perspectives discussed in this paper are related to the data/algorithmic and user- misbehavior issues and are in fact connected. It is related to user-technology interactions that can have double-sided effects: positive and negative. To substantiate positive side, we have to put within our grasp. A research in this area requires large-scale studies, data-driven and new protocols.

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