



Impact of Digital Marketing on Business

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ABSTRACT

Automated or Digital Marketing is the evolution of products, services and brands online. As the name suggests, Digital marketing can be defined as an outlook, a marketing strategy and branding, carried out through digital platforms like Instagram, YouTube etc. This form of merchandising is generally conducted on websites, social media and mobile devices platforms. Digital marketing is a comprehensive field, including attracting customers via email, social media, search platforms, content marketing, and more. Online marketing, is also known as the promotion of brands and targeting customers using various forms of digital broadcasting channels such as: Search engines, websites, social media, email, mobile apps, text messaging, and web-based advertising. In-brief, if a publicity campaign commences by using any of the above online media channels, instead of physical campaigns, it is automated or digital marketing. The research in this paper is based on the secondary data and it focuses on the effectiveness of digital marketing on business brands.

1. Introduction

Digital marketing means digitalization of trading products and services. It encompasses all the means of online trading using various electronic devices. Automated or digital marketing connects businesses with potential customers through various digital channels such as e-mail, WhatsApp, search engine optimization, websites, Facebook, mobile, search engine marketing etc. It is also known as electronic commerce providing a platform for buying and selling goods and services using online social media. In the beginning of 1999, internet marketing was first introduced, where only product information was available on internet. The growth of online marketing has compelled marketing executive to utilize online marketing techniques for strategic decision-making aiming to provide accurate and timely information to potential customers.

Nowadays, many businesses use internet tools for marketing such as Amazon.com, Yahoo.com, Google.com, YouTube.com, and Alibaba.com. These platforms provide advertising space, auctions, stock trading, software programs and match making services. With the growth of digital marketing, people prefer to shop online rather than physically visiting stores. It is well-known that people are connected through various online applications like Facebook, Twitter, WhatsApp which creates a great opportunity for sellers to attract customers through social media. The development of digital marketing has paved

the way for various brands and businesses to use this technology to attract customers from different age groups. Digital marketing also helps consumers analyze the prices of products according to circulating opinions. In today's era, it is necessary to raise consumer awareness about digital marketing, considering the trending growth of online trading and digitalization.

2.1. Literature Review

For the growth of online marketing, internet awareness is mandatory, so people should be made aware of the usage of the internet. Traditional marketing has been replaced by online marketing. Infact, now people prefer online shopping over physical shopping. Susanne Schwarzl and Monika Grabowska (2015), throw light on consumer behaviour, stating that consumers behave similarly whether it's online or offline marketing. All companies should have at least one internet/online department through which they can promote brand awareness among consumers. Dr. Amit Sing Rathore, Mr. Mohit Pant, Mr. Chetan Sharma (2017), further state that by using various digital channels such as e-commerce marketing, content marketing, search engine optimization (SEO), campaign marketing, search engine marketing (SEM), the consumers can access products and services 24/7.

Businesses can achieve their marketing objectives by implementing digital technologies. (Chaffey et. al., 2009). By

using automated marketing, sellers also have the opportunity to attract potential customers. It also helps consumers to find products according to their own tastes and preferences. (Chaffey, 2013). The growth in digital marketing has been achieved by changing the marketing policies and practices. (Mort, Sullivan, Drenman, July 2002). Internet marketing is more convenient in comparison to traditional marketing, as people can access products 24/7, 365 days without any interruption. (Sanjay Bhayani & Nishant V. Vachhan, 2018).

The study presented in this paper enables businesses to enter a new era of innovative marketing policies and strategies by using digital social media to attract potential customers and cater to their needs and preferences. (Charles Gibson, 2018). A literature review of digital marketing outcomes provides businesses with an opportunity to target a large population across different geographical regions, using various digital channels/technologies as well as some traditional marketing practices. Traditional marketing is falling behind due to the continuous use of digital marketing. Consumers can inquire about product quality, price, durability, and features to ensure satisfaction and they can also gather price quotations based on circulating opinions because of digital marketing.

2.2. Rationale for the Study

The increased use of digital marketing has disrupted traditional marketing practices and transformed the market landscape. Online media, communication processes, and content now have significant control over customers. With the growth of internet marketing, consumer behaviour is also changing as they are losing trust in corporate messages and their brand. Marketers need to acquire expertise not only in using various online technologies but also in providing appropriate information to the customers regarding products. The development of automated marketing brings for the new opportunities and challenges. Analytics, artificial intelligence, 3D printing, cloud computing, mobile marketing, the Internet of Things, consumer neuroscience/neuro marketing, big data are some challenging domains that marketers must focus on. This paper is written with the aim of addressing the rapid development in digital marketing allowing marketers to adopt it with expertise and leverage its advantages for the benefit of consumers.

2.3. Digital Marketing Strategy and Examples

Search engine rankings, display advertising, social media, the company's own website, e-mail, the company's blog, and display advertising are various channels, both free and paid,

used by digital marketers to drive brand awareness. They focus on different key performance indicators to measure the performance of the company. The digital marketing strategy and channels adopted by marketers are discussed below:

- **Social media marketing:** Social media channels like Twitter, Facebook, Instagram, Google+, Snap chat, Pinterest are used to promote brand awareness among customers and provide gateway to your business.
- **Marketing Automation:** In order to avoid repetitive tasks such as scheduling social media posts, sending email newsletters, implementing lead-nurturing workflows, updating contact list, and tracking and reporting campaign performance, marketing automation software is used to automate these operations.
- **Pay-Per-Click (PPC):** In PPC, advertisers pay a fee whenever their ad is clicked and viewed by customers. Google AdWords is a type of PPC which allows advertiser to pay for ad slots. It also includes promoted tweets on Twitter and paid ads on Facebook etc. PPC is a cost effective internet marketing tool.
- **Content marketing:** It is a strategic approach that involves providing valuable information and content to create brand awareness among potential customers. Channels such as eBooks, infographics, and blog posts are used to create content for content marketing strategies.
- **Inbound marketing:** Customers will always be loyal to you if you provide solutions to their problems. Thus, inbound marketing is a strategic approach that focuses on creating valuable content that aligns with the needs of your target audience, fostering long term relationships. Each digital marketing strategy can be utilized within an inbound strategy.

2.4. Evolution of Digital Marketing:

Ray Tamlinson was the first person to send the first e-mail in 1971, which led to the adoption of different technologies for sending and receiving files. In traditional era, manual processes for recording information were not so efficient. Most companies prefer to use latest online technology such as database marketing which helps them in tracking customers' information more effectively, and it has resulted in the transformation of buyer and seller relationship.

Digital marketing first originated in 1990 with debut of server/client architecture, where CRM (customer relationship management) applications became a significant part of marketing technology.

Table 1: Evolution of Digital Marketing.

Years	Launched search engines/applications
1990	First search engine "Archie"
1993	Clicked web-adbanner(https://
1994	Yahoo(Le-commerce)transactions
1996	Smaller search engine (HotBot/Alexa)
1997	First social media site, six degree.com
1998	Birth of Google, Microsoft launches MSN
2000	internet bubblebursts/sixdegrees.comshutdown
2001	First mobile marketing campaign (Universal music)
2002	Launch of LinkedIn
2003	Word press released/launch of MySpace
2004	Gmail launches/ Google goes public/face book goes live
2005	Launch of YouTube
2006	Microsoft launches MS live search, Twitter launches/Amazon's e-commerce sales cross \$10 billion/split testing market
2007	Launch of tumblr/iphone launches
2008	China over takes US in number of internet users, spotify launches Group on goes lives
2009	Google launch es instant for real time search engine results/Google
Affiliate network shut down	
2010	Google Buzz launches & Whats App launches
2011	Google buzz shut down /launch of Google+&Google Panda
2012	Social media budget sup 64%/Google knowledge graph launched
2013	Yahoo acquire stumble
2014	Mobile exceeds PC internet usage, Face book messenge rapp, tailored as on LinkedIn, Face book acquires Whats App
2015	Snap chat launches "discover feature"/face book launches "instant
article"	

Conclusion

In summary, digital marketing has a bright future ahead. India is under going a rapid transition towards digitalization, with consumers increasingly turning to online websites to find the best deals compared to traditional methods of merchandising. The widespread use of social networks by

consumers means that most target markets can be reached. (Cha2009) Shankar (et al 2011) have also revealed in their study that many shoppers utilize social media platforms such as Face Book, Twitter, My Space etc to make shopping decisions. Promotions through social media have also become important with the rise of digital marketing. With this study, businesses can truly benefit from digital marketing strategies such as content marketing, search engine optimisation, e-mail direct marketing, social media marketing, e-books, optical disk, games, search engine marketing, which are becoming increasingly common in our advancing technology. Vogus (2011) also determined that large companies consider social media sites as strategic tools with some businesses even hiring employees to oversee their social media presence. Mangolds and Faulds (2009) regard social media as an integral part of an organization, emphasizing that marketing strategy should not be taken lightly. It is evident that we are all connected via WhatsApp, Face book etc. Digital marketing provides an opportunity for businesses to market their products on line and reach various customer segments effectively.

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