

Digital Marketing and Its Extending Scope

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Abstract

In India, digital marketing is expanding quickly. Digital marketing is being used by many Indian businesses to gain a competitive edge. However, digital marketing alone cannot guarantee a marketing campaign's success. Instead, for any marketing campaign to be successful, it must fully utilize the range of marketing strategies that are accessible in both traditional and modern marketing. This study demonstrates components and scope of digital marketing that helps to maximize the enormous potential for sales growth. The introduction of digital marketing is followed by a discussion of its components, types, and the increasing scope of Digital marketing over the year.

The number of internet users is growing quickly, and as digital marketing relies heavily on the internet, it has benefited the most. Customers are shifting their purchasing habits and favoring digital marketing over traditional marketing. Furthermore, the majority of retailers still had to register their own domain address, according to a 2000 UK poll. These issues pushed marketers to come up with fresh approaches to incorporating digital technology into market expansion. With the rise of social media platforms like Facebook, Instagram, LinkedIn, and YouTube in the 2000s, customers have become increasingly reliant on social media and this is the most convenient source for them to shop. Businesses can send the appropriate message to the right people thanks to digital marketing. Online marketing is providing help to the businessmen's to learn about the demographic likings, preferences, and behavior of their audience. The primary focus of this study has been on the scope of the internet marketing.

Findings: The key findings of this paper are that the best method to for online marketing is videos as these make the long lasting impact on the minds of the customers. AI(Artificial Intelligence) & Virtual and Augmented Reality is also gaining importance these days. Even the use of Instagram, Youtube, and Facebook reels to promote sales is in trend.

Design/Research Methodology/Approach: - The paper is based on secondary data. The paper is based on extant literature and internet sources have been used. The various articles, researches, government reports, newspapers, magazines, various websites and the information on internet have been studied.

INTRODUCTION

Digital marketing is the part of marketing that uses online and internet-based digital tools, like smart phones, desktop computers, and other digital platforms and media, to advertise goods and services. Using digital-based technologies, such as desktop computers, smartphones, mobile apps, and other digital media, is known as digital marketing. Internet marketing and online marketing are other names for digital marketing. Platforms for digital marketing advertise goods and services. When the Archie search engine was launched in 1990, digital marketing officially began. The phrase "digital marketing" was first used in

the 1990s. As personal computers gained popularity and server/client architecture advanced, Customer Relationship Management (CRM) programs emerged as a key component of marketing technology.

The 1990s and 2000s saw its rise, which altered how companies and brands use technology for marketing. Digital marketing campaigns are now commonplace, utilizing a combination of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games. This is due to the growing integration of digital platforms into marketing strategies and daily life and the growing trend of people using digital devices rather than going to physical stores. Non-Internet platforms that offer digital media, such as television, cell phones (SMS and MMS), callback, and on-hold mobile ringtones, are also included in the category of digital marketing. Digital marketing differs from online marketing due to its expansion into non-Internet platforms

Objective of the study

1. To know the various components of Digital Marketing
2. To know the increasing coverage of digital marketing over the nation.
3. To know the various trends of the digital marketing in 2024.

VARIOUS COMPONENTS OF DIGITAL MARKETING

1. Search Engine Marketing

A web-based tool that assists users in finding the information they want is a search engine. Search engines include Google, Yahoo, Bing, Baidu, and others. Any effort that raises a user's website's ranking in a search engine is referred to as search engine marketing.

2. E-Mail

Email is a channel that offers medium to high returns on investment for your company for a number of reasons, but its versatility is something you cannot deny. Even while email isn't the newest technology on the market, it still lets you use the newest content marketing trends, like automation and personalization, without breaking the bank. It should come as no surprise that 73% of B2B marketers claim that email is their best tool for generating leads, and 63% say that it is their top method for increasing revenue, given that mail can also assist other marketing goals.

Email marketing is still an effective way to provide clients customized communications that are tailored to their interests and needs. From creating leads to nurturing them into potential clients and increasing sales, email marketing helps with every facet of marketing.

- Email marketing is a powerful online marketing tool for developing prospects and drawing them to your company and offerings. It is also a cost-effective and efficient method of reaching clients and achieving corporate goals.
- You should focus on your email marketing plan for your company. The initial stage is to develop the buyer profile and give them a customized, multi-device optimized message in order to generate relevant traffic and leads.

3. Mobile marketing

is the specific promotion of a product or service using mobile phones and other mobile devices. This includes text messages or apps that have been downloaded that contain mobile advertising.

But a comprehensive strategy for mobile marketing also includes making websites, emails, landing pages, and content mobile-friendly.

4. Social Media Marketing

Although there are many excellent reasons why social media marketing belongs on this list, it goes beyond the fact that there are now 3.81 billion social media users. Social media has developed into something greater, more expansive, and superior to what it was initially intended to be—a platform for forming human connections.

1. Facebook: It is the number one social media platform. A company can promote their product and services on Facebook.
2. LinkedIn: Professionals write their profiles on LinkedIn and can share with others. The company also build their profile and LinkedIn connect these two dots companies and professionals.
3. Google+: It is Google's social network, user can easily connect based on their common interest and friendship.
4. Twitter: Its strategy is to increase brand awareness and sales, attract new followers, and lead and boost conversions.

5. Search Engine Optimization (SEO)

- Search Engine Optimization (SEO) is another name for SEO. Increasing organic website traffic is the goal of search engine optimization, or SEO.
- SEO efforts employ technical tactics to increase search engine exposure and boost ranks. Google, Bing, and Yahoo are a few search engines. The most talked-about engines are these three. Digital marketing managers focus on optimizing multiple elements, such as keywords, back links, cross links, and unique content, to maintain their websites at the top of search engine rankings.
- Verify that mobile devices can access the website.
- Choose crucial keywords and employ them thoughtfully throughout the text.
- Build a lot of back links.
- Optimization for voice search

Types of Digital Marketing

Pull digital marketing is one of the two forms of digital marketing. It seeks to entice customers to visit your establishment or issue a call to action.

Websites and other internet-based platforms are typical instances of pull digital marketing. Inbound marketing is another name for pull marketing.

Push digital marketing is another kind of digital marketing. It delivers the marketing content straight to your clients. Typical examples are RSS, email, and SMS that send a personalized message to the client. Another name for push marketing is outbound marketing.

A Scope of Digital Marketing 2024

As consumers' information-gathering methods have evolved, so too have marketing strategies. Radio advertising was followed by TV advertising, which evolved into digital marketing as the internet expanded. The COVID-19 pandemic is extending the reach of digital marketing on the internet in addition to these typical market trends. Digital marketing allows businesses to reach a global audience online, even if many still think that television is their most effective advertising medium. As the industry's operations continue to grow at a quick pace, the number of jobs in digital marketing will undoubtedly increase. More

than half of consumers discover businesses through social media news feeds. Instagram alone allows businesses to interact with around one million customers, while Facebook is used by over nine million businesses to reach customers

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- B2B: B2B marketers use social media sites like LinkedIn and Twitter to create leads. To reach their target audiences without breaking the bank, they frequently rely on PPC advertisements.
- B2C: Using social media sites like Facebook, Instagram, Pinterest, and Twitter, B2C marketers concentrate on raising brand awareness and drawing clients to their websites and merchandise.

With the advancement of new markets and new technologies, use of digital marketing is expanding. Here are some trends that will continue to influence this area in 2024.

Analytics

Analysis of digital marketing is usually done after the fact. For example, marketers will release a piece of content and then, a few weeks later, assess its effectiveness. While this is undoubtedly beneficial, real-time data is starting to upend the digital marketing industry. Real-time analysis enables marketers to react to customer performance much faster and personalize content for smaller subsets of consumers.

Social Media Influencers

In order to improve their brands, advertisers from many industries are collaborating with social media influencers. Because customers are more likely to trust other customers than businesses that advertise things, this is turning out to be a successful digital marketing tactic. In 2024 and beyond, more businesses are likely to leverage these influencers to increase sales.

Additionally, as customers have become comparatively tired of celebrity endorsements, expect to see less celebrities endorsing things. Rather, influencers who are more directly related to the product are becoming increasingly popular. One excellent example is James Charles, a makeup artist who has gained not only notoriety but also specialized knowledge in cosmetics, which Cover Girl has used to promote its products.

Video Is Still the Best

In 2024, video will continue to be a popular tactic as digital marketers take advantage of consumers' short attention spans and preference for viewing content rather than reading it. Online videos will continue to be a major means of connecting consumers and businesses, as 74 percent of American consumers watch them weekly. The majority of social media platforms facilitate the posting and sharing of videos. SEO for photos and videos is one trend to keep an eye on. Usually, users enter keywords associated with a specific image or video, but this can be time-consuming. More and more users are discovering that they can use existing or new images to search for other, closely related images online. This significantly expands

ds the reach of digital marketing.

Artificial Intelligence

Digital marketers can further customize the consumer journey by using artificial intelligence (AI) to better evaluate user data. Businesses can better target audiences and learn a lot about their customers thanks to AI. Additionally, AI offers users a more individualized experience by offering them tailored support throughout the entire purchasing process. By using programmatic advertising to automate ads to specific audiences, businesses may attain this client experience. In 2021, programmatic advertising is anticipated to make up over 72% of all internet marketing expenditures.

Virtual and Augmented Reality

In order to increase brand exposure and meet consumer demand, businesses will keep incorporating virtual reality (VR) and augmented reality (AR) into their marketing efforts. Successful AR and VR campaigns have been introduced by companies such as Starbucks, Nivea, and Volkswagen in an effort to provide consumers with an experience that strengthens their bond with their brands and merchandise.

Multi-channel advertising

Even though today's consumers demand all businesses to have an internet presence, it's best to use a range of channels to seamlessly engage your target market. This strategy, which is frequently called "omni-channel" marketing, eliminates any obstacles or "silos" that may be imposed by several media. A product that is promoted on television, for example, ought to have an online tie-in that is responsive to desktop and mobile devices.

The idea is that before and after making a purchase, customers may interact with and learn about your product (or service) through a range of media. The experience may suffer and a sale may be lost if there isn't a seamless transition across these many platforms.

Conclusion

In conclusion, despite all of its advantages and disadvantages, digital marketing has a promising future for the long-term viability of the product or services in the contemporary technology market. Digital marketing merits more investigation than Internet marketing. Digital marketing is present not only on the Internet but also in software and devices that users use to exchange data. Consequently, digital marketing integrates digital and network technologies since a guy can interact through both a TV and a mobile network. The problem can function on multiple digital platforms due of its wide reach.

More than half of consumers discover businesses through social media news feeds. While Facebook is utilized by over nine million businesses to reach clients, Instagram alone enables businesses to engage with about one million customers. The more time people spend online each year, the more their use of digital platforms becomes an integral part of their life. Promoting digital media is digital India's primary goal. Businesses must switch from traditional to digital marketing since individuals can utilize digital platforms at any time and from any location in the world.

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