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A Review of Digital Marketing Practices & Tools

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ABSTRACT

The promotion of goods and services through digital technologies—primarily the Internet, but also mobile devices, display ads, and other digital media—is known as digital marketing. The evolution of digital marketing over the 1990s and 2000s has altered how companies and brands utilize technology for marketing. Digital marketing efforts are becoming more common and effective as individuals utilize digital gadgets instead of going to physical stores and as digital platforms are increasingly integrated into marketing strategies and daily life. This essay primarily focuses on the theoretical comprehension of digital marketing, the ways in which it benefits modern businesses, and a few case studies.

1. INTRODUCTION

What is Digital Marketing?

Any marketing initiative that makes use of an electronic device or the internet is referred to as digital marketing. Enterprises utilize digital platforms like search engines, social media, email, and their websites to establish connections with both present and potential clientele. According to Bala and Verma (2018), this is also known as "online marketing," "internet marketing," or "web marketing." Utilizing a variety of digital strategies and platforms to engage with clients where they spend a significant portion of their time—online—is what is known as digital marketing. "Digital marketing" encompasses a wide range of strategies, from websites to businesses' online branding assets, such as email marketing, digital advertising, online brochures, and more (Chaffey and Ellis-Chadwick, 2012)

“The promotion of goods or services through digital technology, primarily the Internet but also mobile devices, display ads, and other digital media, is known as digital marketing.”

A growing number of digital marketing techniques are being used in conjunction with evolving technology, including search engine optimization (SEO), search engine marketing (SEM), 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, optical disks, and games (Bhagowati and Dutta, 2018). Digital media-producing non-Internet channels, like mobile phones (SMS and MMS), callback, and on-hold mobile ring tones, are increasingly included in the scope of digital marketing.

2. A SHIFT OF MARKETING FROM TRADITIONAL TO DIGITAL

Technology advancement and digital marketing development are inextricably linked. When Ray Tomlinson sent the first email in 1971, his invention created the framework for file transmission and reception between many computers. Computer storage was already large enough in the 1980s to hold enormous amounts of client data. Businesses began to choose internet strategies over limited list brokers, such as database marketing. These databases changed the dynamic between buyers and sellers by enabling businesses to track client information more efficiently. But the manual method wasn't very effective.

The phrase "digital marketing" was initially used in the 1990s, when personal computers gained popularity and server/client architecture debuted, and CRM apps started to play a big role in marketing technology. Vendors were compelled by intense rivalry to provide new services, like marketing, sales, and service applications, to their software. With the advent of the Internet, advertisers additionally were able to obtain vast amounts of online client data through e-CRM software. Businesses might get the priority of their customers' experiences and update the facts about their demands. As a result, the first clickable

banner ad went live in 1994 as part of AT&T's "You Will" campaign. In the first four months of the campaign's existence, 44% of all viewers clicked on the advertisement.

As the number of Internet users increased and the iPhone was introduced in the 2000s, consumers began to research items and make decisions about their requirements online before speaking with salespeople. This presented a new challenge for a company's marketing department. Furthermore, a UK survey conducted in 2000 discovered that the majority of retailers did not have their own domain address registered. These issues forced marketers to look for digital strategies for expanding their markets.

The evolution of digital marketing over the 1990s and 2000s has altered how companies and brands utilize technology for marketing (French and Smith, 2013). Digital marketing efforts are becoming more common and effective as individuals utilize digital gadgets instead of going to physical stores and as digital platforms become more and more incorporated into marketing strategies and daily life.

To address the aforementioned issue, the notion of marketing automation was introduced in 2007. Businesses were able to conduct multichannel marketing campaigns, segment their consumer base, and give them personalized information thanks to marketing automation. Its adaptation to consumer devices, however, did not happen quickly enough.

Throughout the 2000s and 2010s, as more devices were available to view digital media, digital marketing had a rapid expansion. Data from 2012 and 2013 indicated that the field of digital marketing was still expanding. The emergence of social media platforms in the 2000s, including Facebook, LinkedIn, YouTube, and Twitter, led to a greater reliance on digital gadgets in daily life among consumers. They anticipated a flawless user experience when seeking for product information across various channels. The evolution of consumer behavior enhanced marketing technology's diversity. The term "global digital marketing" has been the most widely used, particularly since 2013. In 2010, the growth of digital media was expected to be 4.5 trillion online advertising served yearly, with a 48% increase in digital media spend. Organizations that utilize Online Behavioral Advertising (OBA) to target ads to internet users account for a growing percentage of advertising; nonetheless, OBA raises privacy and data protection concerns for consumers (Dahiya, 2017).

3. DIGITAL MARKETING TACTICS AND EXAMPLES

Driving brand exposure and generating inquiries via all available digital media, both free and paid, is the responsibility of digital marketers. These platforms include email, search engine rankings, social media, the company website, display ads, and the blog. To accurately assess the performance of the business across all channels, the digital marketer concentrates on distinct key performance indicators (KPI) for each. Nowadays, digital marketing is used in a wide range of marketing positions. In small businesses, a single generalist may simultaneously be the owner of several of the digital marketing strategies mentioned above. These strategies are used by larger businesses, when a number of professionals concentrate on one or two of the brand's digital platforms (Booms and Bitner, 1981). Here are some examples of these specialists:

The most successful digital marketers can clearly see how each campaign contributes to their overall objectives. Additionally, marketers can use both paid and free channels to assist larger campaigns, depending on the objectives of their marketing strategy. For instance, a content marketer can produce a run of blog entries to drive traffic to a newly published eBook the company has produced. The social media marketer for the organization may then assist in spreading the word about these blog entries on the company's social media accounts through both paid and organic posts. The email marketer might design an email campaign to provide additional firm information to individuals who download the eBook. The most popular digital marketing strategies and the platforms they use are listed below-

- **Search Engine Optimization (SEO)**: This is the process of making your website more search engine friendly so that it will "rank" higher in search engine results pages and draw in more organic (or free) traffic. Channels such as websites, blogs, and infographics gain from search engine optimization (Satinder, 2015).
- **Social Media Marketing**: Through social media channel promotion, your brand and content are made more visible, traffic is increased, and leads are generated for your company. You can utilize Facebook, Twitter, LinkedIn, Instagram, Snap Chat, Pinterest, and Google+ as outlets for your social media marketing efforts (Brigham, 2011).
- **Content Marketing**: It refers to the process of producing and advertising content assets with the aim of increasing brand recognition, traffic, lead generation, and sales. Your content marketing approach may incorporate blog postings, e-books and whitepapers, infographics, online brochures, and look books among other media (Schwarzl and Grabowska, 2015).
- **Affiliate Marketing**: This kind of performance-based advertising pays you a commission in exchange for using your website to promote the goods and services of others. Publishing links to affiliate programs from your social media profiles and hosting video advertising via the YouTube Partner Program are examples of affiliate marketing channels (Marr, 2012).

- **Native Advertising**: The term "native advertising" describes content-driven ads that run alongside other free material on a platform. Buzz Feed sponsored postings are one example, but social media advertising is also perceived by many as "native" — Instagram and Facebook advertisements (Gangeshwarm, 2013).
- **Marketing Automation**: The software used to automate your core marketing tasks is referred to as automation for marketing. Numerous marketing departments have the ability to automate repetitive processes that they would otherwise perform by hand, including lead nurturing workflows, email newsletters, social media post scheduling, contact list updating, and campaign tracking and reporting (Marr, 2012).
- **Pay-Per-Click (PPC)**: Paid per click (PPC) advertising allows you to increase website traffic by compensating a publisher each time an ad is clicked. Google Ad Words is one of the most popular PPC models; it lets you pay for prominent positions on Google search engine results pages at a cost "per click" on the links you post. Paid advertisements on Facebook, Promoted Tweets on Twitter, and Sponsored Messages on LinkedIn are some additional channels where PPC can be used (Schwarzl and Grabowska, 2015).
- **Email Marketing**: Email marketing is a tool used by businesses to communicate with their audiences. Email is frequently used to point customers to a company's website and to advertise content, sales, and events. Email marketing campaigns can involve sending out blog subscription newsletters, customer welcome emails, follow-up emails to website visitors who downloaded anything, holiday incentives to loyalty program members, and tips or similar series emails for customer nurturing (Bhagowati and Dutta, 2018).
- **Inbound Marketing**: The "full-funnel" strategy of utilizing internet content to draw in, hold, and delight clients is known as inbound marketing. Every digital marketing method mentioned above can be incorporated into an inbound marketing plan (Schwarzl and Grabowska, 2015).
- **Online PR**: Securing earned online publicity through blogs, digital magazines, and other content-based websites is known as online public relations (PR). It's similar to traditional public relations, yet it happens online. You can use the following channels to make the most of your PR efforts: Using social media to reach reporters interacting with internet reviews of your business, interacting with comments on your own blog or website (Bala and Verma, 2018).

4. DIGITAL MARKETING – A BOOST TO TODAY'S BUSINESSES

Whatever your business offers, digital marketing still entails developing buyer personas to determine the requirements of your audience and producing insightful web content.

- **B2B Digital Marketing**: Digital marketing initiatives aimed at generating online leads for business-to-business (B2B) companies are likely to focus on getting potential customers to contact sales representatives (Bhagowati and Dutta, 2018). Your marketing strategy's job is to use your website and any related digital channels to draw in and convert the best possible leads for your sales team. In addition to your website, you'll probably decide to concentrate your efforts on business-oriented websites where your target audience spends time online, such as LinkedIn.
- **B2C Digital Marketing**: The aim of digital marketing activities for a business-to-consumer (B2C) organization is to get visitors to the website and convert them into consumers without requiring them to interact with a salesperson, contingent on the items' pricing points. Because of this, you're probably going to concentrate more on creating an expedited buyer's journey that takes customers from the time they land on your website to the point at which they make a decision to buy than you are on generating "leads" in the conventional sense. This frequently means that your product may appear in your content further up the marketing funnel than it would for a business-to-business (B2B) company, and you may need to utilize more forceful calls-to-action (CTAs). LinkedIn and other business-focused platforms are less valuable for B2C enterprises than Instagram and Pinterest (Bala and Verma, 2018).
- **Website Traffic**: With digital analytics software, which is accessible in marketing platforms like Hub Spot, you can see the precise number of visitors who have viewed the homepage of your website in real time. Along with other digital analytics information, these details included how many pages they viewed, the device they were using, and their origin. Based on the quantity of visitors these channels are bringing to your website, this information assists you in prioritizing which marketing channels to devote more or less effort to (Schwarzl and Grabowska, 2015). For instance, you know that you most likely need to invest some time on SEO if organic search only accounts for 10% of your traffic.
- **Content Performance and Lead Generation**: Consider creating a product brochure and mailing it to recipients via letterboxes; that brochure is an example of offline content. The issue is that you have no idea who has viewed your brochure or who has thrown it in the garbage.
- **Attribution Modeling**: Attribution modeling refers to a successful digital marketing approach that, when paired with the appropriate tools and technologies, enables you to track every sale back to the customer's initial digital interaction with your company (Chaffey and Ellis-Chadwick, 2012). It makes it possible to spot patterns in how customers investigate and purchase your goods, which enables you to make more educated choices about which

aspects of your marketing plan should receive more focus and which elements of your sales cycle require improvement. The Aberdeen Group reports that businesses with good sales and marketing alignment have a 20% annual growth rate, while those with weak alignment see a 4% loss in revenue. This highlights the critical importance of linking the gaps among marketing and sales. Your company's bottom line is probably going to benefit if you can use digital technology to enhance your customers' purchasing cycles.

- **Online behavioral advertising**: This is the process of gathering data on a user's online activities over time, "on a specific device and across various, unrelated websites, with the goal of displaying ads that are customized to that user's interests and preferences." (Ryan, 2014).
- **Collaborative Environment**: To maximize effort, resource sharing, reuse, and communications, a collaborative ecosystem can be established between the company, technology service provider, and digital agency. Companies are extending invitations to their clients to assist them in better understanding how to assist them. A large portion of this is obtained through business websites, where individuals are invited to submit ideas for review by other site users (Tasneem and Fatema, 2015). This approach to data collection and product development can strengthen an organization's relationship with its customers and provide ideas that might otherwise go unnoticed.
- **Data-driven advertising**: Every step a user takes on the customer journey generates a lot of data, which brands are able to utilize to engage their identified audience with data-driven programmatic media buying. Without jeopardizing the privacy of clients, users' In addition to collecting data from digital channels (such as when a customer opens and uses a brand's mobile app, reads an email, or visits a website), brands can also gather data from real-world customer interactions, like visits to physical stores, as well as from datasets from CRM and sales engines (Chaffey and Ellis-Chadwick, 2012). Brands are finding their most devoted customers in their audience thanks to data-driven advertising, which enables them to communicate with them in real time and in a way that is extremely relevant to their actions and moments.
- **Remarketing**: One important aspect of digital marketing is remarketing. Using this strategy, marketers can display targeted advertisements in front of audiences that fit a certain interest category or are characterized as "searchers" because they have either visited a website for a specific reason or searched for specific goods or services (French and Smith, 2013).
- **Game advertising**: Adverts that appear in computer or video games are known as game adverts. A prevalent instance of in-game advertising is the presence of billboards during sporting events. Additionally, in-game advertisements could show up as name-brand items that are status symbols in games, such as clothing, vehicles, or firearms (Marr, 2012).
- **Ease of access**: Engaging consumers with digital marketing and enabling them to communicate with the brand through the provision of digital media services is a primary goal. Internet users have access to a wide range of digital platforms, including Facebook, YouTube, forums, email, and more (Schwarzl and Grabowska, 2015). Digital communications establish a multi-channel of communication via which anyone, anywhere in the globe, may swiftly transmit information without restriction on their identity.

5. HOW THE EFFECTIVENESS OF DIGITAL MARKETING CAMPAIGNS IS MEASURED?

The measurements and evaluation criteria for digital marketing initiatives are categorized based on their type and duration. Choose between evaluating campaigns "Quantitatively" or "Qualitatively" depending on the category. The terms "Sales Volume" and "Revenue Increase/Decrease" are examples of quantitative measurements. While improved "Brand awareness, image, and health" and "relationship with the customers" are examples of qualitative measurements.

Changing the focus to duration, we might need to measure some "Interim Metrics" that provide us with information during the journey, as well as some "Final Metrics" at the conclusion of the journey that help us determine whether or not the effort was successful overall. For instance, the majority of social media metrics and indicators, including likes, shares, and engaging comments, can be categorized as interim metrics, but the final category definitely includes any gain or reduction in sales volume. There ought to be a correlation between these classifications. If not, the end results can be unsatisfactory. The following are some factors that should be taken into account for a successful digital media strategy:

1. **Interesting mail titles** set one advertisement apart from the rest. This helps to distinguish adverts from other noise.
2. **Establishment of customer exclusivity**: A database including a list of consumers and their details should be maintained for follow-up purposes. Selected clients may receive offers and promotions of discounts that are relevant to their past purchasing behavior.
3. **Low Technical Requirements**: To fully benefit from digital marketing, it is helpful to ensure that your advertising efforts have minimal technical needs.
4. **Rewards**: The attractive offerings will always contribute to the success of your online campaign. After the campaign is over, give something.

Pros and Cons of Digital Marketing

Real-time, precise outcomes are visible to marketers thanks to digital marketing. It is challenging to determine how many readers of a newspaper actually turned to the advertisement page and paid attention to it. It's impossible to know for sure if that advertisement generated any sales at all. However, digital marketing would assist you in determining the reach of your good or service, interacting with potential clients, reaching a worldwide audience, and promoting in a tailored way. There are some drawbacks to internet marketing, though. Digital marketing is heavily reliant on online resources. Because some places might not have internet connectivity, or because some customers might not have a good internet connection. It is cluttered, making it difficult for marketers to stand out with their ads and encourage customers to start conversations about a company's products or brand. However, a significant number of rival products and services that employ the same digital marketing techniques may still be a drawback. Due to the volume of advertising on websites and social media that some users believe to be frauds, some customers may have an unfavorable impression of certain businesses. A lone person or small group of people can damage the reputation of a well-known brand. Only information is shared via digital marketing with prospects, the majority of whom lack purchasing authority or power. Therefore, it is doubtful that digital marketing would translate into actual sales volume.

6. A LIGHT ON REAL CASES UNDER DIGITAL MARKETING

1. Every Smile Matters: Britannia Good Day supports children born with cleft lip

Britannia Good Day initiated the Every Smile Matters initiative on October 5, World Smiles Day. The effort centers on the crucial idea that we don't smile enough and that smiles are taken for granted in this day and age. Good Day has teamed up with Smile Train India, the top cleft charity in the world that offers kids free cleft care and surgery. One in every 1,000 Indian babies is born with a cleft lip, a common birth defect that can arise on its own or as a component of a genetic disorder or syndrome, according to a Smile Train study. This illness not only makes smiling impossible, but it can also make it difficult to accomplish basic tasks like eating and speaking.

2. Parle Kismi spreads love this Valentine’s Day in collaboration with the dabbawalas

With the aid of their dabbawalas, Parle Kismi is attempting to remind customers of their Valentine's Day intentions with their Har Kismi Mein Hai Kiss campaign. Working professionals frequently overlook Valentine's Day, thus Parle Kismi wanted to remind their customers to give their significant others their best wishes on time. Parle partnered with The Dabbawalas, the most prosperous meal delivery system, since they believe that "food is the way to one's heart." They created a bag of love that included a note reminding them to show their loved ones some affection this Valentine's Day and Kismi paan toffees, a new kind of Kismi. Each dabba came with this pouch, which was received by nearly a lakh people. Parle Kismi's small gesture made a lot of Mumbai-based couples happy. Parle Kismi has consistently served as a facilitator, facilitating brief moments of joy for its clients. This campaign was an evolution of the Valentine's Day idea.

7. HDFC ERGO MARKETS ITS NEW APP WITH “AB TAKE IT EASY”

Ab Take It Easy is a company that lives up to its motto by promising its policyholders that you should come first in an emergency medical situation, not insurance paperwork. Ab Take It Easy, one of HDFC Ergo Health Insurance's new smartphone apps, helps put policyholders first and formalities second. It depicts the panic-induced jitters that one experiences during the "moment of truth," when family and friends should be giving the patient their full attention. Ab Take It Easy explains how a worried father puts his worries to rest by practicing his routine preparation exercise every time he hears ambulance sirens in the distance. He does this by knowing that all of his health insurance information and the location of the closest cashless hospital are instantly accessible.

8. CONCLUSION

This essay examines various approaches falling under the umbrella of digital marketing and examines instances in which various businesses have effectively used these technologies to raise awareness and foster brand loyalty within their intended audience. In conclusion, despite all of its advantages and disadvantages, digital marketing has a promising future for the long-term viability of the good or service in the contemporary technology market.

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