

The Evolution of Digital Marketing: Past Present and Future

Asawari Avinash Pawar

(PGDM- Business Design; Welinkar Institute of Management & Research)

ABSTRACT

Over the past three decades, the concept of marketing has undergone a sea change. Marketing today, has had to keep up and contend with leaps in technology and our relation to it ever since. While the Sales Era witnessed the invention of the telephone, swiftly followed by the rise of television and the Marketing Department Era. In a world where over 170 million people are hooked onto social media on a regular basis, every working professional is expected to be familiar with at least the core tenets of Digital Marketing. This modern concept of market outreach deals with promoting of products over the internet or any form of electronic media.

According to the Digital Marketing Institute, "Digital Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses." This conceptual paper deals with the evolution of marketing to digital marketing, spanning over 30 years along with different tools that are seen as potential digital marketing platforms for today's millennials.

KEYWORDS- Digital, Evolution, Marketing

INTRODUCTION AND HISTORY

People and digital tools go hand in hand. Humans are consuming digital content on a daily basis. We can notice that traditional marketing platforms are eventually disappearing and are getting replaced by the digital market will completely take over. The world is now within everyone's reach. You can reach a larger audience in a shorter time period. Technological advancements have resulted in considerable attrition of the customer-base of traditional marketing agencies & departments. People have moved on to tablets, phones, and computers, which are the areas where digital marketers have gained the most ground.

The mass adoption and usage of the internet into everyday life is the single biggest event that has affected marketing, especially over the last three decades. Although early desktop publishing software in the first PCs caused a surge in print marketing in the 1980s, the computers were little more than a glorified typewriter. As time advanced so did the users. The landscape evolved, from email to search engines like Yahoo! (1994) and Google (1997) and e-commerce sites like Amazon (1994) and eBay (1995). For marketing, this was a goldmine. Email became a new outbound marketing tool, joining the traditional arsenal of TV, radio and print advertisements and telephone sales. While search engines catalogued the new websites that were being created and allowed users to find the information, products and services they desired from the comfort of their own home

OBJECTIVES

1. To understand the concept of digital marketing evolution
2. To understand the trends and changes occurred during marketing evolution
3. To understand the digital tools that have developed from this evolution
4. To establish the continuing presence of digital marketing in the years to come

REVIEW OF LITERATURE

An extensive literature review is done on the concepts and theories related to digital marketing/ advertising. A review of Research papers, articles is undertaken to take note of and acknowledge work that has been done in the field of web advertising as such. The Researcher has collected secondary data from reputed Journals and Magazines, Newspapers, articles, Internet websites and Archives.

Vikas Bondar, (2000), has published his article on “sales and marketing strategies”. Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also, if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now. This article explains how internet is useful tool for advertisement

Victor Van Valen has published article “Is Your Marketing Smart?” Today advertisers not only need to cater to and directly pinpoint a precise targeted audience, but they need to customize their advertisements as well. In print mediums, you have an idea of who will see your ad. For example, you know Femina magazine would be great to target women so you can promote your new beauty product in this magazine. But when it comes to online venues, how can you target the right audience when millions are browsing? Solution to this problem is Yahoo! Smart Ads product, an innovative new advertising platform that allows marketers to deliver tailored ads to highly targeted audiences. Smart Ads combines Yahoo!'s consumer insights and media capabilities with new ad serving technology. It automatically converts campaign creative and targeted offerings into highly-customized, relevant ad displays.

Sumanjeet(2003) has published article on “On Line Banner Advertising”- in Indian Journal of Marketing. Online banner advertising has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented. But it is not superb-direct marketing tools. It has many limitations like CPM banner advertisement doesn't provide enough accountability to advertisers and click-through (CTR) doesn't provide enough accountability to publishers. Still banner advertising remain the mainstay of online advertising. There are some forces that will shape the evolution of online advertising and determine the future of advertising banner. Will the media format that gives rise to online advertising industry evolve to survive in these new conditions, or will something new emerge from another source?

THE DIGITAL JOURNEY

The digital age took off with the advent of the internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted but did not permit them to share this information over the web. Up until then, marketers worldwide were still flummoxed and remained unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment. In 1993, the first clickable banner went live, after which HotWired purchased a few banner ads for their advertising. This marked the beginning of the

transition to the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace. The very same year, Yahoo was introduced. Also known as "Jerry's Guide to the World Wide Web" after its founder Jerry Yang, Yahoo received close to 1 million hits within the first year. This promoted a wholesale changes in the digital marketing space. 1996 saw the launch of a couple of more search engines and tools like HotBot, LookSmart, and Alexa.

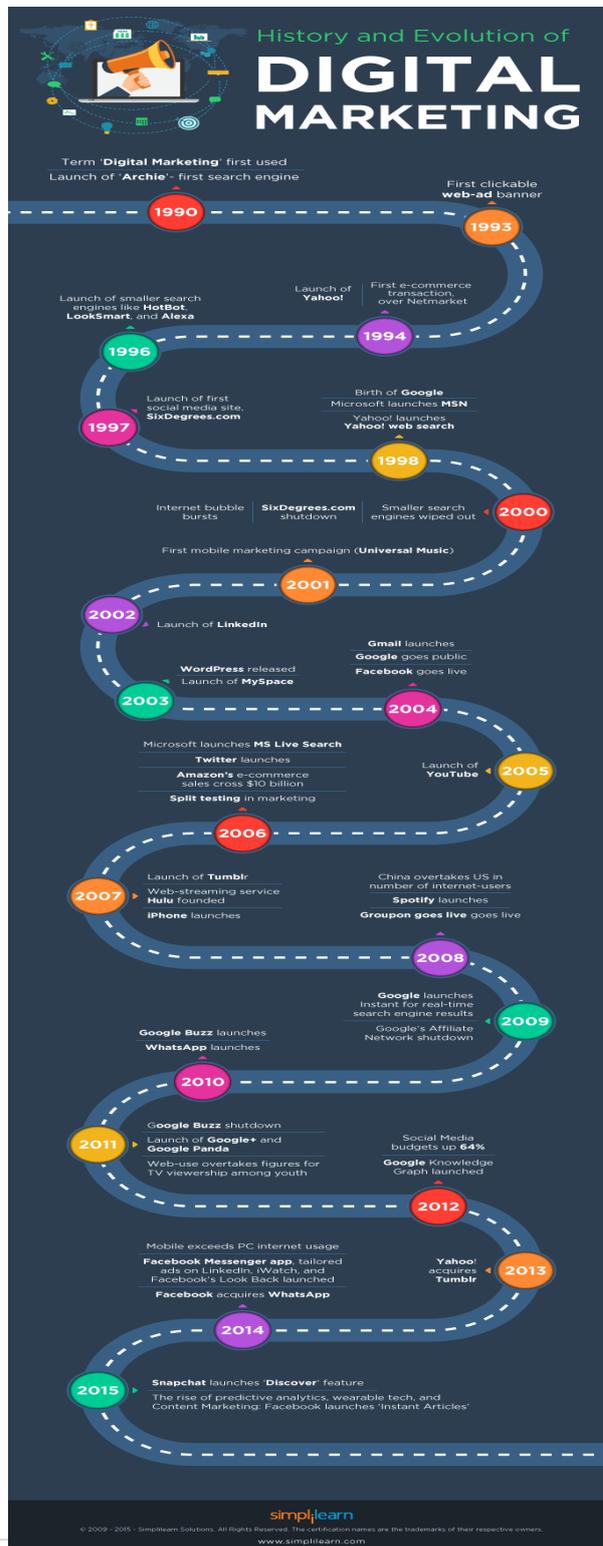
1998 saw the birth of Google. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search. Two years later, the internet bubble burst and all the smaller search engines were either left behind or wiped out leaving more space for the giants in the business. The digital marketing world saw its first steep surge in 2006 when search engine traffic was reported to have grown to about 6.4 billion in a single month. Not one to get left behind, Microsoft put MSN on the backburner and launched Live Search to compete with Google and Yahoo.

Then came Web 2.0, where people became more active participants rather than remain passive users. Web 2.0 allowed users to interact with other users and businesses. Labels like 'super information highway' began to be applied to the internet. As a result, information flow volumes –including channels utilized by digital marketers- increased manifold, and by 2004, internet advertising and marketing in the US alone brought in around \$2.9 billion.

Soon, social networking sites began to emerge. MySpace was the first social networking site to arrive, soon followed by Facebook. Many companies realized all these fresh new sites that were popping up were beginning to open new doors of opportunities to market their products and brands. It opened fresh avenues for business and signalled the beginning of a new chapter to business. With new resources, they needed new approaches to promote their brands & capitalize on the social networking platform.

The cookie was another important milestone in the digital marketing industry. Advertisers had begun to look for other ways to capitalize on the fledgling technology. One such technique was to track common browsing habits and usage patterns of frequent users of the internet so as to tailor promotions and marketing collateral to their tastes. The first cookie was designed to record user-habits. The use of the cookie has changed over the years, and cookies today are coded to offer marketers a variety of ways to collect literal user data. Products marketed digitally are now available to customers at all times. Statistics collected by the Marketingtechblog for 2014 show that posting on social media is the top online activity in the US. The average American spends 37 minutes a day on social media. 99% of digital marketers use Facebook to market, 97% use Twitter, 69% use Pinterest and 59% use Instagram. 70% of B2C marketers have acquired customers through Facebook. 67% of Twitter users are far more likely to buy from brands that they follow on Twitter. 83.8% of luxury brands have a presence on Pinterest. The top three social networking sites used by marketers are LinkedIn, Twitter, and Facebook.

DIGITAL REVOLUTION- A PICTORIAL DEPICTION



Source- www.simplilearn.com

BENEFITS OF DIGITAL MARKETING

The benefits of digital marketing on businesses today is boundless, you will be missing out on a lot of advantages if you have not taken your business online;

- You connect with more customers online
- Digital marketing gets you traffic without spending a dime
- Digital marketing saves time and money (cost-effective)
- Digital marketing enables gives room for customer service
- Digital marketing allows to reach out to both mobile and smartphone users
- Digital marketing delivers higher ROI
- Digital Marketing gives you a platform to compete
- Digital Marketing gets you started quickly when you want to

CONCLUSION

With more than half the world's population online, your ability to connect with consumers is largely determined by the strength of your digital marketing. Staying up to date with the latest marketing trends is a recipe for success. The best marketers look toward the future to predict consumer behavior. If you can identify trends and make applicable changes to your marketing strategy, it will give you an edge over your competition.

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