

RESEARCH ON DIGITAL MARKETING TRENDS & UTILIZATION

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ABSTRACT

*As Technology advances, such as the internet, social media and mobile devices, online softwares, search engines etc have changed human behavior and communication. A newly formed online company- **Ankii Wings**, is getting ready to launch their ecommerce website. The company provides beauty, health and personal care products over the Internet. Ankii Wings also works to provide software and website development products & services via a subdomain. This research will find and explain the new strategies, algorithms, updates and techniques that can be used for the company in modern time . Author suggests e-marketing tactics to generate Cost-Effective Traffic to the Software Development Website & Ecommerce, and Online trust building for clients as well as customers.*

Keywords: *Digital Marketing, SEO, SEM, E-commerce Marketing, Challenges, Suggestions.*

1. INTRODUCTION

1.1. Foundation Context

The World Wide Web touched base In 1992, online business made sparing, since private companies could now contact substantial crowds all the more effortlessly (Trepper, 2000). The Twentieth Century was formed by the Industrial Revolution, and turned into the age of the car and the TV. The 21st century is formed by the Technological Revolution, and has turned into the period of globalization. The web impacts all parts of business. **In this century, e-business is not any more a possibility for organizations - it is a need.**

Presently, web clients are taking part in internet business by buying on the web. There are yet numerous obstructions to overcome to enroll more clients around the world. Protection and Security are developing worry to clients. Different studies have shown that online customers are worried about their security, specifically the privacy of the individual information they give to online retailers (Kobsa, 2004). This is the purpose behind specialists to be in as they are better for computerized showcasing. Web designers and Engineers are Independent and Perfect for Digital Marketing.

The straightforward certainty that Ankii Wings took after is that- " If you are an Engineer turned business person, you wouldn't have any desire to miss the brilliant opportunity, Digital Marketing presents to you." Marketing or Dealing is the core of each business.

1.2 Definitions of key concepts

It is an important preliminary issue to define the terms ‘**Internet marketing**’, ‘**consumer behaviour**’, ‘**website design**’ & ‘**E-Services**’. As mentioned by the American Marketing Association (1985), “ Marketing is the activity, set of institutions, and processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society at large.”

Besides, Michael Solomon et al. (2006) stated that, a precise way to define ‘consumer behavior’ is to say that “...is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires”.

On the other hand, websites are storehouses of information and they could be categorized in two parts: (Huizingh 2000)- "Content and Design". Content refers to the information provided from a website, while design is the way by which the website is built and the information is presented to the consumers (Ranganathan & Ganapathy 2002). By the study, we found a very appropriate term for E-service that is E-service is an Internet-based customer service that enables customers to serve themselves by interacting with processes offered by the organization (de Ruyter et al., 2001, p.186).

1.3 Objectives Of The Study

Primary point of this hypothesis into training report is to recognize certain qualities that would allow Anki Wings and additionally other Indian programming organizations to create effective showcasing procedures with new computerized period of 2018. Relatedly, this exploration ponder likewise have a few goals that have been sketched out underneath:

- To build Effective Ecommerce Website.
- To Study the Role of Digital Marketing.
- To break down existing Strategies and Calculations.
- To find the new strategies/updates & Growth of them.

1.4 Proposed Work and Strategy

In proposed work we have to Begin with designing and developing website for the company for which research is set to be done. For Internet Marketing implementation, We need to acquire data from tools used such as Google Analytics, Adwords, Mailchimp and social media campaigns. The data is required to monitor and analyze then validate it after decision making & storing data for further actions.

Data Acquisition -Data collection involves use of online tools to detect and measure performance of campaigns, how many visitors we got and from where, what’s consumer behavior for Web pages, etc.

This exploration venture is construct altogether with respect to auxiliary research. For this reason, the contextual investigation approach has been embraced.

2. Internet Marketing & Its Requirements.

A. Internet Marketing

Online marketing relies upon websites or emails to reach to the users and it is combined with ecommerce to facilitate the business transactions. In online marketing the products and services are promoted via websites, blogs, email, social media, forums, and mobile apps.

The broad online marketing spectrum varies according to business requirements. Effective online marketing programs leverage consumer data and customer relationship management (CRM) systems. **Online marketing synergistically combines the internet's creative and technical tools, including design, development, sales and advertising**, while focusing on the following primary business models:

1. E-commerce
2. Lead-based websites
3. Affiliate Marketing
4. Local Search

B. Ecommerce-The online purchasing

E-commerce is discussed here as the company chosen for Research work is ecommerce company also and *requires online marketing strategies* to grow and expand.

Ecommerce is the any form of business transaction where buyers and sellers of any product or services interact electronically rather than physical contact or exchange. It refers basically to purchase and sale of goods or services via electronic channels such as Internet.

Ecommerce is growing rapidly because of factors-

1. Economic factors
2. Customer interaction
3. Technological Factors.

Elective names are e-web-store, e-shop, e-store, Internet shop, web shop, web store, online store, online customer facing facade and virtual store. The biggest of web retailing enterprises are Alibaba, Amazon.com and eBay.



2.1 Internet Marketing Vs Traditional Marketing

As the Use of Internet came in existence, It has been acted as core digital medium to communicate customers and this fact has made internet marketing differ from traditional marketing.

McDonald and Wilson (1999) described 6 Is for e-marketing that illustrate difference between internet and traditional marketing communication-

1. Interactivity means internet used as two way communication between business and customer.
2. Intelligence means internet is so smart that it is used as a medium to collect information about user preferences for products and services. Every company now can recognise its customers satisfaction corners.
3. Individualization is a vital characteristic that internet marketing has, as it can be used to customise individual's and preferences.
4. Integration- integrated marketing Communication is provided by internet.
5. Industry Restructuring.
6. Independence of location is the best + point As Technology made the world closer and Communications became global.

2.2 Its Implementation and Practice

Digital Marketing starts with effective website or blog where SEO, SMM, Analytics and other techniques can be applied. The implementation begins with development of a website.

2.2.1 Effective Website

The core part of internet marketing is to create & maintain a website that offers products or services provided by the company. The developed website must contain detailed information of products and services and at the same time it should deliver results to the company also. By thne research , it is identified that :

- ∄ Customers want convenience and ease of ordering.
- ∄ They want a site that is quick to download.
- ∄ Well structured site looks and navigation.

According to Bevan (1999), an effective design is dependent on three factors:

1. Effectiveness the situation when all the tasks are completed in a correct and complete manner.
2. Productivity is the situation well all the task are completed in adequate time span.
3. Satisfaction feeling when the customers are satisfied while interacting with website.

Effective website development includes **Planning for the website, Building of Website, and Designing the website-** It frames the questions that which CMS we will going to use, which programming language we want to code. There are three top most website builders and that are- Woocommerce, Magento, Shopify.

It also includes few important points to be covered as - Personalized Web pages , E-Services, FAQs, Chat Rooms, E-mail and automated response, Help desk and call centre and Service Quality.

3. Development of Ankii Wings Website

Ankii Wings Used WordPress to develop and design their E-Commerce site. Wordpress is a CMS which has taken 30% of the website on World Wide Web. Lets Get Start :-

- ∄ Purchasing a domain name for the site.
- ∄ A Hosting plan for website.
- ∄ As it is researched, Ankii Wings has also purchased privacy protection for domain and SSL certificate for E-commerce website. (SSL is very essential for the sites that need to have transactions on it. it provides HTTPS)
- ∄ Installing CMS Proceed to E-commerce website instead of regular site. There are three components that make e-commerce website different from regular and that are product pages, Shopping Cart and checkout process.
- ∄ E-Commerce functionality can be added to the WordPress by the help of plugin. Choose Hosting- Install WordPress- Pick a Theme- Activate WooCommerce.
- ∄ No. of plugins used as-

Akismet Anti-Spam	WP-Lister Lite for Amazon	WooCommerce WooSMS module
All In One WP Security	WooCommerce Sequential Order Numbers	Wordfence Security
XML-RPC	WooCommerce	WP E-Signature
Disable XML-RPC Pingback	WooCommerce PayU India (PayUmoney & PayUbiz)	WP Smush
GoogleCaptcha (reCAPTCHA) by BestWebSoft	WooCommerce PDF Invoices & Packing Slips	WP-Lister Lite for Amazon
Jetpack by WordPress.com	WooCommerce WooSMS module	WPBakery Visual Compose
Local Business SEO	Wordfence Security	WPForms Lite
WooCommerce Sequential Order Numbers Loginizer	WP E-Signature	WPS Hide Login
MiniOrange2Factor Authentication	WP Smush	YITH WooCommerce Wishlist
		Yoast SEO

3.1 Ecommerce Website Security

When the internet is used to engage in e-commerce, it exposes itself to additional security threats. Security threat may be a condition, circumstance or an event that may cause economic hardship to the data or other network resources in the form of abuse, modification to data, disclosure, denial of services, destruction or any fraud. The Attacks on e-commerce infrastructure are very frequent and serious. If we fail to ensure it will be extremely costly, disruptive and embarrassing resulting in loss of business and business image.

Information technology offers a variety of security tools such as encryption, firewalls, etc. however due to new methods of attack and new sources threat, no network can be treated as completely secure. Therefore it is necessary to determine, analyse and manage effectively the associated risk with e-commerce.

Important dimensions for E commerce security:

Integrity	Confidentiality	Non Repudiation
Authenticity	Privacy	Availability

Ethical Issues To Be Kept In Mind :

There are following ethical issues that are always Best Buy world of e-commerce-

Web spoofing, Cyber-Squatting, Privacy Invasion, Online privacy, Email Spamming, Poor service and Other security issues are such as open the web page that is non - existing by the bots to hack the website, try to filling forms of the website to obtain customers data by bots, attempts to login page of the admin panel, etc.

4. Different Strategies Implemented

Internet marketing offers so much benefits and it is a trend irrespective of size of the companies. The different strategies we researched and implemented onto the Ankii Wings Business are-

1. **Content Marketing** : Content Marketing is like blood for any online marketing strategy to live.

Content plays a very significant role to have the impact all buyers' Purchase Decision as they search for any information regarding product or service they are looking for only attractive and unique content can put impact on them. Other than this, effective content marketing help company to get better web ranking on different search engines like Google, Yahoo and others.

2. **E-mail marketing** : A lot of people consider emailed ads as authentic and authoritative. So, people gives preference to e-mail marketing as they consider emails as the first way to receive official promotions. Personalized email can significantly help in improving both the click-through and conversion rate. Email marketing strategy for Ankii Wings starts with a subscription to their newsletter.

3. **Marketing Automation** : In the era of competition and technology dominance, the difficult task is to get real leads. However, marketing automation is a way which is unique and authentic to generate more leads. Automation helps To generate more Real leads in effective manner and also ensures the generation of "real leads". Nowadays, There are number of marketing automation systems available to help businesses, such as the automatic response, auto lead collection, and more.

4. **Mobile Marketing** : For reading emails, searching, and accessing the net there is a Significant rise in use of hand-held devices which has opened the doors of a new marketing platform for business persons as Mobile marketing strategies allow businesses to extend their reach. Now businesses need to make changes to their website if they are not mobile-friendly due to Google labeling of whether websites are mobile-friendly. If your company's budget is allowed to be used for more, consider building an app for the business.

5. **Search Engine Optimization (SEO, Content encoder)** : In 2018, It is a specialized, technical, analytical and imaginative procedure to increase the visibility of a site in web crawlers. It increases the page rank in search engines in Organic Way.It shows result in unpaid and includes effort in content writing, setting keywords, tags, meta tags, alternative name, Title and so on.

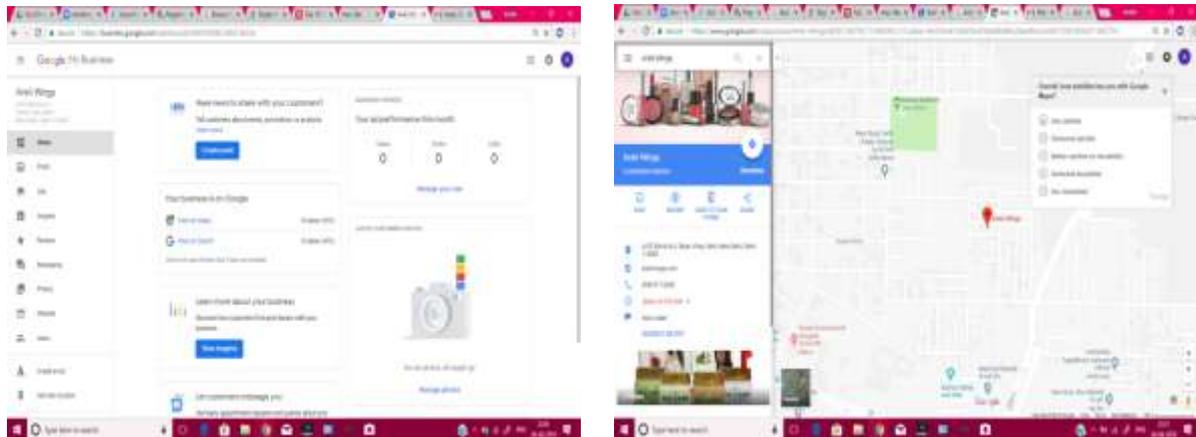
6. **Search Engine Marketing (PPC)** : It is form of marketing By promoting websites to increase their visibility in SERPs(Search Engine Results Page) via paid advertising. Google Adwords is a tool to do this where a bid is set for keywords and charges applied when someone clicks on our provided image, text or content.

7. **Social Media Marketing** : Social media has taken a very wide space on the internet. In the social media world, the main 3 social media platforms are Facebook, Twitter and Pinterest, and now Instagram has occupied second position after Facebook. It is one of the Highly Effective Internet marketing methods and most economic strategy yet as It achieves the goal with less cost then traditional marketing and this all because of Technology only. It helps to build the business, brand and reputation. Social media marketing strategy implemented for the company Ankii Wings as a Facebook page has been created which can be visited at "www.facebook.com/AnkiiWings". An Instagram account is also created with username `ankii_wings_something_new` where few photos and product offers shared and it is linked to facebook Ads placed are shown on both accounts.

8. **Affiliate Marketing (Collaboration Marketing)** : It is the way of earning by promotion of others' product. Companies provide affiliate marketing so that they can reach to maximum by reference of their affiliates.

5. DISCUSSION & RESULTS

As mentioned above, all the strategies, activities, website development, ways to promote and much more, all these results in a good, attractive, responsive, mobile friendly and SEO friendly E-commerce website. It has been developed very securely and the marketing strategies and plan, it adopted can be seen as fruitful according to the budget they have used.



Results For Anki Wings from Google Search-



5.2 Discussion

E-business strategy is deployment of resources to capitalize on technology used to reach specified objective that improves performance.

When any traditional business includes Information Technology elements, like internet and databases, they all become e-business strategies:

"E-Business Strategy = Corporate Strategy + Information Technology "

And when traditional marketing strategies incorporate digital technologies to implement the strategies, they become e-marketing strategies:

E-Marketing Strategy = Marketing Strategy + Information Technology

As now in 2018, there are few trends to be discussed that will taken place in e-marketing and enhances the opportunities to grow more and fast.

A) Messenger Marketing- Messenger apps are taking place as preferred method of communication. Emails and phone calls are now proven somewhat less effective in getting the attention of a company or organisation. By the research and report from Statista, it is very clear that CTR- click through rates are 80% or more higher

for messenger marketing whereas for emails they are below 1%. This marketing can be used for purpose of payment, coupons, customer support, content and product search, etc. and chat box are very easy to use, they are affordable and require little to no coding.

B) Voice Search- Voice recognition Technology is on high demand these days as voice search is incredibly easy to use. That's why Google Home assistant is one of the most demanded product of Google nowadays. Voice searches are used by people from age 18-49 years for asking questions on mobile devices or to search on Google. For Digital Marketing it is very necessary to adapt this new Technology by adopting voice search queries and create specialised content to answer them and these answers must be instant.

C) Increased Demand for video production-

Video is king of content. It is predicted that by 2019, 80% of all internet traffic will be represented by video. The better the video content, the more we are able to retain and convert viewers. By the study it is come to know that 70% of consumers said that they have shared after viewing it. All about creating/presenting human experience.

D) Micro influencers Growth-

Micro influences are those who are usually the followers under 1 million and they are important as they have more direct and personal connection with their audience supposed to Mega influencers. It has been observed that Throughout 2017, micro influencers have been on the rise, but 2018 is the year when marketing strategies will focus on combining Mega and micro influencers. "Tapinfluence" says that 73% of marketers have a budget for influence marketing.

E) Increase demand for Digital Marketing outsourcing-

It is very clearly understood that while running a small business, the time is very precious and marketing can be a full time job, so the best thing you can do for the business is to outsource your marketing efforts.

6. Conclusive Remarks

The business whether it is E-commerce, Softwares and website development or any other else company, they all require an internet marketing company or a person to manage their online marketing campaign efficiently and effectively and to get end-to-end marketing solutions which makes marketing easier. One should have knowledge for internet marketing field to create positive results for the company.

∞ Marketing enables us to gain insights into the market, customers, their shopping behaviour and competition.

Technology has made the web more accessible.

∞ Developing an online presence requires strategy and strategy requires plan. Lack of online presence compromises the company's ability to set goals, broadening and branding to customers.

∞ Now people looking for online content everyday on their mobile devices that is why online marketing is playing integral role in current marketing industry.

∞ Online forms of communication are more speedy, versatile and structural.

∞ Online marketing is most affordable way for business as it costs LOW to promote in wider & faster reach and share their products and services. it can be set up with a website and by strengthening online presence.

∉ There are lots of software tools to track and monitor the progress rather than carrying out costly market research. **It can be concluded that for any successful business a strong online presence is very essential. It improves online visibility and help customers to assess your company at any time.**

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