

DIGITAL MARKETING – A BOON DISTINGUE

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ABSTRACT

In this world of digitization, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing. The changing environment and technological development redirected consumption, ways of doing business and means of promotion. The marketing reached completely new scale with the invention of the Internet and resulted in the emergence of digital marketing. The importance of digitalization and online presence involved companies into tough competition for customer's attention. This paper deals with digital marketing strategy benefits.

Keywords: *Digital marketing, Strategy, advantages, benefits*

I. INTRODUCTION

The world is constantly changing, and the perception of time is influenced by it. There are no more unconnected parts of the world as well as there is no need to travel for months to see family, meet anyone or wait to get a letter. Everything can be done by a couple of simple clicks, accessing the Internet. Of course, the Internet is a very well-known "substance" integrated into the life of modern humanity, like mushrooms forming a symbiosis with tree roots, bringing a lot of benefits to all players of this game. In this fast changing environment, many people do not have time to think about their purchases or even of visiting actual stores. That is why online shopping became a trend so fast. It lets buyers save time, effort, reduces factors of suspense and helps to superpose buying with some other activities because it can be done from any place where there is an internet access. The internet and online shopping itself opened horizons and completely new fields of marketing, evolved strategies and different types of it. This is where digital marketing became not only television and radio but also the internet arena, full of skilful and convenient promotional tools, actively used nowadays. It even created a highly competitive environment for the companies striving to gain web leadership

II. DIGITAL MARKETING -MEANING

Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile applications. In short, it is referred to all forms of online marketing efforts. Marketing has always been about connecting with the audience at the right time and place. In the world we are living in today, it means that you need to meet them where they already are: online.

III. SOCIAL MEDIA MARKETING

Social Media Marketing is one of the main branches that digital marketing focuses on as it is used platforms such as Facebook, Twitter, Instagram, LinkedIn and more. It is a platform which provides the most direct, fastest and widespread connectivity between the brand and its consumers.

Once you know how to reach all your customers, the content you are trying to sell needs to be effective and well marketed. This is where content marketing comes in. Content Marketing involves the creation and promotion of information which is not necessarily directly linked to promoting the brand, but its intention is to arouse interest in its products and services and things related to the industry.

After you have all your usual consumers and all your content, you need to work on digital marketing strategies to expand. SEO, Search Engine Optimization is the process of boosting the content, technical set-up and overall reach of your website so that your brand's website appears at the top of search engine results. The goal being to attract your customers to your website when they search for related products or services.

Email Marketing is another form of digital marketing, but this is a much more direct method than the other forms we talked about before. Email has been around for decades and still, people check their emails at least a few times a day. It is the most direct way to reach one's customers and with the technology and the right data analytical skills, we can even analyze all sorts of customer engagement after an email has been sent out.

One of the most recently talked about form of digital marketing is Mobile Marketing. Studies show that people look at their cell phones for 42% of the time that they are awake, not only that, cell phones are the most looked at devices around the entire world. Being able to be successful at Mobile Marketing is a great goal that every brand should try to achieve.

IV. ONLINE COURSES AND PROGRAMS IN DIGITAL MARKETING

Digital Marketing is not just about advertising, it is about reaching the right customers, at the right time, with the correct information. All the top three criterias can only be met perfectly if the marketing team is proficient in understand and analyzing the market, data trends and previous marketing strategies.

There are numerous courses that edX offers on Digital Marketing. Starting from very diverse courses like Fundamentals of Digital Marketing, Social Media, and E-Commerce offered by UPenn's Wharton, to much more specialized courses like Digital Strategy and Action by Babson. EdX also offers more courses on Digital Branding and Engagement and Online Marketing Strategies by CurtinX, BUx and ColumbiaX. Take a free digital marketing course today.

V. JOBS IN DIGITAL MARKETING

Digital Marketing majors have a few ways they can go with their careers, they can either choose to go towards a more research based job, where they analyze trends and customer behavior and responses; they can go towards the design and content building team or work to develop the digital marketing strategy.

1. Digital Marketing Manager
2. Digital Marketing Account Manager
3. Digital Marketing Analyst
4. Email Marketing Specialist
5. Technical SEO Manager

VI. EXPLORE A CAREER IN DIGITAL MARKETING

People spend twice as much time online as they used to a few years ago. And while we say it a lot, the way people shop and buy really has changed, meaning offline marketing isn't as effective as it used to be. In order to enhance your resume, you can take one of our Micro Master's on Marketing in a Digital World by Curtin University. If that does not work for you, then UPenn's Digital Marketing Professional Certificate Program can be a great way to get a head start on your digital marketing training and make your resume stand out. Use this course as the stepping stone of your Digital Marketing career. Ready to get started? Select, enroll and start learning to get your digital marketing certification today!

VII. SOME SPECIFIC BENEFITS OF DIGITAL MARKETING INCLUDE

1. **Cost-efficient:** You can easily plan a successful *online marketing strategy* within your budget by the use of digital marketing that offers an inexpensive technique in comparison to other advertising channels such as radio, TV and more. A well-planned and well-managed *digital marketing campaign* can reach a large audience at a lower cost than the traditional marketing methods.
2. **Better exposure:** Reach numerous prospects by switching to a *digital marketing campaign* within a small investment. Be found where your audiences are looking for you. You will notice long term results by using digital marketing.
3. **Save Time:** Digital marketing provides real time results within no time. Time is precious for all of us, so why waste even a Nano second. **Digital marketing** gives you an opportunity to see the number of visitors to

your site, what is the conversion rate, what is the peak trading time, how many subscribers have added you in a day and more.

4. **Social currency:** Digital marketing gives you a chance to create *engaging campaigns* using different types of media. These campaigns can go viral on social platforms, passing on from one person to another, hence gaining social currency.
5. **Brand Building:** Brand building is what every business tries to accomplish and *digital marketing* helps develop your brand by promoting it on several platforms, the more viral your brand goes, the more reputation your brand will earn in the eyes of search engines as well as users.

VIII.CONCLUSION

The application of digital marketing strategies is generally accepted that online marketing benefits all the participants involved in the process of internet networking, starting from bloggers and consumers to the sellers and advertisers. However, a number of benefits working for the benefit of both the advertiser and the consumer are not uniformly distributed. For example, business is gaining monetary values, saves time and receives attention, while consumer could get faster access or the information, products and entertainment. The Internet created completely new markets and contributed to the development of ways and means “how” to sell. Everything changed dramatically: consumer got a power and ability to reach all companies’ levels, contribute to the product, whereas businesses, present online, reached a whole new level of communication with clients, and customer relationship building became simpler.

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