



DIGITAL MARKETING: CHALLENGES & OPPORTUNITIES

S.SALOMY,**M.RAMBABU,VADDE MURALI**

¹Assistant Professor, Department of Management Studies,
Gates Institute of Technology, Gooty

²PG Student, Department of Management Studies, Gates Institute of Technology, Gooty

³PG Student, Department of Management Studies, Gates Institute of Technology, Gooty

ABSTRACT

Digital Marketing has become more famous after involvement of latest technologies in businesses. It has completely changed the old marketing methods and compelled marketers to stay connected with their buyers or customers via internet for selling their products and services. Digital Marketing techniques is (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing^[6] and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, etc. Digital Market is now extends to non-Internet channels that provide digital media such as mobile phones (SMS & MMS) call back & on-hold mobile ring tones. In this Topic only discuss Digital Marketing Challenges Opportunists & also its role.

Keywords: Digital Marketing, SEO, Searching Marketing, Direct Marketing

INTRODUCTION

DIGITAL MARKETING

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. If marketing creates and satisfies demand, digital marketing drives the creation of demand using the power of the Internet, and satisfies this demand in new and innovative ways. The Internet is an interactive medium. It allows for the exchange of currency, but more than that, it allows for the exchange of value. A business on the Internet can gain value in the form of time, attention and advocacy from the consumer. For the user, value can be added in the form of entertainment, enlightenment and utility; content marketing is one powerful way to create value.

A business on the Internet can gain value in the form of time, attention and advocacy from the consumer. For the user, value can be added in the form of entertainment, enlightenment and utility; content marketing is one powerful way to create value. The reciprocity of the transaction is what's

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important here – in other words, the exchange is a two-way street that provides benefit to both parties simultaneously. The Internet has changed the world in which we sell. It is not a new marketing channel; instead, it creates a new paradigm for the way in which consumers connect with brands and with each other. The complete scope of marketing is practised on the Internet – products and services are positioned and promoted, purchased, distributed and serviced. The web provides consumers with more choice, more influence and more power. Brands have new ways of selling, new products and services to sell, and new markets to which they can sell.

The roles played by marketing agencies are shifting too. So-called ‘traditional’ agencies are getting better at digital marketing, while agencies that started out as digital shops are starting to play in the traditional advertising space. More than ever, integrated strategies that speak to an overall brand identity are vital to achieving an organisation’s goals. Consumers are increasingly more fluent in their movement across channels and in their use of multiple of channels at once. They expect the same from the brands with which they connect. Anyone still thinking in the old ‘traditional versus digital’ dichotomy is sorely out of date.

However, marketing on the Internet does not mean throwing out the rule book on marketing and business principles. Instead, the Internet provides a new environment in which to build on these. Profit is still revenue less cost. The Internet does not change that. Brands build loyalty among users who love their products or services. Users fall in love with products and services when their experience is tailored to their needs, and not the needs of the brand. More than any other type of marketing, digital marketing is measurable. This gives brands the opportunity to build tailored, optimised brand experiences for consumers.

Once you have a clear sense of what the business challenge or objective is, and you have defined how your marketing strategy will work towards fulfilling it, you can start thinking about your digital marketing strategy. Digital marketing strategy builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by the digital medium. A digital marketing strategy should be constantly iterating and evolving. Since the Internet allows for near-instantaneous feedback and data gathering, digital marketers should constantly be optimising and improving their online marketing efforts

User-centric thinking, which involves placing the user at the core of all decisions, is vital when looking at building a successful digital marketing strategy. The digital marketing strategist of today is offered not only a plethora of new tactical possibilities, but also unprecedented ways of measuring the effectiveness of chosen strategies and tactics. Digital also allows greater opportunities for interaction and consumer engagement than were possible in the past, so it is important to consider the ways in which the brand can create interactive experiences for consumers, not just broadcast messages.

The fact that digital marketing is highly empirical is one of its key strengths. Almost everything can be measured: from behaviours, to actions and action paths, to results. This means that the digital marketing strategist should start thinking with return on investment (ROI) in mind. Built into any strategy should be a testing framework and the ability to remain flexible and dynamic in a medium that shifts and changes as user behaviours do.

If we defined strategy as ‘a plan of action designed to achieve a particular outcome’, the desired outcome of a digital marketing strategy would be aligned with your organisation’s overall business and brand-building objectives or challenges. For example, if one of the overall objectives were acquisition of new clients, a possible digital marketing objective might be building brand awareness online.

Tactics and evaluation Many digital tools and tactics are available once you have defined your digital marketing objectives. Each tactic has its strengths – for example, acquisition (gaining new customers) may best be driven by search advertising, while email is one of the most effective tools for selling more products to existing customers. The table below expands on some of the most popular tactics available to digital marketers and their possible outcomes. These will be covered in far more detail in the Engage section of this book

OBJECTIVES OF THE DIGITAL MARKETING

1. To analyse the Digital Marketing In India
2. To Study the Digital Marketing Challenges & Opportunities
3. To study the Role of Digital Marketing in India

HISTORY OF DIGITAL MARKETING

The term *digital marketing* was first used in the 1990s, but digital marketing has roots in the mid-1980s when the SoftAd Group, now ChannelNet, developed advertising campaigns for automobile companies, wherein people would send in reader reply cards found in magazines and receive in return floppy disks that contained multimedia content promoting various cars and offering free test drives.¹

Digital marketing became more sophisticated in the 2000s and the 2010s, the proliferation of devices' capability access digital media at almost any given time has led to great growth of digital advertising; statistics produced in 2012 and 2013 showed that digital marketing was still a growing field.

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term *digital marketing* has grown in popularity over time, particularly in certain countries. In the USA *online marketing* is still prevalent, in Italy is referred as *web marketing* but in the UK and worldwide, *digital marketing* has become the most common term, especially after the year 2013.^[13]

Digital media growth is estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioural Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection.

The Importance of Digital Marketing

Why is digital marketing so important? Because it is not only a rapidly growing force in the current marketing playing field, it is set to be the future of marketing, and it seems likely that digital media will soon replace more traditional forms altogether.

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While older generations will no doubt lament the demise of paper-based newspapers, books, communication methods and traditional TV and radio broadcasts, those who have grown up with the internet and mobile phones as a God-given right are already embracing the brave new world of digital consumption.

The facts are that digital methods of communication and marketing are faster, more versatile, practical and streamlined, so it is perhaps unsurprising that once the technology became available we began quickly moving into the digital age. The good news is that digital offers just as much potential to marketers as it does to consumers.

Before we look at the benefits of digital marketing, let's take a quick snapshot of some of the key forms of it at present:

- Websites and SEO content
- Blogs
- Internet banner ads
- Online video content
- Pay-per-click (PPC) advertising
- Email marketing
- Social media marketing (Facebook, Twitter, LinkedIn, etc.)
- Mobile marketing (SMS, MMS, etc.)

This is far from an exhaustive list, and new forms of digital marketing, such as augmented reality, are arriving all the time.

So, why digital marketing?

First of all, digital marketing is infinitely more affordable than traditional offline marketing methods. An email or social media campaign, for example, can transmit a marketing message to consumers for the merest fraction of the cost of a TV ad or print campaign, and potentially reach a wider audience.

But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one.

Perhaps the strongest case for incorporating a digital element into your marketing is that digital media forms are quickly overtaking traditional forms of information consumption. According to the Office for National Statistics, over 82% of UK adults went online in the first three months of this year: that's over 40 million individuals.

The bottom line is, the digital age is here, and those businesses that fail to adapt to the new marketing climate are at great risk of going extinct sooner rather than later.

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TYPES OF DIGITAL MARKETING AND WHAT THEY ARE USED FOR.

Email Marketing Email marketing is one of the earliest forms of digital marketing. Send regular updates to your customer base about your products and services. Or be different and send articles that may be of interest to customers that will not be viewed as a direct sales approach. Be sure that you do not send unsolicited mails.

SEO (Search Engine Optimisation)

SEO is the art of increasing a website's visibility in online search engines such as Google, Bing, Yahoo, Ask and many more. By using the search engine's Keyword system, you can increase the ranking of your website and ensure it is visible when customers search for your products and services.

PPC (Pay Per Click)

Paid search, also known as PPC, is the management of paid adverts in the search results of a search engine. These paid adverts are typically placed above, or to the right of the 'organic' search results and can be quite cost effective. Paying per click means you only pay when a prospective customer clicks on your ad. You can control your cost by setting a daily budget of say €5 per day.

Social Media

Social media management isn't just about sending out tweets or posting on Facebook – it's about managing a brand's image through multiple social channels. Social media management has become increasingly complex over the last few years, with greater reporting tools available, and a wider range of social networks. Different social media sites to consider:

Facebook

This is the biggest social media channel with over 1.10 billion people using the site every month. Facebook can be thought of as the 'social' home for your business on the internet. It's a place where people can go to leave a message, browse through business products and photos or chat online. It also allows people to share your content, thus giving you an opportunity of expanding your brand reputation at a very fast rate.

Twitter

Twitter is meant not so much for friends and family but for people you actually want to communicate with making it a great way of connecting with your customers. If you have an unsatisfied customer you will most likely hear them on Twitter, and this is your chance to excel at customer service. If you have succeeded in gaining some popularity with your twitter account you will know how viral twitter can be. **Google +**

Google + plus has new great features, making it a great place for marketing. It is a great way to be interactive with not only your customers, but with other businesses too. Google+ is Google, which means great search engine results for your business. If you have a Google+ page and someone searches for your business, despite if they follow you or not, your Google+ page and its most recent posts will be displayed on the right side of their personal search results.

LinkedIn

LinkedIn is the largest social media network for business people and professionals but most small business owners still don't have it on their marketing radar. Business owners are now realising the value of this site and the opportunities to build relationships and sales leads. Note that LinkedIn is more serious in nature compared to Facebook and Twitter. Approach this social media channel more

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seriously and assume that the users will want serious, professional and informative information. Other popular sites to consider are YouTube, Pinterest, Instagram and Foursquare.

Online Advertising

Online advertising differs from PPC in that you are advertising on other peoples' websites. For instance, you may want to buy banner space on a specific website, and you would pay the website owner either based on the number of impressions, or the number of clicks the advert receives.

Blogging, RSS & News Feeds

Blogging – and ensuring that blogs are visible – involves not just writing blogs, but creating a blogging strategy that brings together SEO, PR, social media and web design. A good blog will be one that attracts natural, organic traffic through effective keyword research, as well as social traffic. It will be well designed, and it will have a consistent voice that makes it instantly recognisable.

Viral Marketing

Viral marketing combines many elements of the marketing mix. Some call it 'content marketing', as it always involves disseminating an element of content across multiple channels. This can include videos on YouTube, blogs, email marketing, as well as traditional elements, but the aim is to ensure that the content captures the imagination of your market, and that the content spreads naturally through online communities

CHALLENGES OF DIGITAL MARKETING

1. Ad fraud is still a big problem.

The United States has one of the worst ad fraud rates in the world. This year, the rates will cost the industry more than \$7 billion in advertising spend -- up, once again, from the previous year (in this case, 2015). For comparison, other countries like Australia, France, Germany and the United Kingdom all have better rates.

On the bright side, as the problem has grown, so has awareness among advertisers. This has led to supply-side changes, with publishers eliminating high-risk and potentially fraudulent inventory. We're also seeing more industry wide standards and incentives in place this year than there were two years ago.

For instance, the IAB has put in place a Traffic of Good Intent Task Force, designed to combat ad fraud and offer recommendations and best practices. And, this past summer, the Trustworthy Accountability Group launched an anti-fraud certification program.

Together, these things are turning the tide -- albeit slowly. As fraud lingers, however, marketers might look at other channels that have more inherent engagement and audience buy-in -- such as mobile apps and email -- as a means for launching launch campaigns.

2. Marketers are stuck on data collection.

Today, more than 92 percent of marketers collect information on customers or prospects. Data-driven marketing is the industry standard. But we're still stuck in idle, focusing on data collection. Most marketers are just learning how to crawl when it comes to making data actionable at scale; and 2016 didn't see much progress in that direction.

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When it comes to data implementation, an alarming number of marketers still lack the internal experience -- either at the functional or operational level -- to be successful. This is why, according to a report from IDG Connect and Avention, more than 40 percent of marketers can't draw insights from harvested data.

This will hopefully change as marketing tools offer more self-service, automating data analysis and implementation. And others will offer machine-learning capabilities to drive immediate applications of customer data.

3. Marketing software is too hard to use.

During this past year, 2016, technology's ease of use has become a much bigger focus for the marketing industry. This is because of the complexity in the customer journey. Scott Brinker, the CTO of ion interactive, said it best when he characterized the funnel as "hundreds of touchpoints" that are "aching to be addressed every month."

As the customer journey has grown more complicated, with more touchpoints and data, software supporting marketers needs to be simplified. Companies that do that will optimize adoption and support ROI.

4. We're still under-using location.

This past year, 2016, was also the year of Pokémon Go. And, despite a fade down the stretch, its overall popularity of 55 million users in its first month out made one thing very clear: Location-based data is still the key to understanding customer context, as mobile becomes the dominant screen.

According to AOL's Chief Mobile Officer, Mark Connon, "Understanding the customer journey through mobile means understanding location and proximity-based patterns. If [marketers] have this information, they can deliver more relevant, direct ad experiences."

From traditional channels like email to more cutting-edge platforms like AR, VR and 360-degree video, location data powers insights on how to best engage customers in a more personalized way through mobile.

Still, marketers have been slow to weave location into their campaigns. But 2016 will go down as the year most advertisers finally realized just how critical geo-spatial data, in a post-mobile environment, will be for the future.

5. Platforms aren't open enough.

More than 50 percent of marketers are using five to 10 technology platforms. Another 30 percent use 11 to 16 platforms. Even as vendor consolidation occurs in the market, it will take years for these platforms to truly unify. This is holding back more integrated marketing strategies.

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The key, in the interim, is openness and technology agnosticism. Programmatic platforms, marketing automation services and other solutions need to be able to talk to one other with two-way connections.

These technologies need to be open and integration-ready, with more and more services. Increasingly, integrations are a determinative factor when marketers choose vendors. It's simply a necessity given the way vendors operate today. Services that are closed systems won't stand a chance.

The Role Of Digital Marketing In Today's Business Climate



Today, the world resides online and there is no denying this. People are using the internet more than any other mode of communication. And digital marketing is truly playing a versatile role in order to connect with the masses and generating successful marketing leads, especially for small and medium businesses.

Digital Marketing Defined

Digital marketing is the advertising and promotion of businesses and their brands through digital media channels. Digital media, at the moment, includes websites, social media, radio, television, mobile and even forms of traditionally non-digital media such as billboards and transit signs. Essentially any marketing media that is delivered electronically is considered digital marketing.

This leaves only various forms of person-to-person (P2P) marketing, print advertising and direct marketing outside of the digital marketing umbrella. Even then, print ads, direct mail, print directories, billboards and posters are all starting to connect to their digital counterparts. With items like URL landing pages, QR codes, web banner advertising,

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online directories and text codes, traditional marketing and advertising almost always has a digital marketing connection.

Why the Focus on Digital Media

The shift to digital media is being driven by marketing agencies, business owners and consumers alike. The ever-increasing demand to show quantifiable results makes going digital a dream for the digital marketing agency. Most digital media, including websites, social media and mobile advertising is much easier to track than traditional marketing media such as print advertising.

For business owners, many forms of digital advertising are very low cost. Having a web presence, engaging customers in conversations through social media and e-mail marketing are low cost alternatives to print advertising and direct mail. These digital channels are available to businesses of any size, and help to even the playing field for start-ups, small businesses and independent consultants seeking new business.

MARKETING IN DIGITAL MARKETING

New non-linear marketing approach

In an ever more complex retail environment, customer engagement is essential but challenging. Retailers must shift from a linear marketing approach of one-way communication to a value exchange model of mutual dialogue and benefit-sharing between provider and consumer.^[16] Exchanges are more non-linear, free flowing, and both one-to-many or one-on-one.^[5] The spread of information and awareness can occur across numerous channels, such as the blogosphere, YouTube, Facebook, Instagram, Snapchat, Pinterest, and a variety of other platforms. Online communities and social networks allow individuals to easily create content and publicly publish their opinions, experiences, and thoughts and feelings about many topics and products, hyper-accelerating the diffusion of information.^[17]

The Nielsen Global Connected Commerce Survey conducted interviews in 26 countries to observe how consumers are using the Internet to make shopping decisions in stores and online. Online shoppers are increasingly looking to purchase internationally, with over 50% in the study who purchased online in the last six months stating they bought from an overseas retailer.^[18]

Using an omni-channel strategy is becoming increasingly important for enterprises who must adapt to the changing expectations of consumers who want ever-more sophisticated offerings throughout the purchasing journey. Retailers are increasingly focusing on their online presence, including online shops that operate alongside existing store-based outlets. The "endless aisle" within the retail space can lead consumers to purchase products online that fit their needs while retailers do not have to carry the inventory within the physical location of the store. Solely Internet-based retailers are also entering the market; some are establishing corresponding store-based outlets to provide personal services, professional help, and tangible experiences with their products.^[19]

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An omni-channel approach not only benefits consumers but also benefits business bottom line: Research suggests that customers spend more than double when purchasing through an omni-channel retailer as opposed to a single-channel retailer, and are often more loyal. This could be due to the ease of purchase and the wider availability of products.^[19]

Customers are often researching online and then buying in stores and also browsing in stores and then searching for other options online. Online customer research into products is particularly popular for higher-priced items as well as consumable goods like groceries and makeup. Consumers are increasingly using the Internet to look up product information, compare prices, and search for deals and promotions.^[16]

Use in the digital era

There are a number of ways brands can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era not only allows for brands to market their products and services, but also allows for online customer support through 24/7 services to make customers feel supported and valued. The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them. As such, digital marketing has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs and websites on their experience with a product or brand.^[20] It has become increasingly popular for businesses to utilise and encourage these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive appropriately.

Word of mouth communications and peer-to-peer dialogue often have a greater effect on customers, since they are not sent directly from the company and are therefore not planned. Customers are more likely to trust other customers' experiences.^[17] It is increasingly advantageous for companies to utilise social media platforms to connect with their customers and create these dialogues and discussions. The potential reach of social media is indicated by the fact that in 2015, each month the Facebook app had more than 126 million average unique users and YouTube had over 97 million average unique users.^[21]

Brand awareness

Ease of access

A key objective is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications. Users with access to the Internet can use many digital mediums, such as Facebook, YouTube, Forums, and Email etc. Through Digital communications it creates a Multi-communication channel where information can be quickly exchanged around the world by anyone without any regard to whom they are.^[22] Social segregation plays no part through social mediums due to lack of face to face communication and information being wide spread instead to a selective audience. This interactive nature allows consumers create conversation in which the targeted audience is able to ask questions about the brand and get familiar with it which traditional forms of Marketing may not offer.^[23]



Competitive advantage

By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of digital marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioral patterns of clients and feedback on their needs.^[24] This means of content has shown to have a larger impingement on those who have a long-standing relationship with the firm and with consumers who are relatively active social media users. Relative to this, creating a social media page will further increase relation quality between new consumers and existing consumers as well as consistent brand reinforcement therefore improving brand awareness resulting in a possible rise for consumers up the Brand Awareness Pyramid.^[25] Although there may be inconstancy with product images,^[26] maintaining a successful social media presence requires a business to be consistent in interactions through creating a two way feed of information; firms consider their content based on the feedback received through this channel, this is a result of the environment being dynamic due to the global nature of the internet.^[23] Effective use of digital marketing can result in relatively lowered costs in relation to traditional means of marketing; Lowered external service costs, advertising costs, promotion costs, processing costs, interface design costs and control costs.^[26]

Effectiveness

Brand awareness has been proven to work with more effectiveness in countries that are high in uncertainty avoidance, also these countries that have uncertainty avoidance; social media marketing works effectively. Yet brands must be careful not to be excessive on the use of this type of marketing, as well as solely relying on it as it may have implications that could negatively harness their image. Brands that represent themselves in an anthropomorphizing manner are more likely to succeed in situations where a brand is marketing to this demographic. "Since social media use can enhance the knowledge of the brand and thus decrease the uncertainty, it is possible that people with high uncertainty avoidance, such as the French, will particularly appreciate the high social media interaction with an anthropomorphized brand." Moreover, digital platform provides an ease to the brand and its customers to interact directly and exchange their motives virtually.^[27]

Latest developments and strategies

One of the major changes that occurred in traditional marketing was the "emergence of digital marketing" (PatrutiuBaltes, Loredana, 2015), this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing (PatrutiuBaltes, Loredana, 2015).

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.^[when?]



1. **Segmentation:** more focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.
2. **Influencer marketing:** Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Salesforce CRM. Many universities now focus, at Masters level, on engagement strategies for influencers.

To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.

1. **Online behavioural advertising** is the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences^{[28][29]}
2. **Collaborative Environment:** A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications.^[30] Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. Using this method of acquiring data and developing new products can foster the organizations relationship with their customer as well as spawn ideas that would otherwise be overlooked. UGC is low-cost advertising as it is directly from the consumers and can save advertising costs for the organisation.
3. **Data-driven advertising:** Users generate a lot of data in every step they take on the path of customer journey and Brands can now use that data to activate their known audience with data-driven programmatic media buying. Without exposing customers' privacy, users' Data can be collected from digital channels (e.g.: when customer visits a website, reads an e-mail, or launches and interact with brand's mobile app), brands can also collect data from real world customer interactions, such as brick and mortar stores visits and from CRM and Sales engines datasets. Also known as People-based marketing or addressable media, Data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time a much more personal communication, highly relevant to each customers' moment and actions.^[31]

An important consideration today while deciding on a strategy is that the digital tools have democratized the promotional landscape.

5. **Remarketing:** Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose.

6. **Game advertising:** Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in sports games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.

The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender and interests of whom they would like their targeted post to be seen by. Furthermore, based on a customer's recent search history they can be 'followed' on the internet so they see advertisements from similar brands, products and services,^[32] This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era.

Ways to further increase the effectiveness of digital marketing

A strategy that is linked into the effectiveness of digital marketing is **content marketing**.^[33] Content marketing can be briefly described as "delivering the content that your audience is seeking in the places that they are searching for it".^[33] It is found that content marketing is highly present in digital marketing and becomes highly successful when content marketing is involved. This is due to content marketing making your brand more relevant to the target consumers, as well as more visible to the target consumer.

Marketers also find email an effective strategy when it comes to digital marketing as it is another way to build a long term relationship with the consumer. Listed below are some aspects that need to be considered to have an effective digital media campaign and aspects that help create an effective email system.

Interesting mail titles differentiate one advertisement from the other. This separates advertisements from the clutter. Differentiation is one factor that can make an advertisement successful in digital marketing because consumers are drawn to it and are more likely to view the advertisement.^{[5][17]}

Establishment of customer exclusivity: A list of customers and customer's details should be kept on a database for follow up and selected customers can be sent selected offers and promotions of deals related to the customer's previous buyer behaviour. This is effective in digital marketing as it allows organisations to build up loyalty over email.^[17]

Low Technical Requirements: In order to get the full use out of digital marketing it is useful to make your advertising campaigns have low technical requirements. This prevents some consumers not being able to understand or view the advertising campaign.^[17]

Rewards: The lucrative offers would always help in making your digital campaign a success. Give some reward in the end of the campaign. This would definitely invite more engagement and word of mouth publicity.^[17]

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FINDINGS:

1. One of the current trends in Indian youth and young are watching the TV Programmes via online
2. The same thing is happening for the news papers also, people have more affinity towards online news
3. Advertisements have high impact for creating stimulus in Indian Customer
4. Indian Consumer have high tendency to go for online purchases

Suggestions

1. The digital marketing is a new and emerging concept in present scenario of global world
2. The small scale industries are the best beneficiaries of this concept.
3. Digital Marketing agencies should be given the awareness to them in order
4. The best way to advertising to promote scales and as well as build their brand

CONCLUSION:

Based on this paper The Role of digital marketing play vital role in business for growth. Because its have less time and less amount do advertising through world. And also if any changes occurred in product we have to change easily and it create more awareness rather than traditional marketing .So it play major part in product awareness (i.e especially in New product introducing).In this digital marketing we have to use so many types tools .so we lot of choices in digital marketing.

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