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DIGITAL TECHNIQUES REVOLUTIONIZING THE MARKETING TREND

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Keywords	Abstract
Digital, Marketing, Websites, Promotion, Traditional.	Marketing has engulfed the life of humans in 21 st century. Without marketing we can't imagine our world. Almost from last half century it has changed the way we live and consume. Gradually the methods of marketing are also changing. Traditional marketing practices are now being replaced by new method. That is known as digital marketing or online marketing. The era of desktops, laptops, mobiles and internet has changed the way we live today. Replacing the physical form, into soft form. In order to survive in this competitive business world it is essential for every company to have its online presence. Those days are gone when promoting through banners, pamphlets, wall painting, glow sign boards, television and transistor ads worked for the company. Now promoting a company through websites, blogs, pop up ads, different social media such as facebook, Instagram, E mail campaigns, ads through mobile aps, Search Engine Optimisation (SEO) are different techniques for survival in this competitive era. The physical stores and marketing techniques are slowly replaced by online techniques and online shops. The whole commercial world is witnessing great change.



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	Rapidly we are moving towards paperless business activities. In our research paper an attempt has been made to analyse the different tools and techniques of digital marketing. The way they works. How organisations and customers interact with each other in changing scenario. Slowly a vast part of traditional marketing practices will be replaced by digital marketing.
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Introduction:

Digital marketing refers to the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services.

Unlike traditional marketing that is static and often referred to as “one-way” communication, digital marketing is an ever-changing, dynamic process. Stated otherwise, customers cannot interact with business through a billboard or print ad, whereas digital marketing provides an avenue for two-way communication between a business and its actual or prospective customers.

These days, screen time is at an all-time high for many people. Digital marketing takes advantage of this reality, promoting business products and services across the internet. In this way, businesses ensure that their marketing efforts are more likely to reach customers, by targeting them where they spend most of their time.

From startups to enterprise businesses, a multifaceted digital marketing approach can lead to significant commercial benefits. Successful digital marketing strategy generally involves a combination of various methods, of digital marketing

Digital marketing involves many of the same principles as traditional marketing and is often considered an additional way for companies to approach consumers and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies. But digital marketing also comes with its own set of challenges. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s.

Research Methodology: In the present research paper an attempt has been made to explore into the world of digital marketing. The way it works. Different Methods of digital marketing. Various advantages and disadvantages associated with it. So we have used exploratory research design. We have used secondary data for our research purpose. It has been obtained from newspapers, magazines, websites, books and various research papers already published in journals.

Types of digital marketing: There are various methods through which digital marketing is executed. They are explained below.

Affiliate Marketing: With the increased prominence of online marketing, affiliate marketing also known as influencer marketing has become popular among many organizations in bridging the gap between consumers and organizations.



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Affiliate marketing utilizes the ever-growing popularity of industry experts and social media influencers. In working with these third-party influencers, the organization will collaborate to promote the products or services for compensation. In collaboration, influencers will engage their audience with posts, blogs or videos to bring in more business for the client organization and create new leads.

Within the last few years, affiliate or influencer marketing has grown immensely with new media like TikTok, Instagram, YouTube and blogs being a mainstream form of entertainment and news. Affiliate marketing has become one of the more popular forms of digital marketing. According to Influencer Marketing Hub, the affiliate marketing industry was estimated to be a \$13 billion industry in 2023.

Content Marketing:

Content marketing uses storytelling and information sharing to increase brand awareness. Ultimately, the goal is to have readers take action toward becoming a customer, such as requesting more information, signing up for an email list or making a purchase. “Content” can refer to blog posts, resources like white papers and e-books, digital videos, podcasts and much more.

In general, it should first and foremost provide value to the consumer not just advertise the brand or try to make a sale. Content marketing is about building a sustainable, trusting relationship with the customers that can potentially lead to many sales over time, not just a single transaction.

Email Marketing:

It is one of the oldest forms of digital marketing. Email marketing companies not only know to create compelling campaigns, but they also understand optimal audience outreach and are skilled at analyzing customer interactions and data, and making strategic decisions based on that data,

Email marketing software can offer many different analytical measures, but two that marketers are always striving to improve are the open rate that is the percentage of recipients who opened the email and the click-through rate that is the number of recipients who opened the email and clicked on a link in the email.

According to leading email marketing software company Constant Contact, there are many things marketers can do to make their emails more appealing to users and more likely to be opened.

These include:

- Creating a Sense of Urgency in target customers: Writing email copy that lets your recipients know that time is running out to get a special deal or that there are only a limited number of offers available can increase the number of people clicking through to your website.



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- Personalize Your Email: Setting your emails and subject lines up to incorporate the recipient's name is a proven way to increase open and click-through rates.

Marketing Analytics:

One of the major advantages of digital marketing is that it is highly trackable and measurable. Once, the only trackable marketing pieces were coupons and similar direct mail offers. If a customer used the coupon, you knew the message resonated.

Today, analytics allow marketers to track user behavior at a highly detailed level, how many times they click on a link, how much time they spend on a web page, How often they open emails and much more

But the vast amount of information available about digital marketing performance can feel like drinking from a fire hose, and marketers must be able to truly understand what the data mean and how they should inform strategy.

Not only does this allow marketers to learn what is successful with consumers and adapt their marketing messages moving forward, it also means they can demonstrate their value to the company. Understanding all of this data and using it to make strategic decisions is an important part of a digital marketer's work and one that sets them apart from their traditional counterparts.

There are many tools available for measuring the success of digital marketing campaigns, and many marketers will use some combination of these tools, depending on their needs and their audience. One of the most used tools for marketing analytics is Google Analytics, which can be customized in nearly endless ways to measure the efforts of digital marketing.

Mobile Marketing:

This digital marketing type is focused on reaching your target audience on their smartphone or tablet. Mobile marketing reaches people through text messages, social media, websites, email and mobile applications. Marketers can tailor offers or special content to a geographic location or time, such as when a customer walks into a store or enters an event.

E-commerce has grown immensely in the last few years, becoming an important part of the global retail world. In 2024, retail e-commerce sales were estimated to surpass \$6.3 trillion worldwide, Statista reported.

Marketers know that you need to take your message to where your customers are, and it is very clear: Your potential customers are on their phones.

Search Engine Optimization (SEO)

SEO stands for Search Engine Optimization and helps search engines understand your website's content and connect it with users by delivering relevant, valuable results based on their search queries.



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The goal of SEO is to rank on the first page of search engine results pages (SERPs) for the most relevant and valuable keywords to the target demographic, driving qualified traffic to client's site.

SEO is considered a digital marketing practice and can be applied to any website. It helps improve a site's visibility on search engines like Google and Microsoft Bing. Whether the website promotes products, offers services, or shares expert knowledge on a specific topic, SEO can help drive traffic and increase online visibility.

The better visibility have the clients website pages have in search results, the more likely you are to be found and visited.

Pay-per-click (PPC):

Pay-per-click refers to paid advertisements and promoted search engine results. This is a short-term form of digital marketing, meaning that once you are no longer paying, the ad no longer exists. Like SEO, PPC is a way to increase search traffic to a business online.

Pay-per-click can refer to the advertisements you see at the top and sides of a search results page, browsing the web, watching YouTube videos and using mobile apps.

One of the other things that differentiate pay-per-click from SEO is that you only pay for the results. In a typical PPC model like a Google AdWords campaign, you will pay only when someone clicks on your ad and lands on your website. You can spend just about any amount of money on pay-per-click advertising. Some companies may see results from investing just a few hundred dollars, but plenty of large companies spend tens of thousands a month on pay-per-click.

Social Media Marketing

This includes everything a business does via social media channels. Just about everyone is familiar with social media, but marketers must approach social with an integrated and strategic approach. Social media marketing goes far beyond simply creating posts for social channels and responding to comments.

To be effective, efforts must be coordinated and consistent rather than an afterthought. To help keep posts consistent, there are many online tools available to automate and schedule social media posts, although marketers only should use automation as a tool, not a "set it and forget it" solution. Users will figure it out quickly if there is no real person behind the posts.

Social media marketers should not be in a silo separate from other marketing functions. Social marketers need to work with the company's wider marketing team to coordinate their message across all platforms, online and off, so that every part of the brand is telling the same story.

A crucial part of social media marketing is analytics. Social media marketers must also be savvy at analyzing the performance of their posts and creating strategies based on that data. It's important to



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measure how well your current social media posts are performing before continuing to implement your new strategy.

Statista reports that 86% of industry professionals stated that an increase in exposure to their company was the leading benefit of social media marketing in 2023. Behind that, 76% of companies claimed an increase in traffic to their website was the largest advantage, according to Statista.

Advantages of Digital Marketing

There are lot of advantages of digital marketing, among which a few are mentioned below.

Development of Brand

A business is not just about the name and products of the company. Instead, it is the voice and the message of the brand, which is needed to be established in the market so that not only the brand receives a broader reach but also people look upon the brand as a trusted name. The main advantage of digital marketing is to build the brand through direct campaigns and personalized content to bring the customers much closer and make them experience the unique proposition and value of the brand. According to a study by Google, 53% of consumers conduct online research before they buy anything online. This shows that a strong brand presence online influences consumer buying behavior and purchase decisions. According to another study by Nielsen, it was found that social media advertising helps in increasing brand awareness by 74%. As per a study done by Demand Metric, it was found that 67% of the companies who have active blogs generate more leads monthly. This shows how important is building brand authority and thought leadership.

Personalization

Digital marketing campaigns impart the leverage of personalization. The indispensable advantage of digital marketing is its ability to find the target audience, interact with the prospects, and know exactly what they are looking for. Knowing and interacting with the audience is essential to brand loyalty and reputation.

Digital marketing gives businesses the platform for one-to-one or individual marketing, which will help the brand leverage among the competition by designing the content or advertising that gives the customers that the brand is addressing their individual needs. The brand is thoughtful towards the customers. Hence a sense of positivity is infused among the customers for the brand. As per a study done by Salesforce, personalized email campaigns could increase the open rates by 29% and CTR by 41%. It indicates that the personalization of digital marketing campaigns can help build stronger brand connections.

Wider Reach

Digital marketing helps expand the brand's presence and creates a platform to reach many customers. The brand becomes global as digital marketing provides the platform for global display,



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allowing even newcomers and start-up brands to have an equal footing with big and established enterprises dominating the traditional market. As per Google data, YouTube reaches more 18+ audience during prime time than any other cable network in US.

Easy Accessibility

The advantage of digital marketing is that it makes the brand accessible to the customer, as there is always a chance that existing customers may want to leave reviews for a good store experience and place a recommendation for their friends. Thus, digital marketing provides a platform for customers to pen down their reviews. Simultaneously, the prospective clients may also want to know the store location, services being offered, store hours, availability, and basically what the brand specializes in.

Greater Engagement

Digital marketing is advantageous as it allows the brand to get hold of the customer's attention until the brand has successfully created brand loyalty and developed a credible reputation. Survival of the brand becomes easy when more people recognize the brand, and this can be achieved through digital marketing with regular blog posts, relevant and real-time social media content, and the use of customer-engaging posts like polls, event promotions, and promotional offers.

Lower Cost

The cost-efficient nature of digital marketing is immensely advantageous for businesses. Spending on digital marketing in comparison to traditional marketing campaigns is very less. The digital marketing methodology is easier than the difficult approach of traditional marketing, especially for small businesses, as they come with a limited budget for advertisement.

Disadvantages of Digital Marketing

With advantages come a few disadvantages of digital marketing.

High competition

The digital marketing campaign should be well thought out, stand out, grab attention, and impact the target audience since the competition has grown many folds recently. Any monotonous approach or repeated method will drive the brand out of the competition in no time. Digital marketing campaigns have become very competitive. Thus, brands must be relevant to the customers' needs and be quick in responding.

Dependability on Technology

Digital marketing is purely based on technology, and the internet is prone to errors. There are times when the links may not work, landing pages may not load, and page buttons don't simply do their job. This leads prospective customers to switch to other brands. Therefore, to avoid this, a test of the



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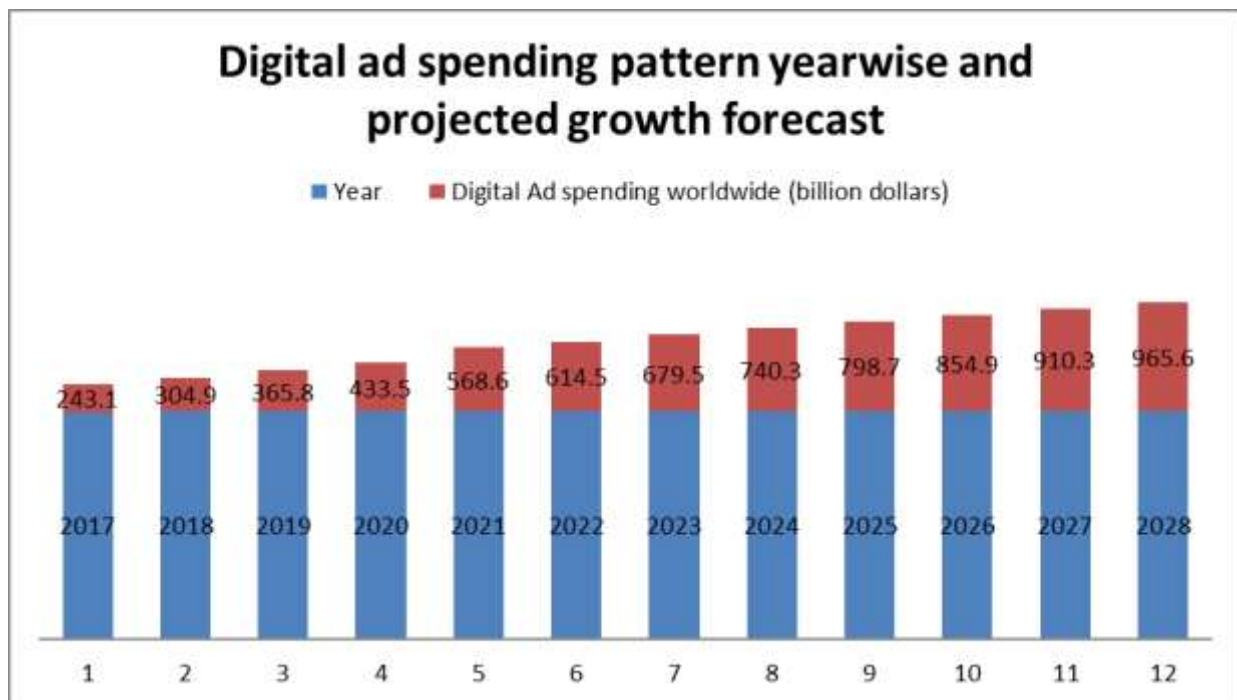
website is necessary. Also, proofreading the content and ensuring the campaigns will work on their targeted niche becomes important.

Time Consuming

One of the biggest disadvantages of digital marketing campaigns is their time-consuming nature. Unorganized tactics and strategies may consume a lot of time, and it becomes difficult to devote the desired time to the campaign. This will eventually lead to negative results. Therefore, it has been suggested to focus on a strategy that the company needs the most and plan and curate the content accordingly. Digital marketing tools like HubSpot, Ahrefs and social media posting, and scheduling tools like Hootsuite and Tweetdeck should be used to overcome the potential barriers.

Security and Privacy Issues

Security is the primary requirement for any brand. Hence website protection is something to be executed seriously as a digital marketer. Securing and safeguarding the network connections by using firewalls and encryption tools like VPN is always suggested. The basic approach of having a good antivirus is most desirable. The legal considerations in obtaining customer data for digital marketing strategies must be done with all required formalities. Protecting the customer data should be the top priority as it may be compromised during data breaches.



Source: www.oberlo.com/statistics/digital-ad-spend



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Conclusion: Digital marketing is slowly replacing traditional marketing practices. As the general public, is becoming more educated day by day. Use of internet is spreading all over the world. Consumers have less time to visits the physical markets. Every year average time spent of consumers on internet is increasing. They easily get attracted and impressed from digital form of promotional campaigns and opt for online purchase also. There are certain drawbacks such as time consumption, high competition and security issues. They will be managed in forthcoming time. Lots of career opportunities are generating in the field of online marketing. The future of digital marketing is bright. Definitely it is bringing change in the field of marketing.

AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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