

The role of emerging digital marketing technologies in the success of the Business

By

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Abstract

Digital Marketing is the promotion of products or brands via one or more forms of electronic media. The key objective is promotion of brands through electronic media it is the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time. Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc. This shifting environment presents new opportunities and challenges for marketers. With digital marketing, it's easy to fall behind. Digital marketing equips you with the tools you need to assess your organization's social media and digital marketing strategy and helps you identify areas of improvement. Useful for individuals from small- to medium-sized businesses who want to use new media as a vehicle for growth. Organizations are leveraging digital marketing methods for successful marketing strategy implementation inbound marketing through publishing content online in the form of portals, podcasts, e-journals, online campaigns, social media marketing, search services; and outbound marketing including email marketing, RSS (Really Simple Syndication) feeds and others. A recent survey of 3300 business executives from various industries indicates that on an average, 34% of a company's leads come from inbound marketing versus 22% through1 outbound marketing. Digital marketing also known as Online Marketing, web marketing, internet marketing, or e- marketing is the marketing of products or services over the Internet. Internet marketing is sometimes considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Management of digital customer data and electronic customer relationship management (ECRM) systems are also often grouped together under internet marketing. Clearly, marketers are adding on-line channels to find, reach, communicate, and sell. Marketing has at least five great advantages. First, both small and large firms can afford it. Second, there is no real limit on advertising space, in contrast to print and broadcast media. Third, information access and retrieval are fast, compared to overnight mail and even fax. Fourth, the site can be visited by anyone from any place in the world. Fifth, shopping can be done privately and swiftly. Even before the Internet there were many different ways to advertise, in different media such as radio, TV, newspapers, magazines, as well as via telemarketing or pamphlets. Usually the goal was to get a company- and/or product name, a statement etc.

A Brief History

A Study done by Michael Rodriguez, Vijay kumar Krishnan, Robert Peterson stated that the implementation of Social Media Technology in a Firm's Marketing Strategy has been

adopted by some forward-thinking sales forces. Sharing content and building a network of contacts are the principles behind social media. The utilization of social media (e.g., LinkedIn and Twitter) for reaching business-to-business clients is a relatively new phenomenon with performance outcomes essentially unknown. Data were collected from 1,699 business-to-business salespeople from over 25 different industries. Using structural equation modelling, the findings support that social media has a positive relationship with sales processes (creating opportunities and relationship management) and relationship sales performance.

A study by Smiths, Narayanswamy Ramasubbu, M S Krishnan and C Fornell done on December 2006 stated that “Web Sites Are Important Components of Internet Strategy for Organization”. They show the relevance of the business domain of a Web site to gain a contextual understanding of relative importance of Web site design elements. They use a hierarchical linear modelling approach to model multilevel and cross-level interactions that have not been explicitly considered in previous research. By analyzing data on more than 12,000 online customer surveys for 43 Web sites in several business domains, they found that the relative importance of different Web site features (e.g., content, functionality) in affecting Business

A Study done by University of Minnesota, US states the ubiquity of social media (e.g., Face book, Twitter) is no more apparent than at the university. “Social media are increasingly visible in higher education settings as instructors look to technology to mediate and enhance their instruction as well as promote active learning for students”. Many scholars argue for the purposeful integration of social media as an educational tool. Most of the existing research on the utility and effectiveness of social media in the higher

Education class is limited to self-reported data (e.g., surveys, questionnaires).

Neelika Arora 32 has published research article entitled “Trends in Online Advertising” in advertising Express, Dec 2013. The global online advertising revenues are expected to touch US \$10bn by 2015. In India, the revenues at present are estimated to be Rs.80 cr. and are expected to increase six times more within the next five years. In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these, it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial service companies spend 12% only. Some of the top spenders in India are automobiles, followed by brands like Pepsodent, Kellogg’s, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending.

Globally, the trend is that almost 60% of the revenue goes to five firms- Goggle, Yahoo, Microsoft, AOL (America Online Launchers), and Overture. Approximately, 90% of the Goggle revenues come from advertising. In India, portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc. are attracting major online spender. This article explains demographic profile of Indian users. It also gives the comparison between global trend and Indian trend, which is useful for research work.

Sumanjeet 37 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.

Jaffrey Graham⁴⁵ has published his article entitled “Web advertising’s future e-Marketing strategy” Morgan Stanley Dean Witter published an equity research report analyzing the Internet marketing and advertising industry. The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media.

Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.

According to Garder’s survey (2013), the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key findings also revealed that a company’s marketing success relies mostly on their website, social marketing, and digital advertising, which are all parts of digital marketing. In addition, savings made by using digital marketing can be reinvested elsewhere. Normally, companies spend 10 percent of their revenue on marketing and 2.4 percent on digital marketing, which will increase to 9 percent in the future.

Economic times published article on “Indian companies using digital marketing for competitive advantage” in Oct 2014. According to this article a growing number of marketers in India are leveraging digital marketing to increase their competitive advantage, a research

By Adobe and CMO Council has revealed. According to the study, India leads in the confidence in digital marketing as a driver of competitive advantage. Ninety-six per cent of the Indian marketers have high confidence in the ability of digital marketing to drive competitive advantage. It is among the highest in Asia-Pacific APAC with only Australia leading with 97 per cent, the research said.

However, while Indian marketers believe that the key driver to adopting digital is a growing internet population (70 per cent in India against 59 per cent in APAC), their belief that customer preference and digital dependence drive the adoption of digital, and that digital can engage the audience, is lower than the APAC averages, it added. The 2014 Adobe APAC Digital Marketing Performance Dashboard was compiled through quantitative surveys with over 800 marketers across the region. Marketers from Australia, Korea, China, India, Hong Kong, Singapore and other countries were covered. "However, while India is an emerging leader in Digital Marketing, it has dipped in its own performance this year as compared to the previous year. It is important to note that India scored much higher than the APAC average last year," it said.

Adobe Managing Director South Asia Umang Bedi said that customer preference and digital dependence would increase along with the increase in penetration of internet in the Indian market. "Therefore, what would matter is how the Indian marketers are able to increase engagement and activate audience through digital marketing. This presents challenges in programme planning, execution and most importantly measurement," he added. The study also revealed that compared to their APAC counterparts, Indian marketers are receiving lesser support from channel and sales teams for increasing digital spends. However, they are doing better as compared to last year suggesting that departments that have a customer interface are realising the importance of digital marketing in augmenting their effort.

Andy mallinson in digital marketing magazine on Jan 23 2015 published article titles how social media engagement will impact the retail space it says Traditionally, social networks have not been used as a tool to directly drive e-commerce sales, but as Nielsen reported in its Global

ecommerce report in August 2014, an estimated 61% of people spend a considerable amount of time researching products through online channels before making a purchase. And interestingly, a significant 43% of consumers revealed that they specifically browse through outlets such as Facebook, 23 Twitter, Pinterest, Instagram and Google+ to seek inspiration for the types of products to buy. This last statistic reveals just how powerful social media can be in terms of enticing shoppers to make a purchase, both through its use of visual content and product descriptions. At the start of 2014, ASOS previewed their summer sale through a Facebook application, allowing fans to play a series of games to accumulate points, getting them to the front of the virtual shopping queue. The winners gained first access to the sale, and through the support of sponsored ads ASOS was able to generate 1 million views through the application, growing their fan base by 32%. This example shows how much potential there is for brands to drum up organic publicity for their products whilst engaging through fans across social media channels.

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, tv and radio advertisement. The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs

(Particularly important for small- and medium-size businesses and start-ups), accurate targeting and excellent reporting.)

Push marketing allows you to target your demographics and use your marketing dollars to promote your product to the people you know are interested in what you have to sell. A push marketing campaign can be more expensive when it comes to upfront costs, so you really need to be sure that your marketing is going to reach the right people at the right time. Behavior targeting is good example for push digital marketing.

In Pull digital marketing includes blogging, email marketing, social media, infographics and other forms of visual messaging and search engine optimization (SEO).

A pull marketing campaign also includes public relations or other ways of reaching out to potential or already realized customers who you want to keep engaged. While a pull marketing campaign can be less expensive to get started, you will incur costs in other ways. For example, if you are running a social media campaign, you will need to hire someone to manage your social media and respond to people who leave comments or ask questions. Social media gets people talking and that has a major impact on sales. Pull marketing also requires a greater investment in time, but it gives you more ability to entertain your customers and educate them about your company. But don't get confused by seeing Email in push and pull, there is a difference. If marketer is sending emails with customized content or banners to specific group of customers is push digital marketing. If marketer is sending emails with the same content or banner to all customers is pull digital marketing.

Digital Marketing Channels

1.) SEO (Search Engine Optimization)

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of back links, or inbound links, social bookmarking, directory submission is the SEO tactic.

Directory submission

It is a part of SEO (Search Engine Optimization) off page work. Directory Submissions is a process of submitting your Website URL to theme related Directory like if your site is Health Related you should Submit your site URL to Health related directories sites for getting Back link from them.

Types Of Directories

There are basically three types of Directories Submissions

Paid or Featured Web Listing: –

In this type of Directories Submission, the owner of Directories Site Will Charge for Submission and your link will have approved hand to hand or within 24 hours you will get fast back links from this type of submission. Some sites offer this package for yearly or lifetime.

Free or Regular Web Listing: –

It is free for Directory Submission no one charge for free or regular submission but there is no guarantee for getting approved your link by Administrator and it will take lots of time.

Reciprocal Regular Web Listing:

In this a reciprocal link must be submit to your site when you activate Directory Link Then Directory administrator will approve your link.

Types of Directory Submission Ways

- 1. Automated Directory Submission: –** In this way of submission many software and tools are used to submit directories it will save time and with the help of automated huge amount of submission done in short time.
- 2. Manually Directory Submission: –**

It is done by manually and it will take lots of time to do directory submissions.

2. SEM (Search Engine Marketing)

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising. SEM may use search engine optimization (SEO), which adjusts or rewrites website content to achieve a higher ranking in search engine results pages, or use pay per click listings There are four categories of methods and metrics used to optimize websites through search engine marketing.

Keyword research and analysis involves three steps ensuring the site can be indexed in the search engines, finding the most relevant and popular keywords for the site and its products, and using those keywords on the site in a way that will generate and convert traffic. A follow-on effect of keyword analysis and research is the search perception impact. Search perception

impact describes the identified impact of a brand's search results on consumer perception, including title and Meta tags, site indexing, and keyword focus. As online searching is often the first step for potential consumers/customers, the search perception impact shapes the brand impression for each individual.

Website saturation and popularity, or how much presence a website has on search engines, can be analyzed through the number of pages of the site that are indexed on search engines (saturation) and how many backlinks the site has (popularity). It requires pages to contain keywords people are looking for and ensure that they rank high enough in search engine rankings.

Most search engines include some form of link popularity in their ranking algorithms. The following are major tools measuring various aspects of saturation and link popularity: Link Popularity, Top 10 Google Analysis, and Market Leap's Link Popularity and Search Engine Saturation.

Back end tools, including Web analytic tools and HTML validators, provide data on a website and its visitors and allow the success of a website to be measured. They range from

Simple traffic counters to tools that work with log files and to more sophisticated tools that are based on page tagging (putting JavaScript or an image on a page to track actions). These tools can deliver conversion-related information. There are three major tools used by EBSCO: (a) log file analyzing tool: Web Trends by NetIQ; (b) tag-based analytic tool: WebSideStory's Hitbox; and (c) transaction-based tool: Tealeaf RealiTea. Validators check the invisible parts of websites, highlighting potential problems and many usability issues and ensuring websites meet W3C code standards.

Whois tools reveal the owners of various websites, and can provide valuable information relating to copyright and trademark issues.

Pay per click (ppc)

Pay per click (PPC), also called cost per click, is an internet advertising model used to direct traffic to websites, in which advertisers pay the publisher (typically a website owner) when the ad is clicked. It is defined simply as "the amount spent to get an advertisement clicked."

With search engines, advertisers typically bid on keyword phrases relevant to their target market. Content sites commonly charge a fixed price per click rather than use a bidding system. PPC "display" advertisements, also known as "banner" ads, are shown on web sites or search engine results with related content that have agreed to show ads.

In contrast to the generalized portal, which seeks to drive a high volume of traffic to one site, PPC implements the so-called affiliate model, which provides purchase opportunities wherever people may be surfing. It does this by offering financial incentives (in the form of a percentage of revenue) to affiliated partner sites. The affiliates provide purchase-point click-through to the merchant. It is a pay-for-performance model: If an affiliate does not generate sales, it represents no cost to the merchant. Variations include banner exchange, pay-per-click, and revenue sharing programs.

Pay-per-click is calculated by dividing the advertising cost by the number of clicks generated by an advertisement. The basic formula is:

$$\text{Pay-per-click} = \text{Advertising cost} \div \text{Ads clicked}$$

Flat-rate PPC

In the flat-rate model, the advertiser and publisher agree upon a fixed amount that will be paid for each click. In many cases the publisher has a rate card that lists the pay-per-click (PPC) within different areas of their website or network. These various amounts are often related to the content on pages, with content that generally attracts more valuable visitors having a higher PPC than content that attracts less valuable visitors. However, in many cases advertisers can negotiate lower rates, especially when committing to a long-term or high-value contract.

SMM (Social Media Marketing)

Social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWOM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media.

Engagement

In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or an idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing.

Facebook Marketing

Facebook is the world's most popular social network for both businesses and individuals. With over one billion users, your friends and fans are likely already using the platform and you should be too. In fact, people are 51% more likely to make a purchase after "liking" a brand on Facebook. Facebook marketing requires a good intellect and unique thinking to make the campaign effective.

Twitter marketing

(A game of 140 characters) Twitter's flexible, real-time platform allows you to get creative and drive results at the same time. Whether you're looking to drive sales, increase brand awareness or launch a product. Twitter marketing is not much popular than Facebook but still it has an impact on audience

LinkedIn Marketing

LinkedIn is a business-oriented social networking service. Founded in December 2002 and launched on May 5, 2003 it is mainly used for professional networking. In 2006, LinkedIn increased to 20 million members. As of June 2013, LinkedIn reports more than 259 million acquired users in more than 200 countries and territories. LinkedIn allows companies to create professional profiles for themselves as well as their business to network and meet others. Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners.

Pinterest

It is a visual discovery social network. It is a way of sharing images of anything, from fashion to petsto pot plants. You can create your own online pinboards to suits any theme and share it with likeminded people. Pinterest completely revolves around the premise of being creative and visual. 70% users are female and aged between 25 and 44. So if you are targeting women pinterest is the right platform. Pinterest is now one of the top 10 social networking sites tracked by Hit wise

Instagram

Instagram, the new revolutionary photo-sharing program, making it easier than ever to share your bestpictures with the world. The social media program allows you to upload, add digital filters, and thenpost your pictures on your Instagram-feed, as well as other social networking sites. You can connectyour Instgram account with Facebook, Twitter, Tumblr, Flickr, Foursquare and your email account.

This makes it easy to share your pictures on multiple Platforms all at once. When it comes to brands and businesses, Instagram goal is to help companies to reach their respective audiences through captivating imagery in a rich, visual environment. Moreover, Instagram provides a platform where user and company can communicate publicly and directly, making itself an ideal platform for companies to connect with their current and potential customers

Google +

Google has described Google+ as a "social layer" that enhances many of its online properties, and that it is not simply a social networking website, but also an authorship tool that associates web- content directly with its owner/author. It is the second-largest social networking site in the world afterFacebook. 540 million monthly active users are part of the Identity service site, by interacting sociallywith Google+'s enhanced properties, like Gmail, +1 button, and YouTube comments. In October 2013, Google counted 540 million active users who used at least one Google+ service, of which 300million users are active in "the stream"

You tube

YouTube is a video Social Networking site and the 2nd most popular search site on the Internet afterGoogle, who owns YouTube. YouTube video watching is a significant activity on the Internet, with over 1 billion visits to YouTube daily and over 100 million videos watched daily. And it's easy for anyone who sees your video to rate it and share it with his Social Network.

ODA (Online Display Ads)

Display advertising is a type of advertising that is located on websites. It can be seen in a wide rangeof different formats and contains items such as texts, images, flash, video and audio. The main purpose is to deliver general advertisements and brand messages to the plus 40 million people connected to the Internet each month.

ORM (Online Reputation Management)

Online reputation management is coined by the public relation. Basically ORM is a process include

- § Undertake the comprehensive research and analysis the online content.
- § Track your users' actions and opinions about brand.

MMT (Mobile Marketing)

Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can plague customers with time and location sensitive, personalized information that promotes goods, services and ideas. In a more theoretical manner, academic Andreas Kaplan defines mobile marketing as "any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device".

EMT (Email Marketing)

Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be done to either sold lists or a current customer database.

Findings

- Indian customers are highly information seekers. They collect more information about quality, price and refer customer 's experiences before purchasing a product.
- Advertisements have high impact for creating stimulus in Indian customers. But this stimulus will get in to action only through opinion leaders.
- Indian consumers have high tendency to go for online purchase. They have high affinity to go online for electronic products and apparels.
- One of the current trends in Indian youth and young Indians are watching the T.V programs via online portals. May be the main reason is convenience of time, they can watch programs which they had skipped due to some reasons.
- The same thing is happening for the newspaper also, people have more affinity towards online news portals. Here's the reason may be they can get news updates very early; they don 't need to wait for daily newspapers.
- In both of these cases, one opportunity is lost for marketer and one opportunity is emerging for them to reach their T.G.
- More than 90% of samples are noticing ads, among them 35% of samples noticed ads through online media, followed by TVC and Newspapers.
- From the first part of this research itself, we know that customers are highly information seeker. It may be the reason for high trust in online ads. They can search for more information after seeing an ad or online is the only two-way communication channel for customers.
- Most of the Indians prefer to purchase from a retail shop only, but before going to retail shop they will seek information about the product through an online platform. Here is actually change happens in consumer buying journey, early times consumer belief a product only after seeing the product in a retail shop.
- But now Indian customers want to get conviction about a product before going to retail shop. So from a marketers view they want to convince their customers before going to a retail shop Brands want to build a cool presence over digital platforms because the customer will do research about the product after seeing an ad or after getting stimulated.
- Brands are getting more touch points to reach target group in a cost effective manner.

Suggestions

- In INDIA the Digital marketing is a new and emerging concept in the present scenario of global competitive world.
- The small scale industries are the best beneficiary of this concept, but they don't have the awareness about the digital marketing usage.
- So that the Digital marketing agencies should give the awareness to them in order to utilize the best way to advertising, to promote sales and as well as to build their brand.

Conclusion

The study started with the aim to analyse the different kinds related to marketing. Based on the discussion it has been found that in case of the digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers. The study has also revealed that in order to utilize the digital marketing in an effective way, the companies are required to design an effective platform. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. The transition of newspaper from the printed version to the online version has been exemplified the current trends of the digitalization. The Research and practice of digital marketing is improving with the advancement of technology.

As generations evolve and technology develops, the advancement in the field of marketing and advertisements has been immense. No longer are businesses bound by the limitations of traditional marketing techniques. The old has been heavily replaced by the new. One of the newest and most effective strategies has been of online marketing which includes social media, after this whole analysis, I have come to the conclusion that Digital Marketing is very important for the success of the business in the current situation for any kind of marketing using digital technologies such as social media platforms are one of the best ways, if not the best. So, it is encouraged that the companies should learn and know about Digital Marketing. Marketers should make use of Digital Tools as a platform to promote a professional brand by defining the product in a manner that adds credibility.

Thus Digital Marketing is the present and future of marketing.

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