

# A Review on Digital Marketing and Its Applications

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**ABSTRACT-** Digital marketing refers to any marketing campaign that uses an electronic equipment or the net. Organizations use digital platforms such as search engines, social media, email, or their website to communicate with current and future consumers. 'Digital advertising,' 'online marketing,' or 'internet advertising' are other terms for it. The advertising of products or services using digital technology, including the Internet, cellular phones, displays marketing, as well as other electronic content, is known as digital marketing. Digital marketing has altered the way brands and businesses use technology for advertising since the nineties or 2000s. As online technologies become increasingly interwoven into marketing tactics and everyday life, and as customers use digital devices instead of visiting physical businesses, digital marketing initiatives are becoming more prevalent and effective. This document concentrates on gaining a conceptual understanding of digital advertising, how it helps today's organizations, and various case analysis as examples.

**KEYWORDS-** Businesses, Consumers, Digital Marketing, Social Media.

## I. INTRODUCTION

Digital marketing is described as the use of a multitude of digital tactics as well as platforms to communicate with customers where people spend the bulk of their moment: internet. Digital advertising encompasses a wide range of tactics, from webpages to online branding tools for businesses - internet ads, online marketing, online brochures, and more.

SEO, SEM, Lead Generation, content marketing, content automation, social media marketing company, data-driven product marketing, e-commerce adverts, online marketing, social networking enhancement, e-mail lead generation, display ads, e-books, as well as compact media and games are now all examples of promotional methods that are becoming more prevalent as technology progresses. Digital marketing is gradually including non-Internet methods that deliver digital media, such as mobile phones (SMS and MMS), callback, and mobile ring tones[1-3].

Shift in Advertising from Conventional to Digital: The evolution of digital marketing is inextricably linked to the advancement of technology. Ray Tomlinson delivered the first mail in 1971, but his technology laid the groundwork for users to exchange and receive information across several devices. In the 1980s, computers storage space was already large enough to store large amounts of client data.

Companies began to choose internet approaches like database marketing over restricted list brokers. This kind of database enables businesses to better monitor client information, resulting in a shift in the buyer-seller relationship. The manual procedure, on the other hand, was inefficient [4,5].

With the introduction of server/client design and the widespread use of desktop computers in the 1990s, Sales (CRM) programs became an important aspect of marketing technologies. Vendors were pushed to add more services in their software as a result of fierce rivalry, such as advertising, sales, or applications. Following the Internet's inception, advertisers also were able to get access to massive amounts of online consumer data using e CRM software. Businesses might gain the priority of their customers' experiences by updating consumer data. This "You Will" promotion by AT&T was the very first interactive banner advertisement to go online in 1994, and throughout the first 4 months of its existence, 44 percent of all individuals that saw this engaged on it. With the rise of the Internet and the introduction of the iPhone with in 2000s, people began looking for items or making judgments about their requirements online first, rather than contacting a salesman, posing a new dilemma for a major corporation. Furthermore, according to a poll conducted in the United Kingdom in 2000, the majority of merchants had not established their own domain name. These issues prompted marketers to seek out digital avenues for market expansion [6,7].

### A. *Digital Marketing Techniques and Case Studies:*

Every one of the company's digital channels, both free or paid, are used by digital marketers to raise brand awareness and generate leads. These channels include social media, business company's own site, search engine rankings, email, banner ads, and the firm's blog. The digital agency focuses on several key indicators to properly analyze the company's effectiveness across all platforms (KPI). Digital marketing is being employed in a wide range of marketing roles. In small organizations, one specialist may be in charge of several of the digital marketing tactics outlined above at the same time. Larger companies use these strategies, with several specialists focusing on one or several of the company's digital channels [8-11].

The most effective digital marketers have a firm grasp on how each online marketing campaign adds to their overall goals. Regarding the goals of their marketing technique, marketers might even support larger campaigns through both free or paid media. A content marketer, for example, may compose a series of blog pieces to reach customers

from a new eBook that the firm just released. The company's online marketer may then help promote such blog entries both sponsored as well as organically on the industry's social media platforms. Perhaps the organization operating sends out an email marketing campaign to those who downloaded the eBook with extra information about a company. Below are the methods and channels used in even the most prominent digital marketing approaches [12].

- Search Engine Optimization (SEO) is the technique of improving a website so that it "levels" higher in search engines pages, resulting in the more organic (or free) traffic.
- Websites, blogs, and, in particular, infographics, all benefits from SEO.

#### **B. Marketing on Social Media:**

This strategy makes use of advertising and promoting your brand or information in order to increase brand awareness, drive traffic, or generate leads for your business. You may use social marketing sites like Facebook, Instagram, LinkedIn, Twitter, Pinterest, Snap Chat, or Google+.

#### **C. Content Marketing**

It refers to the creation and promotion of content assets with the goal of increasing brand awareness, traffic, lead generation, or generate leads. Blog posts, e-books including infographics, whitepapers, online pamphlets, and look book are all options for your content marketing strategy [13]. Online advertising is a type of achievement advertising in that you get paid to promote other people's products or business online. Affiliate marketing options include hosting video adverts on the Platform youtube or posting backlinks from your social media accounts. Native advertising (also known as "indigenous marketing") is a type of adverts that consists mostly of content-driven advertisements that run in parallel non-paid material on a platform. Sponsored material on Buzz Feed is a good example, but many people also think of Facebook advertising and Instagram branding as "native" marketing.

#### **D. Automated Marketing:**

Marketing automation refers to software technology automates your basic marketing operations. Many marketing departments can automate tasks that will then have to be completed manually.

Manual duties include email lists, Facebook post preparation, contact list updates, leads nurturing procedures, campaign monitoring, as well as reporting.

#### **E. PPC (Pay-Per-Click):**

PPC is a method of generating website traffic by pay a publisher for each click on your ad. One of the most prominent types of PPC is Google Ad Words, which allows you to pay for top locations on Google's search engine results pages for a fee "per click" of the links you place. PPC may also be employed on Twitter, Facebook, and LinkedIn via Promoted Tweet and Promoted Messages.

#### **F. Marketing through e-mail:**

Email marketing is a means of communicating with consumers used by organizations. Email is widely used to

provide information, promotion, as well as events, as well as to direct clients to a business's website. Client welcome messages, blog subscription newsletters, obey emails to site viewers who downloaded something, Many abilities were created as a result of the holiday rewards to loyalty. Example of emails you may send in an email marketing include tips or comparable serial messages for client nurturing [14].

The word "inbound marketing" refers to a process of luring consumers to your webpage. In a "full-funnel" approach, online content is used to attract, engage, as well as delight customers. Each of the digital marketing techniques listed above could be used into an internet marketing plan. The technique of earning earned online exposure via digital journals, blogging, and other material websites is known as online PR. It's comparable to traditional corporate communications, except that it's done on the internet. To maximize your PR efforts, one may use the following channels: Journalists' social media engagement Interesting comments on your own blog or website, but also engaging internet reviews of your company are all good ideas.

#### **G. Today's companies benefit from digital marketing:**

**B2B Digital Marketing:** If your company is B2B, then digital advertising efforts are most likely centered on online lead generation, with the ultimate goal of getting somebody to speak with a salesperson. The purpose of your marketing plan is to collect but also convert the highest quality customers for our salespeople via your website as well as other digital channels. Outside your website, you should focus your efforts on corporation sites like LinkedIn, wherever your target demographic spent the bulk of their computer activity.

#### **H. Digital Marketing for Business to Consumers (B2C):**

If your company is a B2C, the goal of your online marketing efforts is to attract website traffic but also attract potential customers without anyone ever having to speak with a salesperson. As a consequence, you're less likely to focus on building a faster entire customer experience from the minute someone views your site towards the time they reached a transaction. As a result, your product will likely show sooner in your content although it would for a B2B firm, or you may need to use stronger calls-to-action (CTAs). Business-to-consumer networks like Instagram or Pinterest are more valuable to B2C enterprises than business-to-business networks like LinkedIn [15].

Consider the following scenario: you've created a product brochures and mailed it to peoples choices mailbox. This brochure is a form of content, though offline. The problem is that you have no way of knowing how many people have viewed your brochure and several have discarded it. Website Visits: You may view the exact number of people visiting your website's page in instantaneously by using digital analytics tools like Hub Spot's. The number of sites they visited, the device they used, or where they came from are all examples of digital aggregated data. This data allows you to pick which advertising strategy to devote more or less effort to base on the number of people that visit your website.

Measurement of the efficacy of digital campaigns: The assessment criteria and indicators for digital marketing initiatives are divided into categories based on their kind

and duration. Depending on the campaign type, assess it "quantitatively" and "qualitatively," as appropriate. Quantitative measures include things like "Sales Volume" but instead "Revenue Increase and Decrease." Qualitative measurements include things like "brand awareness, appearance, or health," and also "relationship with customers[16–18]."

Humans may have to measure some "Provisional Metrics" along the journey to give us with all the knowledge, and even some "Final Metrics" at the end of the route to tell us because the overall project was effective or not, in order to decide whether the whole event was completed or not. Most metrics but instead indicators, such as like, shares, including engagement comments, are intermediate in nature, however eventual overall sales increment is clearly from the last group. There must be a connection between these groups. You could end up with disappointing results if you don't [19–21].

### ***I. Digital Marketing's Advantages and Disadvantages:***

With online marketing, businesses can see accurate outcomes in real time. It's hard to know exactly how many peoples really flipped to that site and read the advertisement whenever a paper ad is posted. And there is no way of knowing for sure if the advertisement resulted in any sales. Online marketing, on the other hand, can help you determine the reach of the products engage with prospective customers, have a global reach, or promote in a personalized approach. Digital marketing, on the other hand, has certain disadvantages. In internet advertising, the internet is critical.

### ***J. Real-life examples of digital marketing:***

- ***Every Smile Counts:***

Britannia Good Day is a non-profit organization that assists children with cleft palate. On International Smiles Day, October 5th, Britannia Good Day launched everything Every Smile Matters project. The commercial emphasizes an important point: in today's environment, smiles are taken for granted, but people don't smile near anymore. Smile Train India, the world's biggest cleft charity, has teamed up with Good Day to provide free cleft treatment as well as care to children.

Cleft lip is a common birth deformity that may occur by itself or as part of a genetic illness or syndrome, thus according Smile Train study. One out of each 1,000 Indian children is born with a cleft lip. This sickness not only prevents you from grinning, but might also make simple functions like eating and speaking difficult [22].

## **II. LITERATURE REVIEW**

Jerry Wind et al. conducted research on Consumers are being provided increased pricing transparency including, in certain cases, the ability to influence the price as a result of the digital revolution. In a world where customers propose one's own prices or sellers or buyers haggle autonomously in auctions, what else does pricing mean? The advent of "cyber customers," the cyber business to business world, or the changing realities of more complicated, dynamic, and worldwide marketplaces are the most important shifts in digital marketing [12].

Cliff Wymbs and his colleagues investigated The rapidly evolving digital economy is putting conventional marketing strategies to the test, necessitating a dramatic overhaul of marketing curricula to meet the rising student and company demands of the twenty-first century. To be relevant to our student or the ultimate customers of our product, companies, the advertising curriculum must develop in tandem with the changing technology world and how marketing is seen by its academic architects. After providing a review of recent marketing techniques, this article discusses a need for a fundamental shift in marketing education in today's environment, conducts a curriculum review of established digital marketing projects, but then lays out a new curriculum that reflects advertising in the digital world, as well as a strategy for implementing it. Finally, the novel major is addressed in light of the unique issues that come with the new marketing era. Other colleges might use the methodology created here as a benchmark for progress forward towards a curriculum that is more in touch with the evolving digital world [23].

W. J. Baumol and colleagues investigated the Economics Program of the National Science Foundation's Division of Social Research, the National Science Family foundation Subsidiary of Sciences or technology, the Sloan Basis, or the organizers of something like the IE A Conference on Development Plans in Market Structure. The writers' opinions are their own, but do not necessarily represent the opinions of the organizations with that they are associated [24][25].

## **III. DISCUSSION**

As the digital revolution has progressed, businesses have tended to focus on the technology rather than the marketing consequences. What could be more attractive to companies than interactions with consumers or other outer collectivities, recognizing their requirements or how to interact with them, trying to fulfill their evolving needs, as well as building close friendships, as the universe shifts from physiological to virtual, and value shift patterns from greasy gear teeth as well as hard metal of the industrial age to high notions of the knowledge - based economy? The recommendations in this news piece are motivated not only through a genuine desire to see advertising elevated within the institution, but also by a recognition that advertising is a central ideology, approach, as well as sequence of behaviors that all top management should adopt, especially as it is shaped more by new advertising paradigm. Whatever good is advanced application if it isn't tailored to a specific market? What benefits will it bring? Marketing experts may recoup some lost momentum or company leaders can boost their probability of victory in the tumultuous, chaotic, and developing global digital environment by comprehending the growing international digital reality but also concentrating on the new laws of marketing.

## **IV. CONCLUSION**

As the digital age has expanded, companies have concentrated on the technologies itself while missing the implications for marketing. Yet, as the universe shifts from physiological to virtual, or valuation shifts from oily gears

but instead hard steel of something like the industrialization to high structures of the knowledge-based economy, what is more attractive to companies than interactions with consumers or different span, acknowledging their needs and how to communicate with them, trying to meet their evolving requirements, and building serious relationships? To summarize, make a business, with all of its benefits and drawbacks, has a promising future in the current technological industry for long-term service and product sustainability.

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