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RESEARCH ARTICLE

AN OVERVIEW OF DIGITAL MARKETING TRENDS

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ABSTRACT

In a world where over a 170 million people use social media on a regular basis, every working professional is expected to be familiar with at least the core tenets of Digital Marketing. In simple terms, Digital Marketing is the promoting of products over the internet or any form of electronic media. According to the Digital Marketing Institute, "Digital Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses. People are consuming digital content on a daily basis. Very soon, traditional marketing platforms will disappear, and the digital market will completely take over. There are a number of advantages to Digital Marketing. Unlike traditional marketing, digital marketing is more affordable. The findings of the paper are expected to help us understand the concept of digital marketing and its Modern trends.

INTRODUCTION

Today's era of Internet has opened a gate of vast variety of opportunities for businesses. Using social networks, one cannot only share a private picture of one's birthday but also earn customers for one's business and reach them conveniently. The speed and ease with which the digital media transmits information and help boost a business is amazing. Nowadays, the use of digital channels such as the Internet, e-mail, mobile phones, and digital television in marketing has increased, and marketers need to understand how to use these channels for different purposes. It is rather difficult to find definitions of digital marketing from the literature and the term is not very commonly used. Many companies use the strategy of digital marketing to adapt its company and the successful adoption of technologies depends on the perceived ease of use. Digital Marketing Strategy emphasizes how digital technologies make marketing more effective because they allow for individual attention, better campaign management, and better product, marketing design, and execution (Pinkley and Urban, 2003). Digital marketing is a new phenomenon of traditional marketing that allows the marketer have quicken two-ways interaction communicate timely and relevant, customize service and content tout with individually customers. Digital marketing which involve any form of online marketing channel through website, blogging, social network, e-mail, database, mobile and digital TV (Chaffey, 2008). This marketing tool can help the marketer measure and know the amount of how their potential customer's perceived and experienced the brand. Online marketing reduces the role of agent allowing companies to pass on the benefit to customers (Internet world stats, 2011).

Moreover, any feedback that consumer expressed in good or bad that will benefit to the company to exploit these information to develop and improve their brand. Therefore, many companies have to integrate digital marketing with their marketing program and business in order to gain a competitive advantage (Kierzkowski, Mcquade, Waitman and Zeisser, 1996).

Digital marketing

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Principles of digital marketing

Content Capital: With apparently endless quantities of content out there, it probably comes as no surprise that a disturbing amount of this content is total garbage. Successful digital marketing will set itself apart from the junk by resting its laurels on solid, engaging and sharable content. The Internet is free and available to everyone, so anyone can (and it can seem like everyone does) amass their own content – and not all of this content is quality. This influx of trash is why you want your customers to view your content as a shining beacon of light and reliability in a landfill of substandard waste. Don't contribute to the rabble; set yourself apart by offering your customers valuable content.

Simplicity = Efficiency: Want people to thoroughly connect with your digital marketing message? Then keep it simple. All too often we see potentially amazing digital marketing initiatives miss the mark simply because they got a little overzealous and overcomplicated. Keep your message succinct. People have enough going on in their lives. When given something simple, customers will revel in its simplicity.

The Customer Connection: You have to know your customer. This digital marketing principle may seem pretty basic, but it is often lost in the struggle to create the next 'big' idea. The best angle is one that captures and enraptures the attention of your customer by speaking directly, clearly, and as we've already stated, simply to them. Make sure your digital marketing campaign targets your specific audience. Go too broad and you will probably miss your mark – and market.

Pimp your Vitals: The majority of customers visit your website to get the most basic of basic information, like location, street address, email address and phone number. Make sure these vital details are super easy to find.

Buddy Up: Form advantageous alliances with other online businesses and initiatives that can help you promote and strengthen your online presence, your offline presence, and digital marketing efforts. This isn't to say you should slide into bed with your direct competition, rather you should find other brands that compliment your brand.

Significance of digital marketing

Equal opportunity for all kinds of business: DM levels the online playing field and offers equal opportunities for all kinds of businesses. It is no more like the old days scenario when multinationals and big business houses mostly embraced Digital Marketing. Now, DM really evens the odds, giving little and medium businesses the opportunity to compete against the established businesses and draw in their share of traffic. Small and medium scale businesses or startups now have the assets to perform sales and marketing processes that were beforehand accessible to big companies. While thinking of the importance of Digital Media Marketing, the most noticeable benefit is its ability to engage with multiple customers without using call centre services. Even the conversions associated with DM rank higher than other modes of marketing and communications.

More Cost: Effective than Traditional Marketing: Small businesses with no assets and capitalization find a superior and financially savvy marketing channel in digital marketing. As per Gartner's Digital Marketing Spend Report. The report further suggests that 28% of businesses studied will move advertising budget allocations from traditional marketing channels and put them into digital marketing channels.

Delivers Conversation: Businesses measure accomplishment by the rate of approaching traffic gets converted into leads, supporters, subscribers, deals or sales. If there occurs no conversion, all your activity would amount to nothing and all your marketing endeavors will essentially go to squander. That is the reason entrepreneurs are streamlining their digital advertising efforts towards Conversion Rate Optimization, making it their top most priority.

Helps to generate better revenue: Along with better conversion rates created by successful digital marketing strategies, DM also ensures great revenues. It conveys heaps of gainful advantages for you and your business appreciates better and higher incomes.

Why Digital Marketing is Important for business-Facilitates Interaction with Targeted Audiences: One reason why internet marketing is assuming control over conventional marketing channels is the capacity of Digital advertising methods to cooperate with target audiences and ensure result driven interactions. DM ensures the engagements that your clients hope to get while interacting with your business.

Tools in digital marketing

Social media platforms: *Common part of any integrated marketing strategy, social media platforms like Facebook, Instagram and Snapchat are a great way for marketers to engage with their audiences and generate buzz around their brand. In addition to the standard features these platforms offer, there are also some features that are designed specifically for marketing.*

Design tools: Another key part of digital marketing is design and this is especially common when it comes to creating ads and content like social media posts and blog posts. Because digital marketing is such a design heavy field, doing it effectively wouldn't be possible without design tools like Canva and Photoshop, programs that allow those without extensive graphic design skills to add dynamic images to their content.

Analytics tools: Another set of helpful tools for digital marketers are analytics tools. These include everything from Google Analytics (designed to track stats for web traffic to a particular site) to social media analytics tools like Facebook Insights and Twitter Analytics which provide metrics related to engagement and help marketers optimize their campaigns.

Content marketing tools: For marketers who are more focused on content marketing, tools like CoSchedule and Hubspot are a big help when it comes to content creation and curation. They can help marketers identify content opportunities and craft engaging blog and social media posts that will resonate with their audience.

Email marketing tools: *The final set of tools in a digital marketer's toolbox is email marketing marketing tools. These help marketers create email campaigns that amplify their content and encourage their users to become more engaged with their brand — taking additional steps like signing up for events and buying products. Common email marketing tools include email marketing platforms like **Mail Chimp** and **Iterable** which allow marketers to build email lists and automate their email campaigns. These platforms also provide analytics for every email campaign, making testing and optimization quick and easy.*

Modern trends in digital marketing

Artificial Intelligence: Artificial intelligence will take over the world! Or at least the world's simpler jobs. AI can analyze consumer behavior and search patterns, utilizing data from social media platforms and blog posts to help businesses understand how users and customers find their products and services. For example, Facebook messenger bots (which we'll talk more about later) can help you automate and optimize your customer service. Artificial intelligence also offers information and tips to users by getting into conversations. According to Gartner, 25% of customer service will use chatbot technology by 2020, up from less than 2% in 2017. Businesses adopting AI in 2019 will be able to save costs and accelerate growth, getting an edge over their competitors.

Programmatic Advertising: Using AI to automate ad buying so you can target more specific audiences. Real-time bidding or auctions, for example, is a type of programmatic ad buying. This automation is much more efficient and fast, which means higher conversions and lower customer acquisition costs. It's changing the face of digital advertising so swiftly that, according to eMarketer, almost 90% of digital display ads in the U.S. will be programmatic by 2020. To learn how to capitalize on this digital marketing trend, check out PPC Hero's guide to get started.

Chatbots: Continue to be an important part of digital marketing in 2019. This AI-based technology uses instant messaging to chat in real-time, day or night, with your customers or site visitors. With 1.4 billion people interacting with chatbots, 80% of savvy businesses are already using or plan to use chatbots by 2020. And by 2022, chatbots will help businesses save over \$8 billion per annum, especially in the banking and healthcare industries. Many customers prefer interacting with chatbots as they are responsive, give answers promptly, accurately recall your entire buying history, and never lose patience. These virtual assistants offer outstanding customer service, meeting customers' expectations and automating repetitive tasks — which mean you can focus on more important work. Uber uses chatbot technology to communicate with customers, making it easy for them to hire cars even on Facebook Messenger, from Slack or via Google Maps. Passengers can use the menu to choose the type of ride, make a request, track the location of the car, send friends a time estimate of their arrival, and even make payment.

Personalization: If you want to stand out in 2019, you need to personalize your marketing — and that means personalized content, products, emails, and more. With the availability of data like purchase history, consumer behavior and links

clicked, custom content has never been easier. In fact, 96% of marketers believe that personalization advances customer relationships. As Kevin George, Head of Marketing at Email Monks, says, "The future of e-mail is real-time, behavior-based personalization. A study by Marketo shows that personalized, triggered e-mails based on behavior are 3x better than batch-and-blast e-mails." Businesses like Netflix and Amazon are already leveraging the power of personalization. Logging on to your Netflix account, for example, immediately shows you the evidence of this: the banner, carousels, order, artwork, text and search are all personalized for you. As they say: *Personalization = Maximize enjoyment + Minimize search time.*

Video Marketing

These numbers show the importance of incorporating video into your digital marketing strategy in 2019:

- 70% of consumers say that they have shared a brand's video.
- 72% of businesses say video has improved their conversion rate.
- 52% of consumers say that watching product videos makes them more confident in online purchase decisions.
- 65% of executives visit the marketer's website and 39% call a vendor after viewing a video.

And don't just think YouTube. To witness higher engagement with your video marketing, you can make a video post or start a live broadcast on Facebook, Instagram or LinkedIn. Live video is gaining popularity, with a large number of businesses using it for interviews, product demos and "behind the scenes" glimpses of events, life in the office, how products are made, etc.

Conclusion

2019 is here, and one thing is for sure— technology will continue to grow, and the world will become even more digitalized. Over 3.9 billion people use the internet worldwide. More than 3.3 billion people are active on social media. This showcases the potential of reaching customers online. Brands are scrambling for more ways than ever before to make lasting connections with buyers. We are in an age of the buyer where consumers no longer rely on sales people to help them make purchasing decisions.

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