

## **A STUDY ON DIGITAL MARKETING-PROS AND CONS**

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### **ABSTRACT:**

Nowadays, Digital Marketing is gaining importance. Digital marketing has turned into a billion dollar industry and is expanding day by day and also it is providing employment opportunities to the youth. Digital marketing is infinitely more affordable than traditional offline marketing methods. Digital Marketing plays a vital role in the development of business through incurring less cost on advertising in less time throughout the world. It is also very easy to make any changes in product and create awareness among the customers rather than traditional

marketing. A business on internet can gain value in the form of time and attention from the customer. This paper aims at providing the Pros and Cons of Digital Marketing in present scenario.

**Keywords:** Digital marketing, employment, opportunities, youth, business.

## **INTRODUCTION:**

The internet has changed the world in which we sell. It is not a new marketing channel; instead, it creates has a new paradigm for the way in which consumers connect with brands and with each other. The complete scope of marketing is practiced 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.

Being cost effective flexible, fast and enjoying an on unprecedented global reach, internet marketing has brought about different businesses incredible gains.

Digital Marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans everyday life and as people use digital devices instead of going to physical shops.

As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaign have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books and optical disks and games have become commonplace.

## **CONCEPT OF DIGITAL MARKEITNG:**

Digital Marketing refers to advertising delivered through digital channels, such as search engines, websites, social media, email and mobile apps. Digital Marketing is the marketing of

products and services using digital technologies mainly on the internet, but also includes mobile phones, display advertising and any other digital medium.

Digital marketing, also called online marketing, refers to all marketing efforts that occur on the internet. Businesses leverage digital channels such as search engines, social media, email and other websites to connect with current and prospective customers. This also includes communication through text or multimedia messages.

### **HISTORY OF DIGITAL MARKETING:**

The development of digital marketing is inseparable from technology development. One of the first key events happened in 1971, when Ray Tomilson sent the first email, platform to allow people to send and receive files through different machines. However, the more recognizable period as being the start of digital marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites. In the 1990s, the term digital marketing was first coined. With the debut of server/client architecture and the popularity of personal computers, the customer relationship management (CRM) applications became a significant factor in marketing technology.

Digital Marketing became more sophisticated in 2000 and 2010. Statistics produced in 2012 and 2013 showed that Digital Marketing was still a growing field. Digital Media growth is estimated at 4.5 trillion online accounts served annually with Digital media spend at 48% growth in 2010s when the proliferation of devices capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s such as linkedin, facebook, you tube, and twitter.

Digital marketing is also referred to as online marketing, internet marketing or web marketing. The term digital marketing has grown in popularity over time. In the USA online marketing is still a popular term. In Italy, digital marketing is referred to as web marketing. Worldwide digital marketing has become the most common term, especially after the year 2013.

Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2012. An increasingly portion of advertising stems from businesses

employing Online Behavioral Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection.

### **REVIEW OF LITERATURE:**

Richard Gatarski (n.d) states that the affect of electronic media and Digital Technology on the commercial world is one of the more recent themes in marketing research. In this exploding discourse expressions such E-Commerce, technology convergence, networked economy and digital business persistently, indicates changes.

P. Sathya (n.d) indicates that Digital Marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the market place. The supreme purpose of the Digital Marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of Digital Media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. The author scrutinized the result of digital marketing on the base of firm's sales.

Wiley Online Library stated that Digital Marketing, the digital media through which digital marketing activities are mediated and the core characters of digital media, customization, personalization and consumer generated content.

Digital library indicated that 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.

The Internet is the most powerful tool for businesses (Yannopoulos, 2011). Marketing managers who fail to utilize the importance of the internet in their business marketing strategy will be at disadvantage because the internet is changing the brand, pricing, distribution and promotion strategy.

### **NEED OF THE STUDY:**

In present scenario, the current traditional marketing is replaced by the digital marketing because it is faster, more versatile, practical and streamed lined. Digital media benefits the companies by increasing the brand recognition and better brand loyalty. Digital marketing

campaign help in reduction of costs and boost in inbound traffic and better ranking in search engines. The paper is trying to give an idea on pros and cons of digital marketing in competitive world.

### **OBJECTIVES OF THE STUDY:**

The main objectives of the study are:

1. To recognize the usefulness of digital marketing in the competitive Market.
2. To study the different methods of digital marketing.
3. To study the growth of digital marketing.

### **DATA COLLECTION METHOD:**

This paper is basically done on the basis of secondary data which includes published sources like newspapers, journals and articles. The secondary data has been used to understand the new concept of digital marketing and to analyze the pros and cons of digital marketing.

### **BENEFITS OF DIGITAL MARKETING:**

Digital marketing as many benefits which helps to take right decision for the business it can be

#### **Strategies with the valuable data and analytical:**

- The number of people visiting your business page.
- Their geographic location
- The sex, age and interests of the visitors
- How much time they are spending on your site.
- The source of traffic from various gadgets.

### **Content performance and lead generation:**

We can collect the contact details of those who download it by using forms. Additionally, we are also generating qualified leads when people download it. With a solid lead nurturing strategy we can build better awareness and affinity for company's brand.

### **More cost effective than traditional marketing:**

Digital marketing lets save money to a substantial extent. This has the potential to replace costly advertising channels such as television radio and yellow pages, with email marketing automation we can boost your leads. Thus, it will allow you to preload content and schedule it for sending out the content at key times.

### **Higher revenues:**

Direct marketing helps to generates revenue by using new techniques. Hence, it will deliver loads of profitable benefits for the business in terms of better and higher revenues.

### **Method of digital marketing:**

#### **SEO-Search Engine Optimization:**

Search Engine Optimization has been the lifeblood of being found through search engine searches for well over a decade and it will continue to be important for years to come. The "Dead" part of SEO is attempting to manipulate the signals that search engines use for ranking sites.

#### **SEM-Search Engine Market:**

Search Engine Marketing is a blanket term used to describe a variety of online advertising efforts. Like SEO, it is used to attract users to website who will find your offerings valuable to them. When people think of Search Engine Marketing, they usually only think of the ads that are placed at the top and to the right of search engine results in search engines like Google and Bing.

## **SMM-Social Media Marketing:**

As any event planner, knows, word of mouth advertising can be invaluable. This has also been historically true for businesses. Good word of mouth can bring in new potential customers and bad word of mouth can scare them away. But, online reviews and social media conversations can make or break a business faster than almost anything else.

## **UX Design-User Experience Design:**

User Experience Design, unlike SEO, SEM AND SMM is a geared around how visitors interact with your website. While some people think that UX Design only concerned with a website-how it looks-good UX Design can actually improve the ratio of website visitors who complete desired actions based on either subtle or direct requests.

## **Email Marketing:**

In essence, Email Marketing is a conversation between you and current or prospective customers. It can be used to attract new customers, but it can also be used to maintain a relationship between your current customers and your business. When writing marketing emails, you have to be very careful of your tone because you don't want to sound like your sole purpose is to make a sales pitch.

## **Mobile Marketing:**

Mobile devices are kept in our pockets, sit next to our beds, and are checked constantly throughout the day. This makes marketing on mobile incredibly important two thirds of consumers can recall a specific brand they have seen advertised on mobile in the last week-but mobile is also very nuanced considering its intimate nature.

## **Content Marketing:**

Effective content marketing is not outwardly promotion in nature, but rather serves to educate and inspire consumer who are seeking information. When you offer content that is relevant to your audience, it can secure you as a thought leader and a trustworthy source of information, making it less likely that your other marketing efforts will be lost in the static.

## **Omni-Channel Marketing:**

Since we are living in a digital world where all customers expect some sort of an online presence from all companies out there who are advertising their products, using multiple forms of media to provide a seamless experience to the audience is only deal. This is referred to as omni-channel marketing as it does away with any sort of barriers that may get in the way when different media work together.

## **Growth of digital marketing:**

Digital marketing industry in India is a going back to history. International journal of advanced research foundation reveals the following 2016.

- a. Between 1971 and 1972, The APARNET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce.
- b. 1979: Michael Aldrich demonstrates the first online shopping system.
- c. 1981: Thomson holiday UK is first business-to-business online shopping system to be installed.
- d. 1996: India MART B2B marketplace established in India.
- e. 2007: Flipkart was established in India. Every E-marketing or Commercial enterprises use majorly digital means for their marketing purposes.
- f. 2011: The digital marketing statistics revealed that advertising via the mobile phone and tablets was 200% lower than that of the following years.
- g. 2012: The competitive growth demands for more improvement in the carrier works and professional are being added to the field.
- h. 2013 to March 2015: The investment total increase was 1.5 billion dollars over the preceding years. There has been an impressive growth up till this present moment.
- i. 2013 to 2018: The incredible growth opportunities and secular growth adoption for E-Commerce, Internet advertising, social media, online content and services relating digital marketing.

## **THE PROS AND CONS OF DIGITAL MARKETING:**

### **1. When your budget is limited:**

We get it. Marketing budgets are sometimes the first thing to go when times get tough. The great news about digital marketing is that you can do a lot with a relatively small budget. In general, you have more control over what you spend in digital marketing and it is less expensive than traditional campaigns.

### **2. When you need to generate demand among a targeted group of people:**

Although traditional direct-mail marketing still has the edge when it comes to targeting certain audiences, like existing and former customers, digital can take some other targeting efforts much further, faster. The ability of digital marketing to capture and analyze data can help you focus your marketing efforts and create hyper-specific segmentations schemes. Once you learn how to harness this power, you can efficiently and effectively pinpoint specific segments-and even individual consumers.

### **3. When you want to project a younger, hipper brand image:**

If you want to convey that your institution is modern-thinking and in tune with a younger audience, tries shifting more resources to online advertising and social media. While all demographics are online, not all financial institutions are meeting them there. Banks that have a digital brand and communications platform to speak to online users may have a way to differentiate their brands.

### **4. When you are committed to a mobile-first approach:**

Digital marketing includes a wide range of channels, like digital billboards, smart TVs, online, tablets, mobile phones and whatever might be introduced as the next-generation device. For now, though, your marketing needs to be mobile-friendly, as over half of website usage today is from a mobile device and this is only growing.

### **5. When you want to use multi-media to create an interactive experience to your audience:**

Traditional marketing is mostly one-sided-you can't do much with a newspaper and other than display your message. Digital marketing offers the tools to provide customers and prospects with experiences that communicate the brand and value proposition via multiple media all in one message.

## **CONCLUSION:**

Every business is different. Therefore, every business must digital marketing with a unique plan. This is because everybody's path to success will be different didn't set out to provide a step-by-step guide to online success. Digital Marketing has turn out to be crucial part of approach of many companies. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, E-Mail and lot other to support company and its products and services. Digital Marketing may achieve something more if it considers consumer desires as a peak priority..

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