

ROLE OF HR IN DIGITAL MARKETING

Sweta Jain

Research Scholar, SMU, India

ABSTRACT

Digital marketing is revolutionizing the commerce, marketing, retailing, shopping and advertising activities of products and services. In the era of globalization, where the world has become a global village customer service can be improved significantly by taking digital initiatives on a regular basis. In order to build a good corporate image and to improve customer delight, it is important that HR should inculcate required digital skills among employees at all levels of organization to fully achieve the organizational goals of high productivity and employee satisfaction. The pace of technological change is so rapid that we have to make incremental changes in our HR processes and functions at a much faster rate so as to achieve business excellence.

Keywords : *Digital Marketing, HR*

I. INTRODUCTION TO DIGITAL MARKETING

The 21st century, which is said to be ‘Digital Age’ –The Age which is helping in improving the engagement of consumers and marketers by influencing the opinions, perception, mindsets of people that helps in changing the way consumers and marketers are interpreting and predicting the market. Dynamically changing internal environment which is marked by changes in goals, company leadership, company structure, philosophy and external environment which is marked by changes in political, social, cultural and economic environment is forcing the companies to adopt innovative technologies in every sphere of economy. Digital Marketing is having a great impact in every sphere of economy, from manufacturing to service industry. Digital Marketing provides end to end solutions that transform the way the data and information is accessed and provide global interactions that helps in developing long term productive relationships with the consumers and marketers.

Digital is an innovative approach to recognize new capabilities to improve communication and connections between different customers, management, service providers and the society at large. [1]

Digital Marketing consists of integrated channels and promotion of business channels such as Internet, mobile devices, TV and radio to effectively communicate the message to the target audience.

Digital transformation means unlocking the growth potential through the use of diverse technology platforms such as Data analytics, Cloud Computing, data mining, artificial intelligence, mobility, e-commerce, social media in the smart embedded devices to fundamentally improve output, develop healthy mutually productive industry and customer relationships, build technologically sophisticated operating models and reform internal processes. [2]

‘**Digital India**’ is a vision to transform India, into a digitally empowered society and knowledge economy. Digital Marketing is the driving force for the adoption of developmental technologies which allows effective allocation of marketing budget, linking of marketing strategy with industry cycles and design in-scale economies. Earlier people use internet to access email and searching information. But nowadays Digital marketing technologies influence the quality, price, advertisement, brand name, dealer’s network and after sales service decisions. With the rapid growth of internet marketing and social media marketing, it is imperative to build an efficient marketing strategy which can have an enduring positive influence on business results by dramatically transforming the customer experience and enhancing the productivity in operations. [3]

International Conference on Innovative Research in Science, Technology and Management

Modi Institute of Management & Technology, Dadabari, Kota, Rajasthan

(ICIRSTM-17)

22nd-23rd January 2017 , www.conferenceworld.in

ISBN: 978-93-86171-20-7

Digital marketers should be digitally skilled to enable real time engagement of customers and marketers in decision making process, connect different data sources to extract consequential results, generate insights about customer preferences and future predictions about market.

II. DIGITAL MARKETING CHANNELS : [4]

1. SEO (Search Engine Optimization) :

Marketers are trying to listen, analyse and act on the ever changing expectations of the customers by improving the visibility of the search engines and try to create a website which is more cost-effective for both the parties through efficient keyword search. This can be achieved through optimizing the website –by editing its content, increase in the number of back links and social book marking.

2. SEM (Search Engine Marketing)

Company can gain a competitive edge by encompassing different options to use a search engine's technology. Such as associating with researching, submitting and positioning a website within search engines through optimization and paid listings.

3. SMM (Social Media Marketing)

Social Media Marketing is changing the overall game of marketing by encouraging customer engagement through conversation or sharing. Electronic Word of Mouth marketing (eWoM) on the social media websites like facebook, twitter, LinkedIn, Youtube, Google+ is coming out to a very impactful technique for the marketer to gain trust and satisfaction of customers.

4. MMM (Mobile Marketing)

Nowadays, companies are investing their marketing efforts in doing marketing through mobile device. Mobile ads, websites, apps and games are specifically designed to understand the customer satisfiers and dissatisfies.

5. EMT (Email Marketing)

In order to transform the overall sales experience, companies are focusing on providing personalized and customized targeted messages to customers at low cost.

III. ADVANTAGES OF DIGITAL MARKETING

Digital marketing is revolutionizing the commerce, marketing, retailing, shopping and advertising activities of products and services. In the era of globalization, where the world has become a global village customer service can be improved significantly by taking digital initiatives on a regular basis. In order to build a good rapport and to improve customer delight, it is important that problems should be resolved in a transparent and quick manner. Organization of all levels have realized the advantages of Digital Marketing and thereby using it extensively to promote their products and services. Some of the advantages are : [14] [3]

- 1. Reach:** Digital Marketing is focusing on extending its reach in terms of broadening target markets, enhancing customer relationships and extending product lines and services. Changing demographics, changing lifestyles, internal and external environmental pressures are forcing the companies to extend the reach of digital transformation in an extended geographical boundary at a faster pace and at low cost.

International Conference on Innovative Research in Science, Technology and Management

Modi Institute of Management & Technology, Dadabari, Kota, Rajasthan

(ICIRSTM-17)

22nd-23rd January 2017, www.conferenceworld.in

ISBN: 978-93-86171-20-7

2. **Evaluation and Measurement** – With the new phase in technological innovation, it is mandatory to appraise the effectiveness of ad campaigns. A combination of advanced set of data analysis tools, metrics, software's and methodologies are applied to find out the cost effectiveness and Return on investment on advertising. Correlating the business goals with marketing goals acts as a useful guide to measure the increase in shareholders' return on investment coupled with improved customer satisfaction.
3. **Customer Engagement** – Corporate have now realized that digital revolution is not about just introducing new innovations and technologies. Businesses are now relating integrated information system with the consumer at core. Digitally empowered marketing information sharing systems is marked with volume, velocity and veracity of data that allows organizations to gain global synergies while remaining locally responsive. Interactive internet campaigns can encourage direct instant and trustworthy response between the users and advertisers.
4. **Time** – Consumers are becoming digitally aware and marketers are leveraging this opportunity to well position their brands to a diversified array of consumer's at a large scale in less time. Growing importance of network forms of organizations and Increasing use of communication and digital technologies are helping the advertisers to position their product effectively to a desired target group or demographic in a much shorter time frame and at low cost.
5. **Cost Effectiveness** – There is an attitudinal shift of the Indian consumer buying habit. In order to maximize the returns and minimize risks, various payment models are available between advertisers and publishers. When compared to traditional forms of advertising, digital advertising is cheaper and can provide economies of scale.

IV. ROLE OF HR IN DIGITAL MARKETING [5] [11]

The organizations are continuously driving towards introducing innovative human resource practices in almost all the functions of HR starting from Human Resource Planning, Recruitment, Selection, Training, Development, Performance Management, Reward Management. The pace of technological change is so rapid that we have to make incremental changes in our HR processes and functions at a much faster rate so as to achieve business excellence. Because of increasing complexities and dynamically changing economic, social, cultural, legal and political environment, the management of human resources has become more complex and challenging. Conflicting priorities, scarcity of resources, mergers and acquisitions, resistance of employees towards changes etc. is causing the organizations to focus towards creating business value by transforming the role of HR in Digital Marketing processes.

Points to remember while taking a decision as to whether to buy digitally empowered talent from outside or to provide Digital training to internal candidates

Whenever a decision has to be taken whether talent should be acquired from outside or organization should develop internal talent then a proper analysis of past trends and future possibilities are made to ensure that the right decision is taken at the right place and at the right time. HR is unquestionably about the acquisition, development, maintaining and rewarding of talent. Digital Marketing and HR should have to align their strategies and prioritize objectives in order to maintain a well developed and motivated workforce. There is an imbalance between the demand and supply of HR with the required digital skills, capabilities and abilities.

International Conference on Innovative Research in Science, Technology and Management

Modi Institute of Management & Technology, Dadabari, Kota, Rajasthan

22nd-23rd January 2017 , www.conferenceworld.in

(ICIRSTM-17)

ISBN: 978-93-86171-20-7

If the company wishes to acquire the talent from outside theThese days, attracting the required talent is not an easy job for the company because it involves a lot of cost and effort that may affect marketing budget. Since the employees are well informed through different social media websites and job websites about the different options available to them therefore the companies have to adopt lucrative job descriptions in order to attract the right talent. In the cut throat competitive era, every employee wants to work in the environment where he can challenge his skills and develop new skills and competencies. He wants that he should get rewarded competitively for the skills that he posses. Therefore if the company wishes to develop the digital talent internally then it very essential to develop a comprehensive learning and development program for the employees. To successfully develop the internal talent it is essential that companies should construct a well structured and customized program for imparting functional, technical, statistical and interpersonal skills to the employees. Organizations can use an evidence based approach to prioritize Key areas, departments, functions where the development programs are needed to build the skill gap. Companies are focusing on getting and developing data scientist, statisticians, candidates with sound excel and analytical skills, interpreters who can bring out inferences from the data extracted after data mining and media professionals to market their offerings. Companies should have to develop digital skills at all levels to gain a proper and effective insight into various systems and processes. It is essential for an organization to have flexible and accountable set of processes and functional infrastructure that can impart digital skills to the employees. Talent is a differentiator, brand image builder and helps in increasing the market share of the organization. Companies should have to understand the fact that learning and development programs are not a short term process. But it requires a long term commitment on a continuous basis.

Cost, competence and compliance are some of the parameters that a forward looking organization should look at for when they want to implement learning and development programs in the organization. Training content should be designed in such a manner that it should be more Engaging, relevant, more memorable and self learning. To curtail costs, many companies try to make use of bare minimum programs across selected processes only. Cost constraints should not lead to an ineffective implementation of the solution as it may lead to partially successful business outcomes. Companies should have to realize that their revamped programs need to be agile and able to evolve over time in order to incorporate new technologies and applications.

V. CONCLUSION

Nowadays, Businesses are trying to develop a robust digital marketing ecosystem with a multitude of local and global players. Digital Technology is allowing the companies to gain a competitive edge by dynamically changing the way the consumer is articulating and expecting. In the new age of industrial revolution- changes in technological innovations, consumer demands and modern marketing strategies are changing the role of Human Resources in the organization. While Digital Marketing is having different advantages as reaching a wide range of consumers in less time and cost effectively. It also helps in efficient customer engagement and provides different metrics to evaluate the effectiveness of digital marketing technologies. HR should have to develop the recruitment, selection, training, development and learning programmes in such a way to develop digital skills proficiently in the employees. Periodic short term and long term Learning and development programmes at all levels of organization is essential to impart different digital skills to the employees. For this

International Conference on Innovative Research in Science, Technology and Management

Modi Institute of Management & Technology, Dadabari, Kota, Rajasthan

22nd-23rd January 2017 , www.conferenceworld.in

(ICIRSTM-17)

ISBN: 978-93-86171-20-7

Cost, competence and compliance are the parameters that company should focus on while implementing them.

REFERENCES

- [1.] Capgemini Consulting, Digital transformation: A road map for billion dollar organizations, MIT center for Digital Business, 2011.
- [2.] CII, Digital India: Unleashing prosperity, (2015), 1-56.
- [3.] V.K.Asams, Understanding the ecosystem in Digital Media Marketing, Slideshare, 2014.
- [4.] Shikha Nagar, A study on Digital Marketing services with return on web, Slideshare, 2013-14.
- [5.] Boston Consulting Group, The Talent Revolution in Digital Marketing, 2015.
- [6.] Akilan P, Digital Marketing and Assessment of HR practices, 2013.
- [7.] Peter Shreeve, Why does HR recruitment ethics not follow digital engagement, 2014.
- [8.] Tonya McKinney, William Quinn, Human Resources: Key to the organization's Digital Success, Tata Consultancy Services, 2015.
- [9.] Pritesh Patel, Does the HR industry get Digital Marketing, Blog, 2012
- [10.] Ajay Chhabra, HR Challenges-Digital Marketing, Slideshare, 2016.
- [11.] Ben Hart, The role of Human Resources in Digital Transformation, Innovation Enterprise, 2016.
- [12.] Esteban Martinez, Can Digital Marketing transform the HR function?, LinkedIn, 2015.
- [13.] Saul J. Berman and Ragna Bell, Digital Transformation- creating new business models where digital meets physical, IBM Global Business Services, 2011.
- [14.] Karel Dorner and David Edelman, What 'digital' really means, McKinsey & Company, 2015.
- [15.] Jacques Bughin, Andy Holley and Anette Mellbye,(2015), Cracking the digital code: McKinsey Global Survey results, McKinsey & Company –Insights and Publications.