

# ROLE OF DIGITAL MARKETING IN MODERN ERA

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## ABSTRACT

*Businesses of today are engulfed with opportunities. Those who embarked upon them well in time may easily survive. Technological development may upheave some, but can even serve as a catalyst of growth. Therefore, digital trends are influential and need to be comprehended. The present paper acknowledges the role of digital marketing in today's era. Technology and Digital Marketing are interwoven. Emergence of varied handheld devices has deracinated more accessible mediums for the marketers. Social Media platforms, on the other hand, vitalize retargeting. Several tools which may abbreviate the digitalization efforts are also highlighted. Search Engine Optimization if not done, may adamant the growth trail. Moreover, a meticulous consideration of the different legal aspects is also vital.*

***Keywords: Digital Marketing, Legal Aspects, Search Engine Optimization, Social Media, Technological Development etc.***

## I. INTRODUCTION

Business environment is enveloped with multi-faceted macro as well as micro factors, comprising of suppliers, customers, economic, political, technological environment etc. The desire for consistent connectedness have displaced the traditional orientations and led to the development of new-fangled techniques so as to ensure connectivity. In this era, tech widgets have emplaced the marketer's desire of creating an influential souk, where the customer's wants and needs are regarded as preminent. With the passage of time numerous platforms have ceded, and several new have emerged with the grace of time. Only those businesses have survived which have undertaken the mediums transpired as a consequent of time, enabling development of leads to be quicker. Investments in technology has therefore become paramount now-a-days. A complete optimization with the technological trends is essential to survive in the ever-changing business environment.

Content marketing, Search Engine Optimization, Social Media, Retargeting, Community set ups, Mobile Advertising etc are the tremendous trends of today, regarded as popular means of marketing. Such mediums enable targeting masses at large and that too with economies of scale. Moreover, several digital marketing tools have also materialized which include Grexit, Green Lotus, WooRank, Crazy Egg etc. Usage of such tools makes the research more prompt for e.g. tools allow to determine the highest paying keyword, some even offer the customer communication packages, targeting the specific customer's e-mail accounts, creation of animated videos etc, hence usage of tools eases the facilitation of the requisites and generation of revenues then becomes

the matter of few seconds, if channelized properly. Now-a-days many companies have even introduced the wearable technology, opening a new gateway for marketers.

## II. REVIEW OF LITERATURE

Tripsas M et al (2000) researched that firms which have been established earlier requires huge effort to make a shift towards technological orientation, deployed through Polariod Corporation's case study. Smith et al (2001) addressed that electronic markets would definitely surpass the conventional markets. They believed that internet market is still at the nascent stage and would deliver more profitable outcomes with the passage of time. Wind J., et al (2001) proposed a conceptual paper to demarcate customerization against mass customization, personalization and one-to-one marketing. Merisavo M., (2006) designed a conceptual model incorporating key elements of digital marketing communication (DMO) like content, frequency, interactivity etc so as to deliver customer a valuable product. Clarke B., (2012) et al found that usage of digital marketing has amplified and so is the internet usage among the children and concluded that there is a need to make more stringent procedure to gauge over that what children are doing over this platform.

## III. DIGITAL MARKETING

Digital Marketing is cognizant. The thought process will turn to be actionable with everything put at correct place which can be delivered with:

**Content Optimization:** For an efficacious virtual space an organization may evoke Content Optimization. They must enforce the content with a series of thoughtful videos, images and shareable story. The content must be channelized in such a manner that it causes to establishes a link with the customer. The prime focus can be on its distinctive feature, quality, affordability etc, but the content must be innovative. With a colossal research about the targeted audience needs, the content must be designed in a manner that the masses are able to establish a direct connection with it and started to live with it, causative of which the content will be followed and shared at large. Moreover, even the valuable feedback from the customers must be undertaken, and efforts should be made to incorporate their genuine stories in the product's campaign. The original stories would definitely make customer to believe that even they owe the company something.

**Handheld Devices:** Several access the information outside the field, to get a quick go. The occurrence of handheld devices has generated such prospects. Information from diverse sources can be easily tailed via mobile phones. Hence, these offer another opportunity for marketers. Mobile phones proffer extension of the market over virtual boundaries. This digital technology when equipped with the information like geo-location etc, may cause company to amass more authentic data about its customers. A website supporting the mobile platform has to be developed to make it operational for the organization and contribution of accurate, timely information is very important. Incorporation of adequate features is essential but it must not be exorbitant. Adequate features include product description, qualitative value, the various prepay as well as post pay options (like COD etc), inclusion of relevant terms and conditions etc. If possible the price comparisons among the different websites can even be enforced.

**Social Media:** Available social media has been regarded as a pool of opportunities. Brand Wagons like LinkedIn, Twitter, Google+, Pinterest etc. offer organization to reach beyond precincts. For instance, Facebook

features tools which enable to target only those masses which the organization aims for. Twitter or alike has become a juncture where the consumers can easily provide their relevant opinions. Moreover, Instagram, Pinterest etc allows an organization to charm customers with an image based story. Hence, the differing remarks by the customers can be easily handled and may be even integrated in the product if found subtle. Therefore, it can be said that Social Media has been the focal point of essence of the digital marketing. But, to make it a place of credence more regulations must also be extended over it, so that none of the players in the market orient towards the unfair practices.

**Retargeting:** More popular now-a-days is the concept of re-targeting. Customers are displayed over and over again the websites they referred or the product which they have selected but not purchased during their website visit. With this, it can be possible for the customer to opt for that chosen product and require little effort on the end of organization to memorize the utility of the customer. Numerous Ecommerce tools like Demandbase, Monetate, Evergage etc have offered convenience of eliminating futile and addition of valuable data for the organization.

**Building of Community:** Integrating community with the product would definitely provide organization with facsimile outcomes. The communication thread would furnish organization with authentic customer relevant details and may even enable organization with product development in line with the desires of the customers. With the set up of such community, customers may input the details of the product purchased and hence provide with required information or queries. Building community is as helpful as the neighbours would provide aid in the needy times.

### 3.1 Tools

Plethora of tools may assist the marketers to develop their channels which include:

- Grexit: It endorses the organizational mail account with a distinctive chargeable feature which eases management of project.
- Klaviyo: Built in attributes of auto-respond, analysis etc of Klaviyo makes mail management of an organization a matter of jiffy as it completely assimilates it with CRM database.
- Snipy: Snipy simplifies business advertisement and its related news as with a single click the business related ads will be easily shared.
- Rankwatch: It highlights the keywords and ranks them in order of its popularity.
- Rignite: It is a tool which reduces the intricacy of handling multiple social media accounts with features accustomed in it like scheduling, past scrutiny etc.
- Stripe: Due to stripe, management of payment related information, its processing can be easily controlled.
- Stream Science: It is a tremendous tool which assists in both creation as well as distribution of product relevant data.
- Crazy Egg: It tracks the customer source and even entails the activities of customer over the website.
- Optimizely: It trails everything from customer sign up, to the test pages and each activity so that appropriate action against any obscure situation can be quickly initiated.
- Ampervize: As there are varied tools which may land consumer into a deadlock, ampervize may come for assistance by simply answering a list of provided questions.

The list is endless as there are several more paid up tools like PunchTab, Nimble, LaunchRock, guides.co, UserTesting, Colibri, Cyfe All-in-One Dashboard, Wistia, Searchmetrics, BuzzSumo, Oktopost, Raven Tools, Connect Up, Ship Station, AngelSpan, Radius, Hipchat, Shareist, GoAnimate, Camtasia, Conspire and several others.

### **3.2 Search Engine Optimization**

SEO requires considerable amount of time as well as expertise level. An organization may undertake the guidance of an SEO expert or may accomplish it with the help of the following:

- Ample time must be deployed for understanding the website related guidelines and policy documents. Now-a-days search engine itself provides the directives for optimization of the organizational website. Such information abets organization with the detailed steps of how an organization can optimize their search engine.
- Superior blog must be clasped with the website. Organization may resort to various sources for the creation of an enhanced blog.
- Search engines use spiders for website navigation. Hence the subject matter must be content rich. Normally spiders may not easily read java scripts or media rich subjects, hence an appropriate stability between the different data units, media has to be made.
- Associating the content with adequate keywords is essential. Right keywords would definitely endorse the product to the targeted customer segment and also would demarcate the characteristics of product which differ it from the rest.
- Next involves the duplication of the chosen keywords into the page titles, as enormous stress is given by search engines over the title pages and the tags selected. Manoeuvred by computers, the entire website is monitored with the help of computer programs and any erratic information is definitely omitted.
- Another crucial element, is the institutionalizing of different links with the organizational website. This can be accomplished by providing data which customers regard as resourceful as with it, the ranking of the website due to the consistent evaluation of the spiders would go high and more of web links would be amazed to get incorporated with the website. As a resultant of which, the search engine would be completely optimized due to more number of visitors for the website.
- Persistent efforts must be done to induce new features into the website. So, refinement of the existing is compulsory.

### **3.3 Technology and Digital Marketing are Entwined**

Technology forms the basis for digital marketing, but technology is ever changing. It may easily become obsolete. So, how to make a decision about the investment in technology? Following are the few key points towards this direction:

- As soon as any new technology emerges, it is gazed up by several technologists for the evaluation of its different facets.
- If the technology begins to root up and attain growth, it then beholds the eye of the technologists.
- Then initiates the race for harnessing the upcoming technology so that business may be excelled over to new heights.

- Hence the technology is aligned for the daily use and is therefore accepted for the daily practice.

### **3.4 Legal Issues**

In India, several legal regulations have been extended.

- For the protection of individual information, there has been Financial Services Modernization Act, 1999.
- Network Advertising Initiative (NAI), 1999 sets up the protocols required for the management of user's relevant information.
- Notice of Electronic Monitoring Act, 2000 mandates employers to alert its employees about the monitoring of private details.
- Consumer Privacy Act, 2000 ensures that consent must be taken from the consumer for the use of its personal details.
- Online Privacy and Disclosure Act, 2000 directs a seal on the website so as to follow the Principles for Fair Personal Information Practice.

Several other include Communication Decency Act, 1996; Children's Online Privacy Protection Act, 2000; Digital Millennium Copyright Act, 1998 and others so as to confirm that businesses as well as users do comply with the prescribed norms. Hence, the conduct of businesses is eventually regulated.

## **VI. CONCLUSION**

Different brand wagons make Digital Marketing more powerful. If content is optimised, then the targeted audience can be delivered the intended message and hence, a connection with them is established, making brand more powerful. Building of community would lead to the development of threads enabling organization to assess the factual product's performance and may even take corrective action, if required. The digital marketing performance is amplified with the usage of powerful marketing tools as they range from e-mail optimization to the customer relationship management. But technologists must harness the power of only those mediums which tend to gain pace with the passage of time. Moreover, while the developmental framework must be developed under appropriate time constraints but legal aspects are also vital.

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