

## Recent Advancement in the field of Digital Marketing: A Review

Yogesh Kumar<sup>1</sup>, Sarabjit Singh<sup>2</sup>

<sup>1</sup>Phd\*, M.Tech CSE, yogesh.kumarcs@ietbhaddal.edu.in

<sup>2</sup>M.Tech CSE, sarabjit.cs54@ietbhaddal.edu.in

<sup>3</sup>Dept. of Computer Science Engineering, IET Bhaddal Technical Campus, Ropar, India

### Abstract

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. With the popularity of broadband Internet and the booming development of network technology in recent years, the traditional marketing is also gradually moving to digital marketing. The dissemination of information through the internet is different from traditional marketing. The digital marketing means using digital technology related media as a new advertised pattern of marketing channel. “Marketing” is the most important thing in the digital marketing; “digital” is only one of the pipelines of marketing. This new type of digital marketing, prompting business must rethink from the perspective of between businesses and consumers enables new contact and interaction. In today’s competitive market, there are various products made by enterprises, how to stand out in a highly competitive environment, and how to go with marketing tactics and product through the product advertising to cause high degree of customer purchase intentions and interests effectively is one of the important keys. In this paper, the futures and tools and techniques of digital marketing has been reviewed and discussed.

**Key Words:** digital marketing; content writing; SEO; social media; mobility

### 1. INTRODUCTION

The way people communicate was always a fundamental driver for our evolution. Technological advancement in last years is changing how we get, evaluate and use information. For marketers, this doesn’t bring only new possibilities, but also new challenges how to use and control these technologies. There are more than 2 billion people using the internet and it caused that marketing is online and new forms of it are being created faster than ever. “Digital marketing is not just traditional marketing on steroids. It is not just a faster or newer channel. It is a new approach to marketing”, Digital marketing is a term used to refer to marketing that utilizes electronic devices like computers, smart phones and tablets to engage the consumers. 28% of marketing professional have reduced their advertising budget to re-allocate more money on digital marketing. Many of the marketing means and strategies conducted in the recent years and

decades have aimed at mass marketing, however the shift in the field is towards direct marketing either as primary marketing strategy or complementary.

### ***1.1 Digital vs. Online vs. Internet Marketing***

There is a lot of confusion in the terminology when it comes to digital, online, and internet marketing. Digital marketing is 'a broad term that describes a set of marketing processes that utilize all available digital channels to promote a product or service or build a digital brand.' [8] As the main digital channels we consider the Internet, TV, radio, mobile. This sets Internet marketing a subset of Digital marketing. Difference between Internet and Online marketing is just in the name itself. It's all about the trend which word works better with search engines. In the US, 'Internet Marketing' holds a 2-1 ratio to 'Online Marketing' in monthly search queries according to Google Adwords Keyword Generator from April 2013. But globally 'Online Marketing' appears in searches 9 times more than 'Internet Marketing'. Online Marketing is 'the art and science of leveraging the Internet to get your message across so that you can move people to take action.' [11] The major channels of Online Marketing are:

- Web site
- Search marketing (SEM) - includes Search Engine Optimization (SEO) and Paid Search Advertising (PSA)
- Social media marketing
- Content marketing
- Email marketing
- Mobile marketing
- Display advertising

## **2 DIGITAL MARKETING**

Digital marketing, a term which refers to the concept of using digital technologies for promotion of products or a service has been growing at a rapid pace over the last few years [1]. According to a survey presented by Gartner, Inc. [1], there will be a steady rise in organizations budget expenditures in employing digital marketing campaigns over the next few years as well. The promise of big data for digital marketing lies not only in the increased volume of data generated by the digital channels but more so in the insights that can be derived from the vast and diverse amount of data. Realizing that marketing campaigns span multiple channels, big data has brought the significance of identifying optimal marketing spend and its impact towards marketing optimization and sales to the forefront.

## 2.1 Trends of Digital Marketing

Organizations are implementing a wide range of digital channels so as to engage customers in a more 2 personalized way. Digital marketing trends that organizations are rapidly embracing include :

- **Mobility** – Business Insider's recent report indicates that globally, one in every five people owns a smart phone, 3 and one in every 17 owns a tablet. That's an increase of nearly 1.3 billion smartphones in last four years . Therefore an increased user base accessing the internet via smartphones has prompted many companies to optimize their online content for mobile devices.
- **Social media** – Organizations are focusing on engaging with customers through social media to offer real-time interactions. Social media helps organizations reach out to a vast pool of potential customers by supplying them with medical and campaign-related information.
- **Social-Local-Mobile marketing** –The growing popularity of smart mobile devices, increasing location based social activities like experience sharing, review reading via social media and the evolution of Global Positioning System (GPS) are helping companies leverage Social-Local-Mobile marketing activities.
- **Personalized Content marketing** – Customer engagement, acquisition and retention have all taken on a new dimension with the delivery of unique, personalized, and relevant messages through identified digital channels. Email is one of the most preferred marketing channel to broadcast targeted organization messages and campaigns to existing and prospective customers.
- **Advanced analytics** – Increased adoption of digital channels is generating large volumes of customer behavioral data. Advanced actionable analytics can help organizations define targeted marketing strategies.
- **Search Engine Marketing (SEM) / Search Engine Optimization (SEO)** – Organizations are focusing on SEO efforts and paid search advertising for enhancing the visibility of their products and services.
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## 3.1 Advantages digital marketing brings to customers

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the consumers as given below:

- **Stay updated with products or services**  
Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.
- **Greater engagement**

With digital marketing, consumers can engage with the company's various activities. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback.

- **Clear information about the products or services**  
Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store. However, Internet provides comprehensive product information which customers can rely on and make purchase decision.
- **Easy comparison with others**  
Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way. Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.
- **24/7 Shopping**  
Since internet is available all day long, there is no time restriction for when customer wants to buy a product online.
- **Share content of the products or services**  
Digital marketing gives viewers a chance to share the content of the product or services to others. Using digital media, one can easily transfer and get information about the characteristics of the product or services to others.
- **Apparent Pricing**  
Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the customers. Company may regularly changes the prices or gives special offers on their products or services and customers are always in advantages by getting informed instantly by just looking at any one mean of digital marketing.
- **Enables instant purchase**  
With traditional marketing, customers first watch the advertisement and then find relevant physical store to purchase the products or services. However, with digital marketing, customers can purchase the products or services instantly.



### 2.3 Disadvantages:

- Although, internet marketing allows you to promote your business targeting global customers, the set-up cost of a website is too high. Further, you need to spend more time on choosing attractive layout for your website.
- There are several customers still not aware of internet. Some people prefer buying products on store instead of buying it online.
- The rule of trading in internet changed rapidly. It needs constant attention and surveillance to make sure the marketing strategy really works.
- When comes to online, you need to be aware of fraudulent activities and online scam.
- Spamming is one of the prime challenges for online marketing and confidential data can be easily hacked.

### 2.4 Digital Marketing Challenges

Traditionally and over the years, life sciences companies have been leveraging digital channels using an isolated approach rather than an integrated one. Here are some of the challenges facing digital ad agencies and what we can expect to do about them before the calendar year runs out.

- **Meeting Consumer Expectations**

Some 15% of digital marketers surveyed said that meeting the expectations of a consumer base that's constantly connected is their number-one challenge. Consumer-generated content can travel faster than ever before, and it's also highly influential in consumer decision-making: 80% of people say they do extensive online research before making a big purchasing decision, while nearly half — 46% — say they rely on social media to do so. It's not just about knowing what consumers want, like, or need right now it's about anticipating trends and demands so that you can time your campaign perfectly to create a viral sensation.

- **Getting Consistent Results**

Another 14% of digital marketers said their biggest issue in staying afloat of the advertising agency world is driving consistently successful campaigns that produce measurable outcome results, such as leads or revenue. Local businesses particularly need to focus on building local results. An Atlanta marketing agency, for instance, should concentrate its efforts on local SEO strategies and connecting with influential outlets that can drive Atlanta marketing agency campaigns. Even if you've reached the top of the local Google, you still have to fight to maintain your throne.

- **Multimedia Channels**

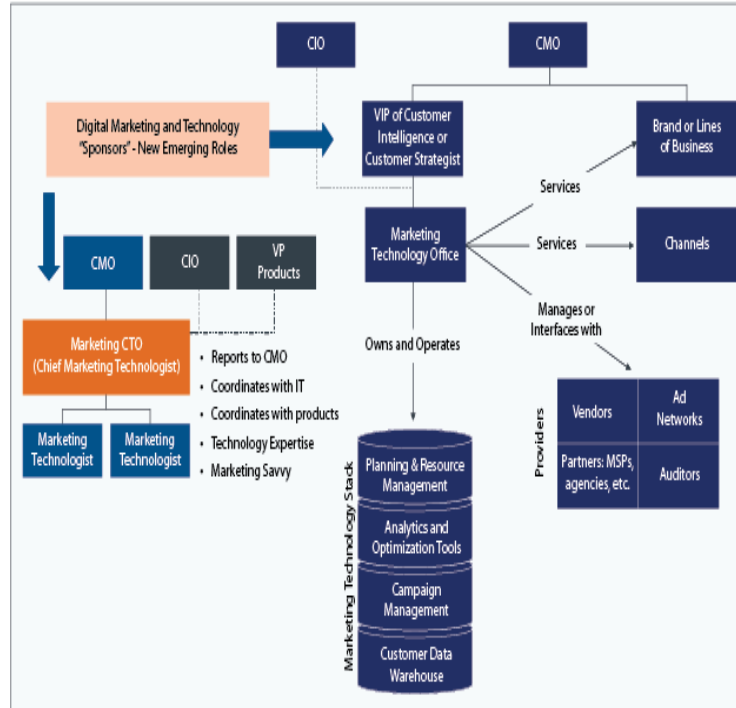
Another of the most-cited challenges was the widening proliferation of channels across earned, owned, and paid media, say 13% of digital marketers. There are so many pages on the Internet that simply owning a website won't get you anywhere. You also need to engage in paid content promotion as well as generate social sharing and word-of-mouth. Just like traditional business, it's the customers themselves who can often give you the best kind of promotions.

### **3. DIGITAL MARKETING REFERENCE ARCHITECTURE**

Customers are very savvy. They don't want to be blatantly marketed to, and they are quite adept at screening out mass emails or generic messages. However, customers are willing to engage with relevant content, and they're willing to build relationships with companies that they (or their social network) like. In order to engage in a relevant customer dialogue, the marketing strategy that most firms are adopting (often called "multi-step drip campaigns") attempts to nurture relationships with customers patiently, over time, and move them through their purchase journey. This requires the complex integration of numerous features/components in the advertising, inbound and outbound marketing, and sales reference architecture (shown below) to create a seamless experience. This is what a Chief Marketing Technology officer typically worries about.

#### **Three key reasons why you need an effective digital ad-tech, marketing and sales architecture:**

1. Digital customer lifecycle and journey management
2. Enables managed innovation within the enterprise
3. Critical for program, portfolio and project management.



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**Fig -1:** Architecture of the Digital Marketing

#### 4. 10 REASONS WHY TO NEED DIGITAL MARKETING

- **Directionless**

I find that companies without a digital strategy (and many that do) don't have clear strategic goals for what they want to achieve online in terms of gaining new customers or building deeper relationships with existing ones. And if you don't have goals you likely don't put enough resources to reach the goals and you don't evaluate through analytics whether you're achieving those goals.

- **You won't know your online market share**

Customer demand for online services may be underestimated if you haven't researched this. Perhaps more importantly you won't understand your online marketplace: the dynamics will be different to traditional channels with different types of customer profile and behaviour, competitors, propositions and options for marketing communications. See online marketplace methodology post.

- **Existing and start-up competitors will gain market share**

If you're not devoting enough resources to digital marketing or you're using an ad-hoc approach with no clearly defined strategies, then your competitors will eat your digital lunch!



- **You don't have a powerful online value proposition**

A clearly defined online customer value proposition will help you differentiate your online service encouraging existing and new customers to engage initially and stay loyal.

- **You don't know your online customers well enough**

It's often said that digital is the "most measurable medium ever". But Google Analytics and similar will only tell you volumes not sentiment. You need to use other forms of website user feedback tools to identify your weakpoints and then address them.

- **You're not integrated ("disintegrated" •)**

It's all too common for digital to be completed in silos whether that's a specialist digital marketer, sitting in IT or a separate digital agency. It's easier that way to package digital marketing into a convenient chunk. But of course it's less effective. Everyone agrees that digital media work best when integrated with traditional media and response channels.

- **Digital doesn't have enough people/budget given its importance**

Insufficient resource will be devoted to both planning and executing e-marketing and there is likely to be a lack of specific specialist e-marketing skills which will make it difficult to respond to competitive threats effectively.

- **You're wasting money and time through duplication**

Even if you do have sufficient resource it may be wasted. This is particularly the case in larger companies where you see different parts of the marketing organization purchasing different tools or using different agencies for performing similar online marketing tasks.

- **You're not agile enough to catchup or stay ahead**

If you look at the top online brands like Amazon, Dell, Google, Tesco, Zappos, they're all dynamic - trialing new approaches to gain or keep their online audiences.

- **You're not optimising**

Every company with a website will have analytics, but many senior managers don't ensure that their teams make or have the time to review and act on them. Once a strategy enables you to get the basics right, then you can progress to continuous improvement of the key aspects like search marketing, site user experience, email and social media marketing. So that's our top 10 problems that can be avoided with a well thought through strategy. What have you found can go right or wrong?



## 5. FUTURE OF DIGITAL MARKETING

Digital marketing is changing nonstop and we're finishing out another year of incredible advancements in technology and new strategic thinking.

- **Digital marketing is data driven.**

Digital marketing is both an art and a science. Successful marketing comes from collecting, analyzing and using data about when and where customers spend their time. In short, data is behavior. Learning from this behavior drives creative messaging and strategic campaigns. Tracking behavior and tapping into the emotional connection through messaging, ads, social, and design makes all the difference in the digital space.

- **Scratch the funnel; it's a marketing ecosystem.**

No two customers are alike and they won't take the same journey to conversion. There are so many ways for a consumer to engage with the brand, research the product, and make a decision; there is no way they are all taking the same steps towards your site or your services. They move back and forth, skip steps or break away completely before venturing back towards the company.

- **Testing is focused on variables.**

The days of A/B testing entire campaigns as we know it are ending. Now, advertising technology can narrow in on specific variables that make the difference between no traffic and heavy traffic to your site. Targeting is a crucial aspect of any marketing strategy and by marketing directly to your ideal audience, you're effectively and efficiently spending only what's needed.

"In order to truly be optimal, brands need to find the individual creative elements within their ads that perform best for each online 'purchasing scenario'. Individualized testing and optimization for each demographic, interest, product-type or keyword is now possible, and is imperative to staying successful as a digital marketer," said Jason Puckett, Founder and CEO at AdBasis.

Social sites like Facebook have some of the most specific variables for advertising. Narrow down to age, interests, location, behaviors, political leanings, and more. Test search, display and mobile ads along with your email and social campaigns. Find what really works for your customers and work more efficiently.

- **Social engagement is key.**

There's a lot to be learned from your audience online. You'll get honest feedback on campaigns and messaging, for one. Incorporating your fans' interpretation and opinion of your brand can get you both fresh content and loyal fans. Create incentive for fans to

write, tweet, take photos, share videos, etc. Reward them for their participation and loyalty by giving them the spotlight in your campaign.

Think holistic strategy, rather than specific tactics. Each social channel, blog post, email, weblink must have a purpose and drive towards something. Never post simply to post. Without engagement or traffic, those posts are a waste of time and money.

As a brand, join in on the engagement. It's not enough to listen to your audience; respond and interact. Market specifically to individuals who are reaching out and talking about you. Give your audience something to love and share. Have fun with your marketing and open yourself up to build loyalty and connection.

- **It's a team sport.**

Single marketing voices only reach the people already in their networks. To break through, companies and causes will increasingly need to partner with suppliers, brand ambassadors and others to reach more people, more often.

"Since we connect experts to target audiences, we count on the marketing networks of our experts to help spread the word. We tell our people, they tell their people. Everybody benefits. The marketing universe is already too complex and too crowded to keep trying to do it alone. It's true in sports and marketing - a team approach easier and more powerful because we can amplify and multiply one another's efforts," said Wade Floyd, founder of accelerator-backed CoachTube.

## 6. TOOLS AND TECHNIQUES OF DIGITAL MARKETING

In today's wired world, it's impossible to overstate the importance of digital marketing to the success of your business. Strong, successful companies are carving out virtual space to respond to customers, to create connections with industry leaders, and to tell the story of their brand in a creative, genuine, and visually-engaging way. Digital marketing offers the invaluable opportunity to assess which elements of your strategy are working - or bombing - in real time. Simple new digital marketing techniques give every company - be it a four person startup or a multinational corporation - the chance to make an impact online.

- **Content marketing techniques**

One of the most frequently dropped buzzwords in digital marketing, content marketing is essentially storytelling for your brand. "Content" can be virtually anything with a clear message: a series of attention-grabbing images, videos, blog posts, or news items. Content marketing differs from traditional marketing tools in its resistance to overt calls-to-action or purely product- or service-based ads, and smart consumers have developed a nose for sussing out quality content from gussied-up advertising. Like a good story, good

content is original, dynamic, and shareable. Truly effective content marketing uses an accessible voice to tell genuine stories that gain the trust of the consumer and build a positive reputation for the brand.

Content marketing is also inherently flexible. Consider ways to reframe your story or message to target different consumer groups with whom you may not have an instinctive one-to-one relationship. Once your content is in play, tools like Outbrain Amplify can help you distribute that content to a larger audience. Regardless of how wonderful your content is, it simply won't be truly effective if it isn't being widely seen.

- **Tools for social networking**

You're likely already using at least one form of social media as a way to connect with your customers - and if not, what are you waiting for? Social media is one of the best marketing tools for humanizing your brand and connecting with your customers in real time. A strong digital marketing strategy incorporates all social media forums appropriate to your organization, including Facebook, Twitter, LinkedIn, Google+, Pinterest, and Instagram. These tools have different purposes: Twitter has become a virtual telephone, a way for customers to lodge complaints or ask questions, whereas image-driven social media - such as Instagram and Pinterest - are a great way to get viral with visual storytelling. It's also vital to stay connected to new trends, such as LinkedIn's recent Influencers program, which promotes industry insiders as thought leaders and offers them a forum to share wisdom.

- **Go mobile**

More and more of us are accessing information on-the-go. Having a website that uses responsive design for various mobile formats - smartphones, tablets, etc - gives your company a competitive edge. Many marketers are now taking mobility a step further by using location data garnered by customer check-in tools like Foursquare or Facebook, or data provided by Adwords and GPS, to target marketing campaigns and build an ever more complete picture of who your customer is, where she goes, what she wants, and when she wants it. Understanding the context of your customer's desires and behavior is key to targeting your offerings to maximize what is actually needed. These mobility marketing techniques allow you to work outside of the in-office "vacuum."

- **Retargeting**

One of the most interesting new marketing techniques, retargeting (or remarketing) tracks customers through cookie placement and continues to show them ads for products they've viewed in the past across a network of websites. Since only 2% of traffic converts on a first visit, retargeting is a simple, powerful way to keep your brand and product in the minds of potential customers and requires little effort on the part of the company. As

the technology for retargeting improves, flexible brands will stay on top of the trend to find ever more organic ways to raise brand profile.

- **Community building**

The common thread in these best new digital marketing techniques is the need for brands to cater to the desire of consumers to be seen as individuals, and not just as a number. Consider the recent viral WestJet campaign that secretly fulfilled fliers Christmas wishes. With this campaign, WestJet managed to give an airline a warm & fuzzy personality (no easy feat) and to demonstrate responsiveness. Brands need to prove a genuine interest in the personalities of their dynamic customer base and to treat communication as a way to build an authentic, like-minded community. As we grow more digitally-driven, the physical community of neighborhood commerce is giving way to more fluid and larger communities online. Even brick and mortar companies are now global participants. Digital marketing offers a way to move beyond your field and into the world at large.

## 7. CONCLUSION

Today, life sciences customers are looking for relevant and consistent information across digital channels that cater to their needs - medical and scientific information, research updates, product information, industry and organization updates, campaigns and so on. Life sciences organizations are struggling to effectively engage customers across digital touch-points and deliver consistent brand messaging. Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like “Rome was not built in a day,” so, digital marketing results won’t also come without attempt, without trial (and error). In today’s digital environment, marketing tactics became variety besides, under the factor of facing low consumer loyalty and industry rapid change. In order to response and satisfy market and customer demand immediately, and master market characteristics and consumers’ preferences, a architecture of digital marketing is proposed to analyze product information and attempt to combine information technology with enterprise management.

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