

# **What is digital marketing?**

**Raj Soni**

Director

Soni E-Commerce Consultancy

**Abstract:** Digital marketing, at its most basic level, relates to advertising that is provided through digital channels like as search engines, websites, social media, email, and mobile applications, among others. Digital marketing is the technique through which businesses promote their products, services, and brands via the use of these online media platforms. When it comes to product research, consumers largely rely on internet tools. As an example, marketing insights from Think with Google discovered that 48 percent of customers begin their enquiries on search engines, while 33 percent go to brand websites and 26 percent search within mobile applications.

**Keywords:** Digital Marketing, SEO, Internet, World Wide Web, Social Media Marketing

While modern-day digital marketing is a massive system of channels into which marketers must simply integrate their brands, advertising online is far more complex than the channels themselves, as the following chart shows. It is necessary for marketers to delve deeply into today's large and complicated cross-channel world in order to develop tactics that have an impact via engagement marketing in order to realize the full potential of digital marketing. It is the process of developing meaningful connections with new and returning consumers based on the data you collect over time that is known as engagement marketing. By interacting with consumers in a digital environment, you may increase brand recognition, establish yourself as an industry thought leader, and position your company at the forefront of the customer's mind when he or she is ready to buy.

Through the implementation of an omnichannel digital marketing strategy, marketers may get important insights into the habits of their target audiences, while also opening the door to new means of consumer interaction. Additionally, businesses may anticipate an increase in employee retention. Consumers who connect with firms via several channels are more likely to stay with them, according to a research by Invesp. Companies with inadequate omnichannel operations, on the other hand, only retain 33 percent of their customers, the report said.

As for the future of digital marketing, we can expect to see a continuous growth in the number of wearable gadgets that are available to customers in the next years. Forbes predicts that social media will become more conversational in the business-to-business arena, video material will be improved for search engine optimization (SEO), and email marketing will become even more customized in the future.

### **Problems that are commonly encountered and which digital marketing may help address**

Digital marketing is a must if you want to maximize the effectiveness of your marketing efforts. Digital marketing may assist you in getting to know your target audience, gaining valuable information about them, and providing analytics that will provide credibility to your marketing team.

Problem: I'm not familiar enough with my target demographic to know where to begin. It takes time to get to know your audience, and while your marketing team may have built audience profiles that might be useful, customers actively spending time online may not behave in the manner you would expect them to. Testing various language with different targets is necessary, bearing in mind that different descriptors will appeal to different people, depending on their stage in the purchasing cycle and where they are in the buying cycle. Pay attention to your audience and you'll establish credibility that will set you apart from the competitors, according to the experts.

My issue is that I haven't optimized my channels for search engine optimization. It is critical to grasp search engine optimization best practices, no matter where you are in the marketing process. Other than boosting search engine ranking, SEO may reinforce and support campaign testing and optimization to guarantee that you are producing high-quality, valuable content that your potential consumers are interested in reading.

I don't have a social media plan, which is a problem. It is critical to have some sort of social marketing plan in place, regardless of whether you want to build an organic social media strategy, a sponsored social media strategy, or a combination of the two. Even while social media is a fantastic tool for branding and engagement, it can also be an effective route for digital marketing advertising. Decide on a certain niche and a consistent tone of voice, then be patient while your following grows and the effect of your advertisements grows as well.

My marketing teams are divided into silos, which is a problem. It is critical to break out from silos in order to build agile, flexible structures. Because your consumers aren't congregated in a single channel, waiting for advertisements, your marketing efforts must incorporate cross-channel capabilities and teams with a diverse range of skill sets in order to engage them where they are most comfortable. Because each social network and channel has a distinct audience and set of expectations, marketing efforts on each platform and channel may appear entirely different. This includes the tone of your post, the images you use, the offers you make, and even the time of day you publish.

Problem: I'm being pressed by my CMO to report on metrics that are beneficial to the company's bottom line. When it comes to digital marketing, there is a wide array of metrics that can be used to assess the efficacy of your marketing activities. However, the metrics you use should be carefully considered. Each situation will be determined by the makeup of your audience and the emphasis placed on each channel. Begin by identifying your objectives for each channel and establishing the KPIs that your CMO will be most interested in seeing.

### **Digital marketing is made up of several components.**

Digital marketing encompasses a vast network of digital touchpoints with which clients connect on a consistent basis throughout the day. You must be familiar with each of these channels in order to make effective use of them.

Paid search is available. Paid search, often known as pay-per-click (PPC) advertising, is the term used to describe the sponsored result that appears at the top or side of a search engine result page (SERP). These advertisements charge you for each click, and they may be customized to display only when specific search keywords are entered, allowing your advertisements to be targeted to audiences who are specifically looking for something. These advertisements have the potential to be very effective since they are based on data gathered from individuals' online behavior. They are used to increase website traffic by providing relevant advertisements to the correct people at the appropriate time. These advertisements also include retargeting, which means that marketing automation systems may create unique, personalized cross-platform advertisements based on the behaviors of clients.

Search engine optimization (SEO) is the process of improving the visibility of a website in search results (SEO). A website's content, technical setup, and reach are all optimized as part of the SEO process, so that your pages appear at the top of a search engine result page for a

specified set of keyword phrases. When visitors show behavior that suggests they are searching for related items, SEO may direct them to your website, which can be a game changer considering that 90 percent of individuals searching have not formed an opinion about a brand yet (Status Labs, 2018). While pay-per-click advertising and retargeting have their uses, organic internet traffic obtained through search engine optimization has a significant impact on search results and, as a result, on organic site traffic as well. By utilizing keywords and phrases, you may employ search engine optimization to significantly boost exposure and establish a long-term client connection. When it comes to SEO, it is described as the process of improving a website's ranking in online search results, and therefore its organic site traffic, by utilizing popular keywords and phrases. Strong search engine optimization methods are extremely important in digital marketing efforts since visibility is the first step in building a long-term client connection.

Content marketing is a type of marketing that uses written content to promote a product or service. Content marketing that is effective does not appear to be promotional in nature, but rather works to educate and inspire people who are in the market for knowledge. In addition to establishing you as a thought leader and an authoritative source of information, providing relevant content may reduce the likelihood that your other marketing efforts will be lost in the shuffle of things. In this age of the self-directed customer, content marketing generates three times the number of leads generated by paid search advertising, making it well worth the additional work.

Marketing using social media. Active social media accounts are only one component of good social media marketing; there are many other factors to consider. In addition, you must incorporate social media components into every part of your marketing activities in order to provide as many possibilities for peer-to-peer sharing as feasible. In addition, the more your audience is motivated to engage with your content, the more likely it is that they will share it with others, perhaps motivating them to become customers themselves.

Email marketing is a form of direct marketing. After more than two decades, email remains the most efficient and direct method of communicating with consumers that want essential information. Successful email marketing nowadays must be extremely engaging, relevant, educational, and amusing in order to avoid being buried in your customers' inboxes, according to industry standards. Your marketing emails must meet five essential criteria in

order to be successful. They must be dependable, timely, relevant, conversational, coordinated across platforms, and smart in their approach to marketing.

Marketing on mobile devices. Mobile gadgets are carried about in our pockets, placed next to our beds, and examined on a regular basis during the day. The importance of mobile marketing is shown by the fact that two-thirds of customers can identify a specific brand they have seen advertised on mobile in the previous week. However, given the intimate nature of mobile, marketing on mobile is also extremely complex. SMS, MMS, and in-app marketing are all possibilities for reaching your consumers on their mobile devices, but beyond that, you must consider how your marketing efforts will be coordinated across your other digital marketing channels, such as social media.

Marketing automation is a term used to refer to the process of automating marketing campaigns. Marketing automation is a critical platform for digital marketing since it connects all of your campaigns in one place. In fact, firms that automate lead management report an increase in revenue of 10% or more after six to nine months of using the system. Without it, your campaigns will appear incomplete, as if there is a critical piece missing from the puzzle. Advertising and marketing automation software simplifies and automates marketing operations and workflow, monitors outcomes, and estimates the return on investment (ROI) of your digital campaigns, allowing you to increase income more quickly and efficiently. Marketing automation can assist you in gaining important information into which programs are effective and which are not, as well as providing metrics that will allow you to speak to the impact of digital marketing activities on the bottom line of your firm.

**Digital marketing programs must be planned, implemented, and optimized at all stages.**

Begin your digital marketing campaign by establishing your target audience and goals, and then implementing analytics to guarantee you're continuously improving.

Step 1: Determine who your target viewers are and segment them. Buyers nowadays need a personalized experience at every touchpoint. To do so, you'll need to know their demographic, firmographic, and technographic characteristics, as well as how to respond to their queries and concerns.

Step 2: Set goals and devise a measuring plan. To define your goals and measurement plan, use audience information to create personas and obtain a comprehensive picture of their sales cycle. Impressions, reach, clicks, CTR, engagement rate, conversions, cost per lead (CPL),

effective cost per thousand (eCPM), and back-end metrics like return on investment (ROI), return on ad spend (ROAS), first- and multi-touch attribution, and lifetime customer value are all important metrics (LCV).

Step 3: Configure your advertising technology and channels. Make sure you have the necessary data management platforms (DMPs), demand-side platforms (DSPs), supply-side platforms (SSPS), and ad exchanges in place before you get started with ad technology. Align your team, convey everyone's goals, and demonstrate how their channels fit into the overall digital marketing picture.

Step 4: Go live and fine-tune. Digital marketing may be utilized for customer acquisition, nurturing, loyalty building, and branding. Regularly review analytics to see where you are succeeding and where you need to improve in order to become a leader in this high-impact, high-demand field.

Designing a Marketing Organization for the Digital Age, a white paper we co-authored with Harvard Business Review (HBR), explains how to make digital marketing work for you.

### **Myth about Digital Marketing:**

In a short period of time, the digital marketing sector has evolved from a supplemental marketing tool to a major instrument. Digital marketing is a broad phrase that encompasses a variety of topics such as content, social media, email marketing, PPC, SEO, and more. There are several built-in myths and misconceptions about digital marketing that the audience and businesses share, and which need to be addressed. The points below seek to refute a few fallacies about the digital marketing sector in the hopes of illuminating the potential of digital marketing in your promotion bank! (Arjun Dave, 2016)

### **Digital Marketing in Education:**

Today's educational degrees aren't tied to a single area. Many online courses are being developed with the intention of providing students with a high salary. This is wonderful news for kids, as education is becoming more important. However, this has increased rivalry among higher education institutions to maximize student enrollment and provide the finest education services possible.

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