

DIGITAL MARKETING: A BOON FOR MARKETERS

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Abstract

Cut throat competition is the product of the present era of advanced technology. With globalization, the latest and innovative technology is easily available everywhere. Marketing has also been influenced by this. The present paper considers digital marketing as a revolution in this field. This has been considered as boon for the marketers.

Key words: Marketers, Digital marketing, Internet, mobile.

Introduction

With the introduction of Liberalisation, Privatization and Globalization the world has become very compact and approachable. Digital marketing is a latest concept emerged out of this. Digital marketing denotes the use of available latest digital technologies or electronic media viz. Internet, mobile phones, digital advertising, social media, online advertising etc.

Definition

Investopedia defines digital marketing as “a subcategory of marketing that uses digital technology to place and sell products. Product promotion is done, not only on the internet, but also via Short Message Service (SMS), Simple Notification Service (SNS), search engine optimization (SEO), electronic or interactive billboards and other online ads (such as banner ads).

According to **Business Dictionary.com**” Digital marketing means the promotion of products or brands via one or more forms of electronic media. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the internet, social media, mobile phone and electronic billboards, as well as via digital and television and radio channels.”

Techopedia explains “Digital marketing includes a raft of Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels that provide digital media, such as short messaging service (SMS), multimedia messaging service (MMS), callback and on-hold mobile ring tones, e-books, optical disks and games.

Why Digital Marketing is Boon for Marketers?

- **Real Time**

Digital marketing helps the marketers to see the actual number of visitors who have seen their advertisement on web site. This in turn helps them in formation of their strategy. Assessment is easily possible as compared to other Medias like news papers, TV ads etc. the impact of other media can be assessed only when the consumers actually comes to the showroom, contact sales persons or other executives etc. Digital marketing being a real time concept helps the marketers in analyzing the trends and behaviors of the prospective consumers.

- **Quick Response**

By using electronic media, as explained earlier, marketers are able to get the response of the prospective consumers. For example many companies propose the consumers the offer viz. special discounts to first time customer. With this when the consumers respond companies get their details and keep/use them for future products. In offline marketing the marketers are not sure about the response of the consumers. For example if company sends its advertisement through pamphlets in news papers or send by direct post it is very difficult to assess that the prospective consumers have paid attention to that.

- **Trend Determination**

Digital marketing, if applied with proper strategy and spread through the latest technologies, helps the marketers to determine trend of consumer choices, tastes and preferences. With this the marketing strategy is tested from time to time and is redesigned as per the latest competition. Since the results are very quick companies are able to get instant growth by providing the consumers the product as they demand.

- **Always in Touch**

In the era of cut throat competition remaining in touch with the existing as well as the prospective consumers is the key to success for the companies. Through digital marketing channels, companies always try to remain in touch with their existing as well as prospective consumers. For example companies do not forget to greet their client on occasions like birthdays anniversaries, special days etc. and the same channels are used to inform them about the launch of new product or innovations.

- **Low Budget**

Digital marketing consumes low budget as compared to the offline traditional marketing efforts. It may require for example website, email addresses and mobile numbers of existing and prospective consumers, SMS packs etc. If marketing strategy is properly established and implemented the growth in the business is sure with lower finance and efforts.

- **Create Allurement**

It can be seen as an efficient tool of creation of allurements in the minds of consumers. With the advancement of technology and its availability at lower rates most of the population has access to digital technology. People on even routine surfing the internet come across the digital ads posted by companies. For example even by opening search engine one can have access to different attractive digital ads. Which makes them curious about the product and after going through the properties of the product, if convinced, they may purchase the product.

- **Keep Track**

Digital media helps the companies to keep track of the preferences and needs of the consumers. Once the person has searched the product on a website the need of the consumer is identified and even suggestions are provided by the companies. For example if you have searched for shoes on a website, your search is followed and as per your search the companies even suggest the product available for your need keeping in mind your budget. Even the high priced products are offered at discounted prices afterwards.

Conclusion

Digital revolution has made the world compact and approachable. Marketers have also adopted the latest available digital tools to achieve growth and enhanced market share. Digital marketing provided a boon to them as this being a real time concept helps both seller and buyer to have on line contact. With digital media the companies always try to remain in touch with existing and prospective buyers by informing them their offers. This in turn creates

allurement in the minds of buyers. So finally we can conclude that digital revolution is a boon for the marketers, if used properly.

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