

Digital Marketing: Channels and Strategies

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ABSTRACT

While modern-day digital marketing is an enormous system of channels to which marketers simply must onboard their brands, advertising online is much more complex than the channels alone. To attain the true potential of digital marketing, marketers have to dig deep into today's vast and intricate cross-channel world to discover strategies that make an impact through engagement marketing. Engagement marketing is the method of forming meaningful interactions with potential and returning customers based on the data you collect over time. On another level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps, and so on. Using these digital media channels, digital marketing is the method by which companies endorse products, services, and brands. Consumers heavily rely on digital means to research products. The cost of online marketing varies greatly based on the business size, revenue, and goals. Smaller businesses will often start with a basic strategy and develop intermediate or advanced methods down the road. Finally, it is about every business can make and implement a digital marketing strategy that meets their needs and budget.

KEYWORDS: Advertising, Digital Marketing, Social Media, Brands, Business

MEANING OF DIGITAL MARKETING

Digital marketing is another form of marketing for promoting and selling products or services on the Internet. It's the process of leveraging different online marketing channels like search engines, social media networks, and email to reach your target audience.

With the help of digital marketing, the business can find people interested in their offering, and they can interact with them, and build trust with companies brand.

Digital marketing has several types, the most important are website marketing, search engine optimization, content marketing, PPC advertising, social media marketing, email marketing, video marketing, and affiliate marketing.

OBJECTIVES OF THE STUDY

1. To study the digital marketing channels
2. To examine the strategies of digital marketing

REVIEW OF LITERATURE

Yasmin, et al reveals that marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by marketers to promote their products or services into the market. The prime objective of digital marketing is attracting and sustaining customers and allowing them to interact with the brand through digital media.

Agung, N. F. A., et al expressed that the increasingly rapid business strategy innovation and internet usage that are also increasing make many companies switch to using business strategies via digital. Many companies have chosen Instagram, one of the social media focused on photo and video content to support their marketing activities. The implementation of the new Instagram system reaps controversies from people.

Yadav, M examined that, Social media usage has escalated in the past few years, which has made it easier for firms and consumers to intermingle with each other and their friends and make it furthermore easier to communicate with a large audience. In the findings of his study conducted by McKinsey Global Institute, it was found that 1.5 billion people use social networking sites, and out of these, 80% interact regularly with other social media users.

Leeflang, P. S expressed that, usage of the internet continues to explode across the globe with digital becoming a progressively important source of competitive advantage in both B2C and B2B marketing. A great deal of attention has been focused on the huge opportunities digital marketing presents, with little attention on the real challenges companies are facing going digital.

Diez-Martin, F., reveals that great progress has been made in the field of marketing and sustainability. However, there is still an important gap between the behavior and beliefs of society and markets about sustainability, and companies' capability to understand and face this trend. Digital marketing is key to filling this gap.

Bala, M found that the consumer is looking and searching more on the internet to find the best deal from the sellers around India as compared to traditional or conventional methods. This study acknowledged that businesses can benefit from Digital Marketing such as search engine optimization (SEO), social media marketing, search engine marketing (SEM), content marketing, influencer marketing, display advertising, content automation, social media optimization, e-commerce marketing, campaign marketing, e-mail direct marketing, e-books, optical disks and games and are becoming more and more common in our advancing technology.

Kierzkowski, A reveals that most consumer marketers therefore still approach interactive media through the static, one-way, mass-market broadcast model of traditional media. The results of such an approach are uninspiring applications that fall far short of the news media's potential. Shrewd marketers will instead learn to create entirely new forms of interactions and transactions with consumers. To do so they'll need a new marketing model more appropriate to the new consumer market space and new approaches to integrating interactive media into their business system and marketing programs.

Wymbs, C. expressed that the rapidly emerging digital economy is challenging the relevance of existing marketing practices, and a radical redesign of the marketing curriculum consistent with the emerging student and business needs of the 21st century is required.

Khatun, M. M expressed that with an increasing number of consumers spending a major portion of their day on their computer or smartphones, more of these digitally savvy users prefer taking control of their digital user experience and outcomes. Digital marketing brings the greatest advantage for the consumers by allowing them to make comparisons among products or services by different suppliers in a cost and time-friendly way. Consumers don't need to visit several different retail outlets to gain knowledge about the products or services. It is a time-saving process in this competitive age.

Gupta, N. evaluated that, the integration of technology with marketing is important to reach and engage with internet-savvy customers as per their choice and convenience. This paper provides an overview of eleven trending digital marketing practices and prioritizes these strategies in the sales funnel based on the See-Think-Do-Care model. The discussion includes opportunities and challenges related to the use of digital marketing.

ONLINE MARKETING CHANNELS

1. Website Marketing Search Engine Optimization
2. Pay-Per-Click Advertising
3. Content Marketing
4. Email Marketing
5. Social Media Marketing
6. Affiliate Marketing
7. Inbound Marketing
8. Mobile Marketing
9. Video Marketing

DIGITAL MARKETING STRATEGIES

Digital marketing strategies are also constantly evolving, but there are some of the strategies most businesses are using:

a) Pay-Per-Click Advertising

Pay-per-click (PPC) advertising is a broad term that covers any type of digital marketing where you pay for every user who clicks on an ad. For example, Google AdWords is one form of PPC advertising called "paid search advertising". And, Facebook Ads are another form of Pay Per Click advertising called "paid social media advertising".

b) Paid Search Advertising

Google, Bing, and Yahoo all allow us to run text ads on their Search Engine Results Pages (SERPs). Paid search advertising is one of the best ways to target potential customers who are actively searching for a product or service like yours.

c) Paid Social Media Advertising

Most of the social media platforms such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, and Snapchat will allow us to run ads on their site. Paid social media advertising is better for building awareness with audiences that might not be aware that a business, product, or service exists.

d) Social Media Marketing

Social media marketing is the free, organic form to use social media platforms like Facebook or Twitter to market the business. And, just like SEO, organically marketing the business on social media takes more time and effort, but in the long run, it can deliver much cheaper results.

e) Conversion Rate Optimization (CRO)

Conversion rate optimization (CRO) is the art and science of improving the online user experience. Usually, the businesses use CRO to get more conversions (calls, leads, chats, sales, and so on) out of their existing website traffic.

f) Content Marketing

Content marketing is another better broad digital marketing term. Content marketing covers all digital marketing effort that uses content assets (eBooks, infographics, blog posts, videos, and so on) to develop brand awareness or drive clicks, leads, or sales.

g) Native Advertising

Most native advertising comes under content marketing because it uses content to attract clicks. Usually, native advertising can be a bit hard to spot. As it is usually mixed in with non-paid content recommendations, but that's kind of the point.

h) Email Marketing

Email marketing is the traditional form of online marketing. And it is still going strong. Almost all digital marketers use email marketing to advertise special deals, highlight content (often it is as part of content marketing), or promote an event.

i) Affiliate Marketing

Affiliate marketing is essentially paying someone else (a business or a person) to facilitate companies' products and services on their website.

CONCLUSION

Digital marketing is a sunrise factor for marketing to be done in the current and the future in India. Simply putting, If businesses need to survive the race of digitization, then digital marketing is the only option that available in the market. Nevertheless, this shift must be made strategically and not reactively. Businesses must have a good understanding of their strengths and weaknesses, show precaution as well as agility, and make both mindset changes and structural changes to make a business into successful digital transformation.

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