Analysis of Digital Marketing Sector

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Abstract--- The piece of research study seeks to clarify the preferred strategies used for advertising in digital media. Some new methods used to support and market products in the Internet age. "Desk research" has become "digital research," product analysis has now become possible through internet research. For competitive advantage, most Indian businesses use digital marketing. Social media has gained prominence rapidly as it allows people to communicate and share content and topics. The growth of IT, driven by the advent of digital communication technologies, has enabled companies to change the way of service is communicated. Digital communications marketing strategy is a technique to use digital media. The purpose of the study undertaken is to examine the effectiveness of digital media advertising online as well as emerging marketing media options. This paper primarily studies the creation history of digital marketing and current context, including the disparity and interaction between digital marketing and conventional advertising, as well as the relationship between internet industry and the digital marketing. The paper assist small businesses and start-ups to effectively incorporate and execute digital marketing as a tactic in their business plan and understand the importance of digital marketing in the competitive marketplace.

Keywords--- Digital Media, Digital Communication, Desk Search, Digital Search, Digital Marketing, Search engine optimization.

I. INTRODUCTION

Digital marketing is the promotion of products or services using digital technologies, especially on the Internet, but also comprises mobile phones, advertisement displays and any other digital media. Digital marketing development is inseparable from the development of technology. Digital marketing is the advertisement of products or services that use digital technologies, primarily on the Internet, but also mobile phones, display advertising and any other digital media. The rise of digital marketing[1] can be tracked back to the 1980s. This was the era when there were new innovations that made the computer system sufficiently sophisticated to store customer information. IBM came out with the first personal computer in 1981 and the computers ' storage capacity increased to 100 MB in 1989. Before digital marketing[2] traditional marketing, which is a conventional marketing mode that helps reach a semi-targeted audience with a variety of offline advertising and promotional methods that may have evolved over the past few decades, but the basics remain the same. Businesses exploit digital channels to communicate with current and prospective customers, such as social media, email, search engines and different websites. The definition of digital marketing is the use of numerous digital tactics and channels to connect with customers where they spend a lot of their time online. There are many digital marketing forms such as; Search Engine Marketing (SEM)[3], Search Engine Optimization (SEO), Content Marketing,

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Email Marketing, Social Media Marketing (SMM), Online Advertising, Smartphone Marketing etc.

II. WHY DIGITAL MARKETING?

If a company flourishes, it grows. The income increases with leaps and boundaries. Employees of the company are happy and the owner is excited about it. Being in charge of a growing business feels good. The role of digital marketing in today's day and age is absolutely essential to business growth. Use digital tactics, take advantage of the Internet and advertise your company. It may seem overwhelming to the digital marketing community, so let us break it down for you. Digital marketing refers, according to Hub-Spot, to any marketing effort involving the Internet or an electronic device. It is known as digital marketing when marketing happens online [4]. Over the past several years, digital marketing has grown in popularity. And the reason for this is simple: the internet is online. Technology Review provides us with the stats–the average American spent about 9.4 hours online in 2000. Many people on the Internet today spend 24 hours a week, most of the time using their smart phones. Internet usage is increasing, and you have to take advantage of this as a business owner. You likely don't have much cash, space, or resources to invest in traditional marketing strategies if you have a small business or a start-up. All you need is a clear but strong plan for digital marketing.

III. OFFLINE MARKETING

Offline advertising is the method of creating brand awareness and meeting the target customer in order to meet their needs and wishes. Individuals follow advertising combination strategy for their company promotion in many instances. The whole idea behind offline marketing is to get leads if your company doesn't have a website. There are many types of offline marketing strategies like non-print media as well as print media. Offline marketing[5] comprises; television, radio, pamphlets, posters, brochures, leaflets, banners, newspapers. Offline marketing tools offer different advantages, of course the first advantage is that a company does not have to rely on an internet connection when it comes to offline marketing. If a web server goes down and a website is no longer accessible, there is a potential loss of valuable custom and discovery. It may take a while for a smaller business to get back online where critical customer service may have been invested elsewhere. There are no such issues for offline news, it operates in the real world and cannot be excluded from the network. The gain may be a little less visible but no less significant, and that's why many advertisers and buyers consider digital marketing to be thrown away. Users are so used to seeing advertisements, pop-ups, and emails for advertising that they no longer notice them.

IV. ONLINE MARKETING

Digital advertising is the method by which potential customers are attracted to business through particular banners, posts, videos, photos, flash animation, etc. Marketing or information activities are planned as an elegant temptation for visitors to attract particular business website. In addition, this information is put on the website's main page or front page to reach key audiences. It has many avenues to get company traffic through the concepts of online marketing. Digital

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advertising[6] is the practice of using web-based platforms to communicate a message to potential customers about the brand, products or services of an organization. Digital advertising is aimed at getting people to visit the website and then converting those users into paying customers. That's all about online marketing. It has the same set of goals as setting up and building brand recognition, deciding cost and making offers, running advertising campaigns, promotions and discounts etc. Online marketing media comprises; Website / blog, social media marketing, content marketing, e-mail marketing, search engine marketing, video streaming, and digital classifieds.

V. WEBSITES

The key success of digital marketing strategy is your own website because all other digital marketing components guide guests to your website, which should convert guests effectively. Conversion-generating elements of website design use good SEO practices and tools, have a great user experience, and draw on the resources of IJETIE VOL analytics. A website without an active SEO will not appear organically in the top spots on a Search Engine Results Page (SERP) and will not generate a lot of clicks from Google, Bing and other search engines. Such clicks are vital to your digital marketing strategies because to produce direct sales, you need to bring as much traffic as possible to your site. Even the most stunning website without the proper use of SEO[7] will be mostly ineffective. Using keywords that visitors are likely to search for and customize your search engine page will boost your SEO and drive your website to the top of the organic listings. Websites are capable of capturing much more data than social media analytics about how visitors interact with your website and product. In addition to information on your visitors, website analytics have the ability to monitor marketing campaigns so that you can quickly determine how effective a campaign is using this analytics. A sitemap is a standardized representation of all pages of websites. It is possible to list both the website layout and the individual links between the pages[8].

VI. SEARCH ENGINE OPTIMIZATION

SEO stands for Search Engine Optimization. This means creating a website's good place in the search engine result list based on keywords and phrases. It's in the category of digital marketing. SEO is the digital visibility mechanism in the performance of the no-paid search engine. This depends on keywords for the most part. Google search engine, Yahoo, Bing. In Toronto, Ontario, TRS Tech offers the best digital marketing solutions and is one of Canada's best companies. It is easy to find, easy to crawl, and easy to categorize the process of creating a web page. It's about helping your customers find out from the thousands of other businesses. SEO is an integral part of any strategy for digital marketing. SEO[9] is the most important part of digital marketing in digital marketing products. There are two types of SEO which are off page and on page SEO.

On-page SEO: It is the process of optimizing individual web pages in order to increase the ranking and produce more significant traffic in search engines. On-page refers to both a page's content and HTML source code that can be optimized as opposed to off-page SEO referring to links and other external signals.

Off page SEO: It refers to tactics that can be used to boost a website's ranking on the results page of the search engine

(SERPs). Most people associate off-page SEO with the building of connections, but that's not all. Off Page SEO usually has to do with marketing strategies for the purpose of putting a website higher in the search results–outside website design.

VII. GOOGLE SEARCH CONSOLE

Google's search console is a software tool that Google provides to each and every one as a free cost product. This tool helps us to monitor your website and optimize organic results, problems of crawling, sitemaps, usability of mobile devices and backlinks. It is the leading edge method commonly used by associate marketing professionals, website designers, app developers, SEO experts, and company entrepreneurs who are rapidly diversifying cluster. Sometimes called a Google search console is the Google webmaster tool. The Google webmaster software has been changed to Google search console by Google. By using these tools you can handle your technical component website, it is a free software application. Next, you need to add your website and check ownership on Google's search console to handle the technical part.

Crawling and Indexing

Crawling monitors and extracts URLs for indexing purposes. They will follow all the relevant connections on those sites by giving them a web page as a starting point. They bring back information about those web pages back to Google's servers as they go from the connection to what's crawling[10] in the digital marketing system. Indexing is the data organization which takes place after crawling and enables search engine pages to be viewed. Before indexing, however, your page must be able to crawl, indexing may occur. It is therefore necessary to have all the pages of your website available for crawling. Google's algorithms will evaluate your search terms in the index to find suitable pages for you when searching at the most basic level.

Social Media Marketing

Social media marketing (SMM) is an Internet marketing method used as a marketing tool by social networking websites. SMM's goal is to produce content that consumers can share with their social network to help increase a company's brand awareness and extend customer reach. Social media optimization (SMO) is one of the key components of SMM. SMO is a technique to draw new and unique users to a website, including Search Engine Optimization (SEO). SMO can be achieved in two ways: adding links to content on social media, such as RSS feeds and sharing buttons — or encouraging social media activity through status updates or tweets or blog posts. SMM assists a company get direct response from customers (and potential customers) while the company appears more personable. The interactive features of social media to provide customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (social CRM). Social networking is a low-cost device that incorporates technology and social communication with the use of words. Social media provides a voice and a way for marketers to communicate with peers, customers, and potential consumers.

Google Analytics

Google Analytics is a digital marketing resource of great importance. This helps you to calculate in real-time the outcomes of individual campaigns, compare the data with previous periods, and much more. Google Analytics enables you to track a number of important indicators which cover all aspects. You will track your online marketing campaigns,

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content on-site, user experience, and usability of your app. All these statistics show you what works well, and more importantly, what does not work well. You will create a solution when you find any problems the page may have. Google Analytics helps you to customize your website with the data you need and make it as good as possible. Google Analytics is introduced with "page tabs", in this case Google Analytics Tracking Code, a fragment of JavaScript code applied to each page of the website by the website owner.

AdWords

"Google AdWords"[11] is a marketplace where companies pay for the top organic search results, based on keywords, to rank their website correctly. The basic gist is that you choose to use keywords to market your brand. A keyword is a user's query word or phrase, which then sees your ad. Your advertisements are only shown for the keywords that you choose. The clicks on your ads are counted by Google and paid for each click. You also count impressions, which is simply the number which tells you how often the users searched for that keyword already saw your ad.

Pay Per Click (PPC)

PPC stands for pay-per-click, an internet marketing system where advertisers pay a fee every time they click on one of their advertisements. Essentially, it's a way to buy visits to your page instead of attempting to organically "earn" such visits. Advertising for search engines is one of PPC's most popular forms. It allows marketers to bid for ad placement in the sponsored links of a search engine when someone searches for a keyword relevant to their company. For example, if we're searching for a keyword, our ad can appear at the top spot on the results page of Google. Each time our ad is clicked, we have to pay a small fee to the search engine to take a visitor to our website. If PPC[12] works properly, the fee is negligible, as the experience is worth more than you pay for it. In other words, when we charge $3 for a purchase, but the click leads to a sale of $300, we've made a big profit. A lot goes into building a winning PPC campaign: from researching and selecting the right keywords, organizing those keywords into well-organized campaigns and ad groups, to setting up conversion-optimized PPC landing pages. Search engines reward marketers who, by charging them less for ad clicks, can create appropriate, intelligently targeted pay-per-click promotions. If your ads and landing pages are useful and user-friendly, Google will pay you less per click, which will result in higher profits for your company.

VIII. CONCLUSION

The research began with the goal of examining the various marketing-related styles. Based on the discussion, it was found that the most important aspect is to communicate with the users in the case of digital marketing. The interaction ladder demonstrated the strategies to communicate with the clients. The study also revealed that the companies are required to develop an effective platform in order to make effective use of digital marketing. It has shown that integrating all the systems with that of the digital platform has become important in the current context. The transition from the printed version to the online version of the newspaper is exemplified by the latest digitalization patterns. With the advancement of technology, digital marketing research and practice are growing. Digital marketing research and practice is improving as technology advances. Technology advancement fosters multifaceted opportunities, while posing unprecedented challenges for marketers. Digital Portfolio is used by advertisers as a platform to promote a qualified brand

by describing the product in a way that adds credibility. Research points out that B2B customers hate cold emails and calls, so Digital marketing provides sufficient provision for finding the right people through its automated search engine and contacts.

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