

# Digital Marketing: A critical review on its Advancement and Evolution

Jyotiranjana Das

***Abstract--** This paper offers insights into some current and future advertising patterns. The material is based on recent research and what's going on in the business world. The paper is focused on secondary data. The paper is based on existing sources of literature and the internet. The numerous documents, studies, reports, newspapers, magazines, websites and internet data were examined. In India, witnessing a radical change in digitalization. Consumers are searching for more online to find the best deal for sellers in India compared to traditional or modern methods. In this report, recognizing that businesses could benefit from digital marketing such as influencer marketing, search engine optimization (SEO), search engine marketing (SEM), product management, e-commerce marketing, content marketing, campaign marketing, and social media marketing, social media optimization, direct e-mail marketing, display advertising, e-books, optical disks. It demonstrates that all linked through WhatsApp and twitter, and the increasing use of social media creates new opportunities for digital marketers to attract customers through digital technology. Consumer awareness is critical because it offers a deeper understanding of what drives users to create a product or store content. Digital marketing is cost-effective and has a significant business impact. On the basis of this report, it can also be argued that understanding that social media sites use the target market of a business is another key factor in ensuring successful online marketing. It is important to evaluate the efficacy of Internet marketing in relation to different businesses. The research can be applied further to equate the methods of internet marketing with those common to different businesses.*

**Keywords:** Digitization, Digital Marketing, Internet, Marketing, Social Media.

## I. INTRODUCTION

Marketing is a business activity that is restless, evolving and competitive. Due to various crises, the position of advertising itself has changed dramatically-material and energy shortages, inflation, economic recessions, high unemployment, dying factories, dying companies, terrorism and war, and consequences due to rapid technological changes in some industries. These developments, including the Internet[1], have forced the marketing executive of today to become more market-driven in their strategic decision-making, requiring a formalized means of collecting reliable and timely data about consumers, goods, the industry and the general environment. Internet marketing involves marketing and selling goods or services using the Internet. Internet marketing uses electronic commerce's power to sell and advertise goods. Electronic commerce applies to any internet market[2]. Electronic commerce facilitates the internet selling, purchase, exchange of products or services. Internet marketing is a branch of e-commerce. Internet marketing has started

to become very popular with the explosion of internet growth. It is said that in the beginning of 1990 internet marketing began with just text-based websites that provided product information. With Internet development, it is not only selling products on its own, but also product information, advertising space, software programs, auctions, stock trading and matchmaking. The approach has been revolutionized by some companies; the Internet can be used for marketing[3] purposes, such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com. This paper gives insights into some current and future Internet marketing patterns.

## **II. REVIEW OF LITERATURE**

A variety of academic papers and publications give a detailed description of Internet marketing. The literature results are summarized below:

Internet marketing has simply been defined as “accomplishing marketing objectives through the application of digital technologies”. Digital marketing is the use of technology to support advertising campaigns to enhance the awareness of consumers by meeting their needs[4] Businesses also recognized the importance of digital advertising in the developing world. In order for businesses to succeed, they would have to integrate digital with conventional approaches to more effectively address consumer needs. New technology deployment has created new business opportunities for advertisers to operate their websites and achieve their business goals. Online advertising is a powerful marketing tool for brand building and increased traffic for successful businesses. Digital marketing is more cost-efficient for calculating ROI on ads, with expectations in terms of producing results and measuring success for advertising money spent. Today, digital marketing has been given way to monotonous advertising and marketing strategies. However, it is so strong that it can help revive the economy and generate enormous incentives for governments to work more effectively. The effectiveness of digital marketing tools has been measured by businesses in Singapore as being effective and useful in achieving results [5]. More specifically, progress in digital marketing has been driven by rapid technological advances and changing market dynamics. Digital content such as accessibility, navigation and speed are defined as the key characteristics of advertising for digital marketing to deliver results for businesses. The use of word-of-mouth WOM on social media and getting the web famous is another tried and tested method for achieving success by digital marketing. Therefore, WOM is related to the creation of new members and increased website traffic, which in effect improves advertising exposure. The most powerful tool for business is Internet. Marketing managers who fail to make use of the Internet's impact of their business marketing strategies will be at a disadvantage because the Internet is transforming the method of branding, pricing, delivery and promotion.

## **III. PROBLEM STATEMENT AND STUDY OBJECTIVES**

Seeing that the power of the internet and social media is not going to decrease in the next few years, this issue will be essential for every organization. In conjunction with social media, the influence of smart phones is a constantly growing challenge to many businesses. The second major point of consideration is the ongoing trend of increasingly excessive use of digital and social media by children, adolescents, and teenagers. This is why this research plans to concentrate with the

following set of goals on understanding internet marketing and its objectives:-

- The prosperous internet marketing strategies used today.
- Basic comparable between traditional and digital marketing.
- The most elect approach to internet marketing.

Such statements will help us to forecast Internet marketing patterns and make appropriate recommendations to businesses.

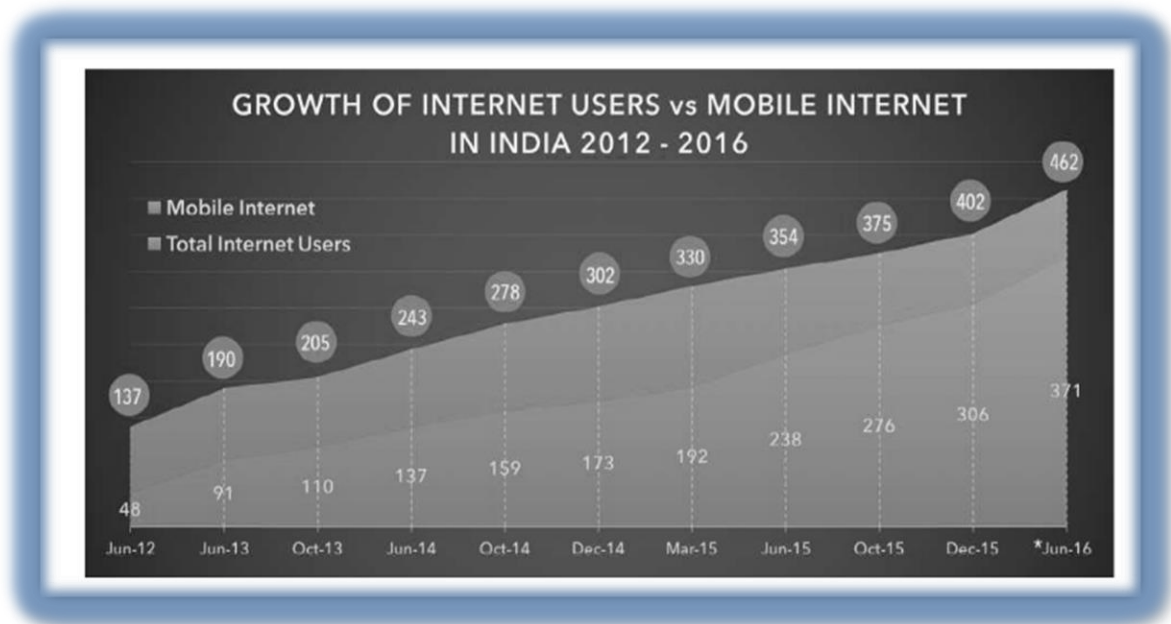
#### **IV. METHODOLOGY**

Exploratory research is designed to basically allow a researcher to look around with regard to some phenomenon, with the goal of developing suggestive ideas[6]. This research is in essence exploratory and involves both qualitative and quantitative analyzes. Data was collected across India for the purpose of this study (critical review). For the thorough preparation of this document, the secondary data & knowledge has been analyzed. Secondary data & knowledge was gathered from various scholars and authors, e-books written, articles published in various newspapers, periodicals, conference papers, working paper, annual reporting company websites & CSR operation reports and their internal newsletters[7]. Data and information related to the company are used that are publicly available on the company's websites. This is the best standard/ practice for a research that is a critical review type.

#### **V. ANALYSIS AND DISCUSSION OF STUDY**

##### **V.I. Internet Marketing**

Internet is a global system of computer networks that are interconnected with each other. It is a network of networks made up of millions of networks of public, private, academic, government and business. There are many interpretations of the word marketing. One of the definitions that is most well known says “Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others”. In fact, internet marketing involves using a company website in conjunction with online promotional techniques such as PPC advertising, banner advertising, email, search engines and other website links or services to acquire new customers[8]. Most people may think web marketing is just a website with its content, but it's much more complex. Internet marketing is a interlinking between website portal, search engines, partner sites, blogs, other website links, outsource partners, B2B partners, customers and more. For any kind of marketing it is important to have as many audiences possible as far as internet marketing is concerned, the number of potential clients goes along with the use of the internet itself. Ref. Fig (a)



**Fig (a): Internet and Mobile Users**

## V.II. Different Trends/Techniques of Internet Marketing

Internet marketing plan will help identify broad e-marketing targets and develop strategies to ensure that assets are mobilized to take advantage of the Internet's marketing opportunities and counter threats[9]. E-marketing focuses on how a company and its products use the internet and other digital media, such as e-mail and social devices, to communicate with their customers and achieve their advertising goals. All kinds of marketing environments, from content and social marketing to technology of marketing, analytics and organizational change, to identify and build the definitive overview of marketing trends.

### Traditional Marketing v/s Internet Marketing

As contrasted online marketing approaches to traditional marketing strategies[10], there are enough areas and opportunities where online marketing is competent and has its advantage and always prefer over it-

- Unlike traditional marketing where the wait for a specified timeframe to find out the customer's response whereas online marketing is in real time.
- Since responding to consumers in real time, it is easier to track whether or not a particular campaign works for the brand and can make the appropriate adjustments in the promotional campaign based on the feedback marketer[11], this versatility is not possible in traditional marketing.
- Due to the cost involved and strategy making expertise in traditional marketing, it is difficult for small retailers to compete with the big competitors on the market, whereas in the case of online marketing, with better service assurance, you can reach your target audience with a crisp website.
- By developing online marketing brands, a well-designed website with quality information can target customer's requirements and add significant value to their expectations by creating greater opportunities[12]. Digital marketing has the potential to create ripple and viral effects over traditional marketing, for example using social

media networking platforms, email networks and social media channels promulgates the message content to be exchanged incredibly quickly.

## VI. CONCLUSION

By experiencing a radical shift to digitalization in India. The user is searching and looking for more on the internet to find the best deal for sellers across India compared to traditional or conventional methods also found in his study that more people perceive shopping services on social networking sites as useful and easy to use, the more likely they are willing to shop for products on social networking sites. The wide range of customers who use social networks makes it possible to hit most target markets. In this research, it also reported that more shoppers use social media (e.g. Twitter, Facebook, My Space, and LinkedIn) and rely on them to market shopping choices; marketing through these media has become significant. Digital marketing is cost-effective and has a significant business impact. Indeed, small businesses can now reach targeted markets at a minimal cost and compete on an equal footing with larger businesses.

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