

New Platform for Advertisement: Digital Marketing

Amandeep Kaur

Astt. Professor, Department of Commerce and Management Guru Nanak College, Budhlada (Mansa) Village – Datewas,
Tehsil: Budhlada Dist. Mansa (Punjab),

Abstract: The modern technology gives new direction to companies for advertise the product that's known by digital marketing. It is platform which offer a lot of advantages like less cost, fast communication, quickly feedback etc. it is new marketing technique that used for interactive communication by companies. When company wants to approach new potential customers, getting customer loyalty, establish routes for good relationship marketing at that time marketer adopt this. It is unique and different from traditional marketing which is essential for companies to obtain sustainable growth. This paper highlights the key factors of the digital marketing that affects the company directly and includes challenges, status of the digital marketing in the market of India.

Keywords: Digital Marketing, like less cost, getting customer loyalty.

1. INTRODUCTION

Digital marketing is technique of modern period to achieve the sustainable growth and create competitive advantage. With the support of this, companies promote their product at high level at low cost and in effective manner. Due to high competition, companies approach this way to exploit the marketing opportunities as well to cover large area at low cost. Mobile phones and internet technology provides platform for market players to achieve their goal or target. Young generation of the society used mobile phones, smart phones in their routine life, it is essential part of their life that is why marketing companies adopt this path to reach at right place, at right customer and at right cost. In the existence of social media, companies are able to launch their product at worldwide level. In the traditional marketing, companies were not able to commercialize their product at all part of the world at same level. In addition to it, modern technology supports to company to advertise their products through their own customers that refers to worlds of mouth. Moreover, digital marketing conduct through smart phones, tablets etc.

Digital marketing tools which includes:

1. Smart phones/ mobile phones: in the research reports, data shows that one in every five individual have a Smartphone and in every 13, have tablets to access the internet. This ratio increased day by day and this increasing trends offer the advantage to company to advertise the product at high level.
2. Social media: social media refers to social networking sites which connect the society with each other at lower cost. By the social media companies launch and introduce the product at global.
3. Online marketing: online marketing is new trend of modern marketing. Most of the companies approach this technique to commercialize their product.

2. LITERATURE REVIEW

The aim of doing research in the area of a digital marketing is because it seem to be huge, a little overwhelming and overseas. Businesses are searching for clearer picture to start but have no idea of where and steps to make doing a digital

marketing. With today's time period, social media channels like Facebook, Google and other social media firms possess successfully transformed the thinking and ideas of consumers and in the long run helped revolutionize many businesses. This is done via measurable sixth vast network of clients with dependable data with real-time comments of consumer experiences. It truly is much more convenient for firms to carry out surveys online with a purpose for getting relevant details from qualified groups and analyzing the effects based on the responses. Prospects can glimpse for critiques and recommendations for making informed judgements about getting a product or when using the service. However, businesses are able to use the exercise to take action on applicable feedback coming from customers inside meeting their own needs much more accurately. Digital promoting is the application of technologies to assist marketing activities so as to improve consumer knowledge by means of matching their own needs. Marketing has existed for years. Business masters felt the necessity to spread your word about their products through newspapers and recommendations. Digital marketing for the other end has become popular as it utilizes mass media devices such as television, radio and the Internet. The most prevalent digital promoting tool employed today is actually Search Motor Optimization (SEO). Its role is always to maximize the best way search applications like Google find your web site. Digital promoting concept descends from the Web and search engines like Yahoo ranking of websites. The initial search power plant was started inside 1991 with a network protocol called Gopher intended for query and also search. As soon as the launch of Yahoo inside 1994 companies began to maximize their ranking on websites. Once the Internet bubble rush in 2001, market seemed to be dominated by Yahoo and Google for seek optimization. Search traffic progressed in 2006; the go up of search engine optimization progressed for important companies such as Google (Smyth 2007). With 2007, the application of mobile products increased the web usage moving home drastically and people all around the world started out connecting together more quickly through social media marketing.

Objectives of the study:

1. To identify the objectives those are reason to adopt the digital marketing technique.
2. To identify the problems about digital marketing.
3. To identify the status of digital marketing in India.

3. RESEARCH METHODOLOGY

This study is based on secondary data. The data has been collected from journals, newspapers, magazines and from web sites.

Why companies adopt this way?

1. To cover vast area: Digital marketing strategy supports the company to cover the large area with single advertising technique. Every business selects those marketing techniques which carries low cost but provide large advantage that is demand of modern business.

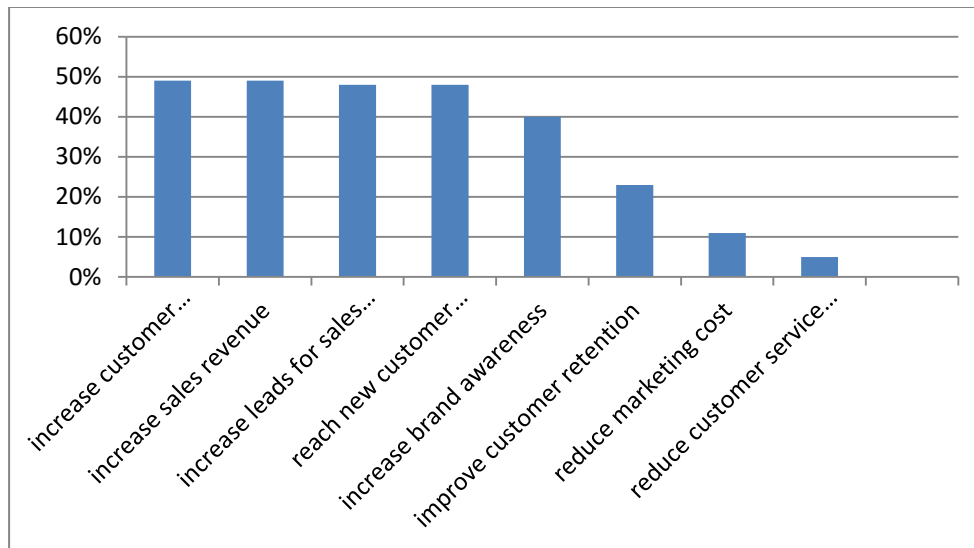
2. To Reduce cost: the modern way of marketing helps the company in order to reduce the advertising cost. online marketing strategies refers to little cost and can potentially replace costly advertising channels such as Yellow Pages, television, radio and magazine.

3. Refinement the strategy: due to existence of modern technology, companies can change their strategies according to the demand of modern or competition time period. It gives opportunity to marketer to make changes as per response of society

4. Brand Development: through media or social channels, every company have opportunity to develop their brand image at global level. By this companies approach the target audience easily and create loyalty among them.

5. Fast services: By this way, companies are able to produce and deliver their services fastly as comparison past times. Campaigning services are conducted fastly.

The table shows the positive response of companies towards digital marketing. Several reasons motivate the companies to adopt these paths to conduct their business activities.



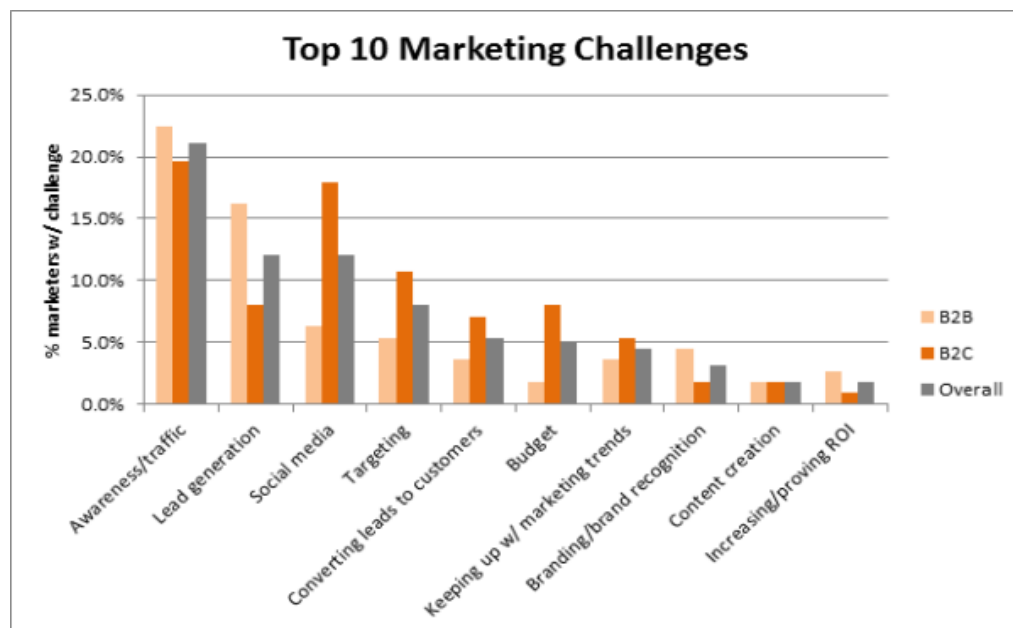
4. PROBLEMS FACED BY COMPANIES TO CONDUCT DIGITAL MARKETING

1. Lack of any effective strategies: small scale companies are not able to manage this strategy effectively. Various problems are faced by them like as lack of technical skill in staff. The improper management creates challenges in front of them.

2. In adequate budget: several companies suffer the problems of less financial resources. The less of financial support, demotivates them to adopt new tools of marketing.

3. Increasing trends of competition: competitive advantages of market leaders generate hassles for small businessmen. Those companies affected the domestic companies which are large market shares and strength to change the face of marketing.

4. Lack of training: those companies face this problem in which training programmes are conducted at fewer rates. Without training, sale force have not perform effectively.



The Indian market changing at fast rates Internet accessing is common among professionals and other sections of society and the internet accessing through the mobile phones. Digital channels are the path of shopping and trading in these days.

More people spent their more time on searching shopping web sites to fulfill their routine needs. This increasing trend changes the status of marketing in India. Most of sites which are common such as Amazon, flipkart.com etc. the chart shows the response of users towards shopping websites.

Top 10 online retail websites which are mostly used for online shopping:

| Shopping sites | Total unique visitors(000) | % Reach |
|--------------------------------------|----------------------------|--------------|
| Total internet:total audience retail | 46,390:27,171 | 100.0%:58.6% |
| Amazon sites | 6,805 | 14.7 |
| Apple.com worldwide sites | 3,426 | 7.4 |
| samsung group | 2759 | 5.9 |
| flipkart.com | 2875 | 5.8 |
| homeshop18.com | 2286 | 4.9 |
| Naaptol.com | 2145 | 4.6 |
| Bookmyshow | 2125 | 4.6 |
| Myntra.com | 2110 | 4.5 |
| Priceindia. In | 2047 | 4.4 |
| Alibaba.comcorporation | 1973 | 4.3 |

5. CONCLUSION

The internet provide strength to today's marketer to advertise their product by existing network expect creating new one. These changes create new environment for companies which wants to commercialize their products at global level. Time to time, society adopt new life style and makes the life comfortable with the use of technology such as online shopping. Today's customer are more aware and rational, they prefer home shopping without moving anywhere as well reduce the transportation cost and prevents the time wastage. The changing behavior of customer generates demand of internet marketing in front of companies.

REFERENCES

- [1] <http://blog.venturesity.com/what-are-the-problems-in-digital-marketing-and-how-to-solve->
- [2] <http://www.digitalstrategyconsulting.com/india/>
- [3] Digital-Marketing-Strategy-Summary-Report.pdf. www.tcs.com
- [4] <http://indiatoday.intoday.in/story/india-online-shopping-consumer-goods/1/159023.html>
- [5] epub.lib.aalto.fi/pdf/wp/w400.pdf
- [6] www.aeforum.org/gallery/9256481.pdf
- [7] <http://www.ibnlive.com/news/tech/digital-india-and-the-pdf-patchwork-1017055.html>
- [8] <http://www.bgr.in/news/microsoft-keento-partner-digiital-india-make-in-indiaprogramme/#more-337450>
- [9] <http://www.bgr.in/news/fijitsu-tobring-social-app-to-boost-digitalindia-drive/>
- [10] www.economicstimes.indiatimes.com
- [11] www.niab.org.in