

# Digital Marketing – An Overview, Study & Trends

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## ABSTRACT

Digital Marketing is a field where marketing of products or services is undergone using different digital technologies. It holds on various digital channels such as search engines, email, social media and websites which actually bridges the way to its customers. In other words, any kind of marketing activity which takes place on Internet. Marketing, either online or offline is all about being connected with the right audiences at the right place and on the right time. In today's world, online Marketing occurs at a place where your audiences are already spending their time. Mainly, as shopping online actually deals with convenience, in which the customers can purchase their products from the comfort of their homes, work place or any other in this fast moving world. Thus, to reach out the perfect audience, various marketing strategies and targeting methods are followed by the digital marketers according to the tastes and preferences of their customers.

**Keywords** :— digital marketing, digital marketing strategies, targeting audiences.

## I. INTRODUCTION

Nowadays, the digital marketing era has almost reached everybody with the rapid growth on internet usage and social media globally. Also, several statistics and surveys shows us that there is an increased growth rate on the number of internet users worldwide year by year. In this digital world, it is obvious that it requires a digital marketing for any kind of marketing activities which involves promoting business, boosting brand awareness, etc from small to large businesses. As a result, digital marketing takes up different powerful strategies such as Search Engine Optimization (SEO), Pay Per Click Advertising (PPC) or Search Engine Marketing (SEM), Content Marketing, E-mail Marketing, Social Media Marketing (SMO), Voice Search Optimization, Video Advertising etc which are applied according to the goals of the customers. In this paper, the different digital marketing strategies and targeting methodologies followed with respect to the changing moods and needs of the customers in this dynamic world are discussed.

## II. DIGITAL MARKETING TODAY

In today's market, consumers have plenty of options to get a product or service, which in turn provides more power to consumers. The foremost important part of the marketing process is satisfaction with a good quality of product or service. Also, other important part to be included

along with the good product or service is to set up a goal that provides a service that your competitors fail to provide.

## III. EFFECTIVE STRATEGIES

While we get down to know the digital marketing strategies, it actually makes a lengthy scrolling of all existing methodologies applied currently today. This paper focuses on some of the specific strategies and tactics used this highly competitive digital world.

### A. Search Engine Optimization:

The search engine optimization is one of the most important strategies used in the digital marketing world. It is used to increase the visitor's count to a website as it assures that the website is on top of search results of search engines. Those results are referred to be unpaid results, natural results, organic or earned results of a webpage or website. Since 1993, Archie, which was the first search engine launched, also seven more prominent search engines on the World Wide Web (WWW), which includes Yahoo, Baidu, and Google, along with Bing being the youngest. Out of all of them, Google remains the most used one, which holds 72.87% in desktop & 92.59% in mobile searches which is actually the most important piece of information while dealing with search engine optimization statistics. Google Algorithms plays a very role in Search engine the following table shows how Google Algorithm update have impact on search.

S.No	Google Algorithm's Impact		
	Year	Google Algorithm	Impact
I.	2011	<i>Google Panda</i>	affected 12% of the searches
II.	2012	<i>Google Penguin</i>	Impacted search queries by up to 3%
III.	2016	<i>Rank Brain</i>	Provide the most relevant search results

TABLE 1: EXAMPLE TO ILLUSTRATE THE GOOGLE ALGORITHM'S IMPACT ON SEARCH

### B. Search Engine Marketing (PPC):

Search engine marketing (SEM) or Pay Per Click (PPC), is one among all effective digital marketing strategy followed to improve or develop your business goals in a very high competitive market place. Today, there is more number of businesses vying with quiet similar eyeballs.

Search engine marketing is about marketing or promoting of a business with the help of advertisements (**paid**) which appears on the search engine results page (**SERP**). Here, advertisers who wish to promote their business online bid (*i.e.*, set an amount per click on their ad) for their keywords in user services like Google, Bing, yahoo etc providing an opportunity for their advertisements (ads) to appear on results of search queries by people. Those ads comes in a different formats such as text ads and the other type is product listing ads (PLA) also called as Shopping ads which are visual, product ads which makes the people to view highlighting information at a glance.

The strength of SEM is **providing advertisers the way to show their advertisements to their customers who shows interest on their product**. SEM stands unique out of all advertising medium, and that is the reason why search engine marketing occupies a huge space as an effective digital marketing strategy.

### C. Social Media Optimization

*Social Media Optimization* is a method used increase the awareness of a business or product with the help of social media. Nowadays, there are more effective ways used for brand awareness, some of the most effective ways are discussed here, they are as follows:

1) In social Media, using **videos** about the products in social media posts is an effective way of promoting the brand awareness more effectively with a **good perception**. The reasons are that the messages on videos are conveyed very easily than a text or photo. People actually show interests on videos. Many statistics also show that videos are effective comparatively.

2) Using **polls, surveys, quizzes, questionnaires** etc. on social media can also work better on awareness.

3) Conducting a **contest based on product**, by which way, the new product can be launched and reached to many audiences.

4) Use **content generated by the consumer**, which is way of promoting your product **with great trust**, so that the user might get a feel that he's not only the one who is going to use the product.

5) Use of **"tag a friend"** content on your post can also create awareness.

6) **Celebrity promotions** are all-time effective **brand awareness methodology** used.

7) Nowadays, running a **Live Facebook or Instagram Stories** is also an effective way.



Fig. 1 Most popular advertising social media sites

## IV. CONCLUSIONS

In today's scenario, there are so many new trends & strategies in digital marketing evolving in this high tech, Internet connected world. In 2019, the landscape of digital marketing is estimated to witness a dramatic change. Some of the digital marketing trends of 2019 is estimated to be Artificial Intelligence (AI) on top, Influencer marketing, Voice Search & smart speakers, Social Media stories, Visual Search, Programmatic Advertising, Chatbots, Personalization, Social Messaging Apps, Video Marketing and so on. Digital Marketing already plays an immense role globally and is predicted more in future.

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