

Role of Digital Marketing in today's Change Technological Scenario

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Abstract

Digital marketing is operated through digital platform that means through internet such as search engine, social media, email and other website and connected to the present and prospective customers. It also includes communication through text or multimedia messages media. In today's change scenario of marketing and changing technological environment the digital marketing has an immense importance. Digital marketing is getting importance especially after covid-19 as the world stop every person is at home due to covid-19 situation. Digital marketing has so many possibilities through which we can get so many experiments of marketing tactics with low budget. One of the distinct features of digital marketing is that it is for anytime and anywhere as we can, we can make ongoing adjustment in digital catalogue as per the change in price and feature of the product with minimum cost. As we can say that in digital marketing

marketers is benefited by cost and efficiency that is comparatively digital marketing cost is low as compare to print media and it is also efficient as compare to print media as we prepare digital catalogue as per our requirement by using graphics and other color combination with steady and moving effect.

Objectives: The objective of this paper is to highlight the importance of digital marketing in today's change technological scenario.

Key words: *Pay per Click, Social Media Marketing, digital marketing, Content Marketing*

1. Introduction

Digital marketing is operated through digital platform that means through internet such as search engine, social media, email and other website and connected to the present and prospective customers. It is

also includes communication through text or multimedia messages media. In today's change scenario of marketing and changing technological environment the digital marketing has an immense importance. Digital marketing is getting importance especially after covid-19 as the world stop every person is at home due to covid-19 situation. Digital marketing has so many possibilities through which we can get so many experiments of marketing tactics with low budget. One of the distinct features of digital marketing is that it is for anytime and anywhere as we can, we can make ongoing adjustment in digital catalogue as per the change in price and feature of the product with minimum cost. As we can say that in digital marketing marketers is benefited by cost and efficiency that is comparatively digital marketing cost is low as compare to print media and it is also efficient as compare to print media as we prepare digital catalogue as per our requirement by using graphics and other color combination with steady and moving effect.

As we know that to find out the potential customize is a very difficult task in today's change competitive scenario, not only the finding of potential customers is difficult but also how to reach the potential customers is also the big questions for

marketers in today's change marketing scenario. There should be a strategy for balancing the right customers, right time, right place, right product and it is not a easy task. Digital marketing gives way to solve this problem, digital marketing technique is useful to solves this problem digital marketing is done by using internet the marketers can contact to the customers electronically at a single click he reaches to thousands of customers digitally. Marketers can use multiple techniques to reach the potential customers like digital catalogue, social media marketing, e-mail, instant messages etc.

Research Methodology:

This research paper is based on the basis of secondary data and using descriptive methodology and comprise mainly on qualitative data, but final conclusion only after the discussion of experts in the field of digital marketing.

2. Some types of Digital Marketing:

2.1 Content Marketing: It includes creation and promotion of contents for the purpose of creation of brand awareness. It includes blog post, e-book and whitepapers, info graphics, audio and visual contents.

2.2 Social Media Marketing: This includes social media channels to increase brand awareness, drive traffic, social media channels such as Facebook, Twitter, LinkedIn, Instagram, Snapchat, Pintrest etc.

2.3 Pay Per Click: It includes website by paying a publisher every time for aid is click one of the most common type of PPC is Google Ads which allows to pay for top slot on Google search engine result page at a price per click.

2.4 Search Engine Marketing: It includes paid advertising and SEO are two great strategies for promoting business.

2.5 Instant messaging Marketing: it includes fast way to reach to potential customers it is a very convenient way to connect the customers messages are directly send to the customers.

3. Advantages

3.1 Easy to communicate: As compare to print media digital marketing is very easy to communicate to the prospective buyers in a single click marketers can reach thousands of customers by providing digital catalogue with full information about the product and the service and can take immediate feedback as sit is not possible in case of printed communication.

3.2 Easily reach to the target market: Through digital marketing marketers can

easily reach to the target market through email, whatsApp or other social media marketers can easily take the list of mobile numbers within a particular locality as he wants and are able to send message directly to the prospective customers, he can easily interact with customers and find their willingness about the customers regarding purchasing product and convince the customers. Digital marketing involve effective targeting technique such as search engine optimization, pay-per click etc.

3.3 Less Expensive: As compare to other marketing digital marketing is less in marketing cost as compare to print media digital marketing is cost very less and wide coverage with limited time, with a one click marketers can reach thousands of customers. Multiple customers can reach and personalized communication can be possible in case of digital marketing.

3.4 Feedback is possible: In digital marketing early feedback is possible as it is not possible in other media marketing. Digital marketing helps to monitor the performance of launched complain and analyze the result of past complain.

3.5 Easily target local, national, global market:

One of the distinct advantages of digital marketing is that it is very customized and

easily reach to the local customers, national customers and even global customers as per our requirement. The internet has penetrated every nook and corner of the world by using digital marketing.

3.6 Brand Reputation: As using the digital media for marketing is create brand reputation in the market. Content marketing, video marketing, social media marketing, email marketing etc all are the part of digital marketing all of these if done in the right way help companies to build a strong brand image in the market.

3.7 Flexibility: Digital marketing is flexible in nature compare to print marketing, in printed marketing it is not possible to change if we want to change all print material should be replaced with new print material, not in case of digital marketing. In digital marketing change should be made easily as per requirement and per the change in the feature of the product it may be updated daily and if needed it is to be updated in hourly as per the requirement of marketers as it has greater flexibility which makes the digital media of marketing is more popular.

3.8 Useful in segmented market: As the digital marketing is very useful for the market which is segmented on the basis of geographic segmentation, demographic

segmentation, psychographic segmentation, buyers behaviors segmentation. Separate communication technique is use for different segmentation as per the targeted market. For example our product is related to women so it is easily targeted to women customers electronically thus we can say that we can easily reach and within the time limit to the segmented market.

3.9 Engagement with customers: In today's change technological scenario many people find their product electronically by using internet. In this way the marketers can easily know what types of product search by the particular customers, what ae his like and dislikes and marketers can use this data to reach the customers in this way marketers can easily find their customers and customers can also get the right product within the short period of times. In this way marketers can build the customers relationship on the basis of that they can market their product easily.

4. Apart from this advantages there are some limitation of digital marketing

4.1 Connectivity issue: Digital marketing is fully depends upon internet, and in India connectivity is the big issue in many time in there is no internet connectivity, or in many times speed of internet is very low that discourage digital marketing. In remove

places in India there is no internet connection if connection is their people are not aware about the use of internet.

4.2 Lack of Awareness: In India out of the total market a very few customers use internet for product purchasing, many people do not have internet access due to not availability of Laptop, desktop or smart phone, even if they have connective and network is the big issue in India, hence the marketer are failed to reach to the targeted market.

4.3 Cyber security: Cyber security is the big issue in today's change technological environment, there are numbers of online fraud occur particularly in the covid-19 situation suddenly the internet user increases many people buy the product online and taking advantage of this many cyber crime occur in this period this hesitate the people for making online shopping.

Conclusion

On the basis of above discussion researchers are of the opinion that in today's change technical scenario digital marketing is a new weapon in the hands of marketers on the basis of that marketers can reaches a thousands of prospective customers within one click and one of the distinct advantage of digital marketing is that marketers can

take immediate feedback from their customers. As in today's change technological scenario two thing are very important for any marketers one is time and second is money by using digital marketing marketers can save money and save time. For any marketers two types of evaluation is necessary first is cost and second is efficiency, digital marketing fulfill both the condition that is cost and efficiency.

Apart from this many benefit digital marketing is not suitable for every time and not for every product a careful thought is required when and how it should be use.

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