

**A STUDY OF REVIEW ON DIGITAL MARKETING AND ITS IMPACT**

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**Abstract-**

The world is shifting from analog to digital and marketing isn't any exception. As technology development is increasing, the utilization of digital marketing, social media marketing, program marketing is additionally increasing. Internet users are increasing rapidly and digital marketing has profited the foremost because it mainly depends on the web. Consumer's buying behavior is changing which they're more inclined towards digital marketing rather than traditional marketing. The purpose of this review paper is to review the impact of digital marketing and the way important it's for both consumers and marketers. This paper begins with an introduction of digital marketing then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and therefore the pros, cons, and importance of digital marketing in today's era. Keywords- digital marketing, internet, online advertising, internet marketing

**I. Introduction:-**

Marketing refers to the steps that the corporate takes to market the buying of any products or services. The company seeks customers or consumers for his or her products or services via the assistance of selling. Digital Marketing refers to the marketing of any product or service in digital form. For example, marketing using smartphones, computers, laptops, tablets, or the other digital devices. Digital marketing is a form of direct marketing that links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera [12].

'Digital marketing' term was first coined in the 1990s. Digital marketing is also known as 'online marketing', 'internet marketing', or 'web marketing'. It is referred to as 'internet marketing' because with the increase of the web there's also high growth of digital marketing. The major advantage of digital marketing is that marketers can sell their products or services 24 hours and three hundred and sixty five days, lower cost, efficiency gain, to motivate the customer for more purchase and improve customer services [13]. It helps many-to-many communications due to its excessive degree of connectivity and is usually completed to sell services or products during a timely, relevant, non-public, and cost-powerful manner.

In 2005, there were around 1.1 billion internet users which consist of 16.6 percent of the population at that time [8]. In 2020, the number of internet users is around 4.8 billion and the percentage population has increased to 62 percentage [8]. And there is a direct connection between digital marketing and the internet. Countries like India and China have the highest number of internet users so they have a great opportunity.

The main objectives of this review paper are the following:

- Understand the varied channels of digital marketing
- Comparison of traditional marketing and digital marketing
- Importance of digital marketing

- Advantages and drawbacks of digital marketing
- Challenges digital marketer face

## II. Various Channels of Digital Marketing

Digital marketing consists of varied channels which are medium employed by the marketer to market their products or services. As an advertiser one, the most aim is to pick the channel which is best for communication and provides maximum return on investment (ROI) [15]. The list of important digital marketing channels are given below:

- A. **Social Media:-** In the current era, social media marketing is one among the foremost important media in digital marketing. It is the fastest-growing digital channel. Social media marketing is that the process of gaining traffic or sites through social media sites. According to Neil Patel, "Social media marketing is that the method of creating content that you simply simply have tailored to the context of each social media platform to drive user engagement and sharing" [7]. The number of internet users by population has increased from 16.6 to 62 percent in 15 years and social media marketing has benefited the most in that [8].

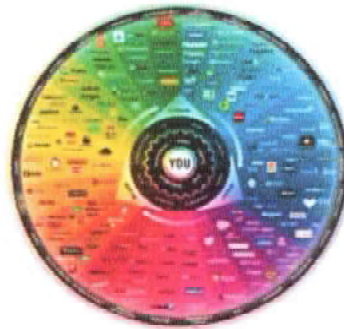


Fig. 1. Distribution of various social media platform [6]

Fig. 2. Fig. 1 displays over 200 social media platforms. Below is the list of important social media platforms.

- 1) **Facebook:** it's the amount one social media platform. a corporation can promote their product and services on Facebook.
- 2) **LinkedIn:** Professional write their profiles on LinkedIn and may share with others. the corporate also build their profile and LinkedIn connect these two dots companies and professionals.
- 3) **Google+:**It is Google's social network, user can easily connect supported their common interest and friendship.
- 4) **Twitter:**Itsstrategy is to extend brand awareness and sales, attract new followers, and lead and boost conversions.
- 5) **Pinterest:** it's a social media platform during which visual content is out there and therefore the user can share or store with others.

**B. Email Marketing:-** When a message is sent through email about any product or service to any potential customer it is known as email marketing. It is a simple digital marketing channel to know. Email marketing is used to sell a product using discounts and event ads, increase brand awareness, and direct people to their business websites [1]. In an email marketing campaign, the types of email that can be sent are blog subscription newsletter, the welcome email series, the seasonal campaign, the post-purchase drip, the cart abandon campaign, follow up email when website visitor downloads something, holiday promotional to loyal members, the re-engagement campaign, etc. [4]. The biggest advantage of email marketing is that it's rock bottom compared to other marketing mediums. It is generally used to build loyalty among existing customers rather than gaining new customers. The company can get a customer's attention by creating graphic and visual ads, linking product images to the website [1].

### **C. Affiliate Marketing**

In affiliate marketing, the company rewards subsidiaries for every customer or visitor they bring to the company's website by their marketing efforts or strategy on behalf of the company. According to Pat Flynn's Smart Passive Income, "Affiliate marketing is that the process of earning a commission by promoting other people's (or company's) products. You find a product you wish to sell to others, and earn a bit of the profit for every sale that you simply make" [8]. There are 4 different parties involved in affiliate marketing:

**1) The Merchant:** Sometimes it can be the seller, the brand, or retailer. This party produced a product to sell. It is often a private or startup or big fortune company [5].

**2) The Affiliate:** This party is also known as a publisher. It can also be a private or startup or big fortune company. They take a commission from the merchant for every service or product they sell. The affiliate brings customers to the merchant.

**3) The Customer:** The customer or consumer is an important part of the whole system. They go to affiliates and affiliates redirect them to merchants by taking his commission. Without a customer, the affiliate cannot earn a commission.

**4) The Network:** Network works as an intermediate between affiliate and merchant. Affiliates require a network to promote products or services [5].

### **D. Search Engine Marketing**

A search engine is a web-based tool that helps the user to find the information they are looking for. Examples of a search engine are Google, Yahoo, Bing, Baidu, etc. Search engine marketing refers to any activity that increases a user's website's rank in any search engine [3]. There are two types of search engine marketing: search engine optimization (SEO) and paid search.

According to Neil Patel, search engine optimization is the art of ranking high on a search engine in the unpaid section [6]. It is also referred to as organic marketing or organic listing. In general, the higher the rank of the webpage in the search engine, more visitors will visit that webpage. When it involves SEO, it consists of an enquiry engine and searcher. And 67 percent of all searches happen on Google [6]. So Google is the most important search engine in the world.

In paid search one need to pay to get a higher rank in search engine. In paid search, one will have an equivalent quite keywords as on their organic advertising campaign . The majority of a paid search engine is run on a commercial search engine such as Google, Yahoo, Bing, etc. [3]. Paid search work on the pay-per-click model, during which marketers will only pay when someone clicks on their ad. The program algorithm will determine the rank of the advertiser's ad supported their bid and quality score [3]. Many advertisers prefer paid search rather than SEO in short term due to its ability to give a faster result.

#### E. Online Display Advertising

In traditional marketing, there's a billboard or billboard of any company on each side of the road or a billboard during a magazine/newspaper to market their product or service. Online display advertising may be a digital version of that. Today, a marketer can use online display advertising to achieve the same thing. There are different types of display advertising such as video ads, banner ads, interactive ads, and rich media, etc. [3]. Display advertising is great for catching the eye due to graphic ads.

An online display advertising marketer can target an audience based on website content, geography, gender, age, device type, etc. So the marketer can show a suitable ad to the relevant customer which helps in decreasing the budget and increasing sales [1].

#### B. Comparison between Traditional and Digital Marketing:-

Traditional marketing is that the most recognizable sort of marketing. Most people are wont to traditional marketing thanks to its longevity. Some samples of traditional marketing include tangible items like ads during a newspaper or magazine. It also includes a billboard, brochure, commercial on TV or radio, poster, etc. It is a non-digital way of marketing. Whereas digital marketing uses various digital channels to succeed in customers. Some comparisons are given below;

Traditional Marketing	Digital Marketing	Example of
Example of traditional marketing includes a poster, brochure, magazine, newspaper, broadcast, telephone	digital marketing includes a website, social media platforms, affiliate marketing, email marketing, search engine optimization	
With a traditional marketing approach, only limited or local customer can be targeted [10] Advertising campaign takes a long period to plan	With a digital marketing approach customer around the world can be targeted [10] Advertising campaign take a short period to plan	
It is costly and time-consuming	Relatively cheap and faster	No physical
A physical relationship is shaped while conveying merchandise [1]	relationship is formed due to the digital nature of digital marketing [1]	
One campaign stays for a long time and change is expensive	A campaign can be changed very easily	
For the promotion of product poster, paper, billboard many various types of material is used	No physical stuff is required because digital marketing is done on website, social media platforms, or through online videos	
Due to the physical nature of traditional marketing, its cost is high	Digital marketing is cheaper compare to traditional marketing because it is done on websites and social media	

For market analysis traditional marketing depends on surveys or experimentation, it is complex to analyze the result and does not provide accurate data [1]	Facts and data available on various analytic tools make it very convenient to analyze the data and to interpret it [1]
24/7 marketing is not possible	24/7 marketing all around the globe is possible
Only one-way communication can happen [10] No capacity to go viral	Two-way communication can happen [10] Capacity to go viral
Customer can feedback only during the working time[11]	Customer can give feedback any time [11]

### C. Importance of Digital Marketing:-

Based on the above discussion summary of the importance of digital marketing that each marketer should follow is written below:

- In digital marketing results are often followed and monitored easily with the assistance of varied tracking software. Rather than leading costly client research, organizations can rapidly see client reaction rates and measure the achievement of their promoting effort continuously, empowering them to style all the more adequately for the subsequent one [11].
- Collecting feedback from customers is straightforward to match to traditional marketing mediums like TV, radio, or billboard. They can easily give feedback on any product employing a website in online marketing which helps a businessman to revamp themselves in their specific domain.
- It helps in advancing a business through the online medium like web or portable subsequently arriving at a large number of clients in a second. Numerous little and large organizations are following the methodologies of web-based showcasing to underwrite themselves globally [15].
- Digit advertisers screen things like what is being seen, how frequently and for how long, what substance works and doesn't work, and so forth. While the internet is maybe, the channel most firmly connected with digital marketing, others incorporate remote content informing, portable applications, advanced TV, and radio channels.
- Digital marketing is moderate, targetable, and quantifiable and thus organizations roll in the hay and advertisers like it.

### D. Advantages of Digital Marketing

Technology is changing rapidly and it also has affected consumer's buying behavior. Below is given some advantages digital marketing brings to the consumer:

- In the year 2020 consumers can access the internet any time from any place in the world. And thanks to the digital nature of digital marketing consumers can stay updated about any product or service 24/7 times [10].
- Due to the internet consumer can do various activities like going to the company's website, reading the information, buying products, etc. This has increased consumer's engagement and improved their experience.
- Many different companies promote their product through digital marketing, so it becomes convenient to compare products of the different companies for the consumer. They don't got to visit various retail stores to match products [1].
- Internet is out there all day so there's no restriction on time and customers can purchase the

merchandise any time [14].

- Due to the digital medium viewer can share information and characteristics about products or services with others [1].
- The organization shows the prices of things through digital channels and this makes costs extremely understood and easy for the buyer. The company also changes its prices on any holiday or festival to give a discount and is very transparent to the consumer.
- In traditional marketing first consumers watch advertisements through posters, TV, or any traditional way and visit a mercantile establishment to shop for them. But in digital marketing when consumers see advertisements they will buy the merchandise instantly through digital media [14].

#### **E. Disadvantages of Digital Marketing**

In today's era digital marketing has many advantages though it has a few disadvantages that are discussed below:

- A competitor can easily copy the digital marketing campaign of others. Brand names or logos are often utilized to swindle customers [14].
- If the web connection is slow or there's some problem with websites, then websites may take an excessive amount of time to open and therefore the customer won't wait much and leave.
- In traditional marketing, customers can physically touch the products to verify but it's impossible in e-commerce.
- Though India is digitalizing, many customers still don't trust the online payment system or don't know [11].
- The absence of trust of the clients due to the enormous number of fakes concerning virtual advancements. Fair organizations could be influenced since their picture and therefore the notoriety useful can endure harm [14].
- There are many cases when users ordered products through pay on delivery method with no intention of shopping for employing a fake id. This shows a loophole of pay on the delivery method.
- Digital marketing is profoundly reliant on the internet/technology which can be inclined to mistakes [10]
- Digital marketing isn't yet grasped by all individuals: some customers, especially skilled ones do not believe during a computerized climate, eager to utilize the normal strategies.

#### **F. Challenges Facing Digital Marketing:-**

There are numerous advantages of using digital marketing for promoting products and services yet a digital marketer needs to face some challenges. The difficulties are as per the following:

- Consumers use different digital devices and various digital channels and those devices have various digital channels that lead to the proliferation of digital channels. And Marketers face difficulty in choosing medium and audience [11].
- Digital marketing is extremely cheap compare to traditional marketing and it covers every small business which leads to intense competition.
- Consumers leave behind a big amount of knowledge in digital channels whenever they visit the channel. It's amazingly hard to know such data, even as locate the proper data inside detonating information volumes which will assist you to form the right choices.

#### **G. Conclusion**

It cannot be rejected that the planet is quickly moving from simple to the digital world. Individuals are

investing more in online content and corporations that find it hard to digest this fact in their advertising strategy got to adjust quickly. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives. The main aim of digital India is to promote digital medium. Because people can use digital platform any time anywhere from the world companies needs to change their marketing strategy from traditional to digital. On the off chance that the businesses don't utilize the digital platform to advertise their product and services then they can't compete with competitions and can eventually pack up.

When customers want to buy any product online, they can easily get product information and can compare with other products without visiting any retail store or shopping mall. It shows that buyers are more inclined towards online buying instead of visiting a mercantile establishment. As consumer's buying behavior is changing companies also got to change their advertising strategy and embrace digital platforms for marketing.

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