

*Digital Marketing Global Extent and Prominent Strategies Observed over the past decade*

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*Abstract*

Information technology up gradation and ease of internet Service, broadband services, fast searching of data and access of shopping site on high scale .because of these changes companies are entering into digital marketing world. Thus communication rules changes, field and definition of marketing changes too. With the advanced or new IT technology traditional marketing approaches leave sits place to digital day by day. Companies which adapting technology can easily communicate with customers interactively while providing product and services. In traditional marketing and digital marketing, building well communication and taking care of their needs and request. Customer needs and request are crucial in both marketing. A company needs to adapt new technologies or new generation technologies otherwise companies will out of the competition.

The biggest advantages of Digital Marketing is ease of reaching towards customer or target audiences, measuring customer strength, using social media and search engines.

In this study tries to explain global presence of digital marketing.

Keywords: digital marketing, search engine marketing, social marketing, online marketing, pay per click, search engine optimization, SEO

## *Digital Marketing Global Extent and Prominent Strategies Observed over the past decade*

### **Introduction:**

Companies have taken great efforts to leave their competitors behind throughout the process of globalization and branding their product. Companies follow several strategies in order to implement to the competition and make transformation. Additionally meeting and satisfying consumer needs have become much more difficult since consumer or customer demands have increased. Moreover since the beginning of the 21st century, technology have been educating drastically, causing modifications in each and every part of our lives. In the current era Internet is playing a vital role in this process. Creating consumer awareness has become easy and effective through technology. Consumer can easily reach out or find out products and services and make comparisons, using Social Media, websites, blogs. Digital marketing allows us to keep the information about consumer likes, dislikes, behavior, and habits. In digital Marketing SEO plays important role. SEO essentially stands for Search Engine Optimization which is a highly sophisticated design aspect which takes care of many optimization aspects.

### **Digital Marketing**

Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services [1].

Use of billboards, posters, catalogs or brochures were common ways of reaching the customer. In contrast Digital Marketing is the promotion of products through one or more forms of electronic media. For example, advertising via the Internet, social networking sites, mobile phones etc. Digital marketing is similar to traditional marketing, but using digital devices [2]. Digital marketing extends beyond INTERNET marketing to include channels that do not require the use of the internet, like mobile phones (both SMS and MMS), social media marketing, digital display advertising, search engine marketing, and many other forms of digital media. However it requires a new approach to marketing and a new understanding of customer behavior. Data science and Analytics play a role in analyzing and quantifying the value of downloads of apps on mobile devices, tweets on Twitter, likes on Facebook and so on [3].

## Stages of Digital Marketing

### 1.Acquiring Customer.

Today, more than 1.6 million commercial sites operate on the Web, all in fierce competition for the attention of potential buyers. E-trailers are finding that it takes enormous marketing expenditures to set themselves out from the crowd, inspire Web shoppers to visit their sites, and then get them to actually make a purchase.(4)

### 2. Converting visitor to customer

Visitors are the people who click the websites, they are potential customers. Hence next step is to intelligently communicate and convert them into customers. Here is statistical view of the world wide conversion ratio of online user, based on past information (Source of data : (5)

Average Conversion Rate of Online Shoppers

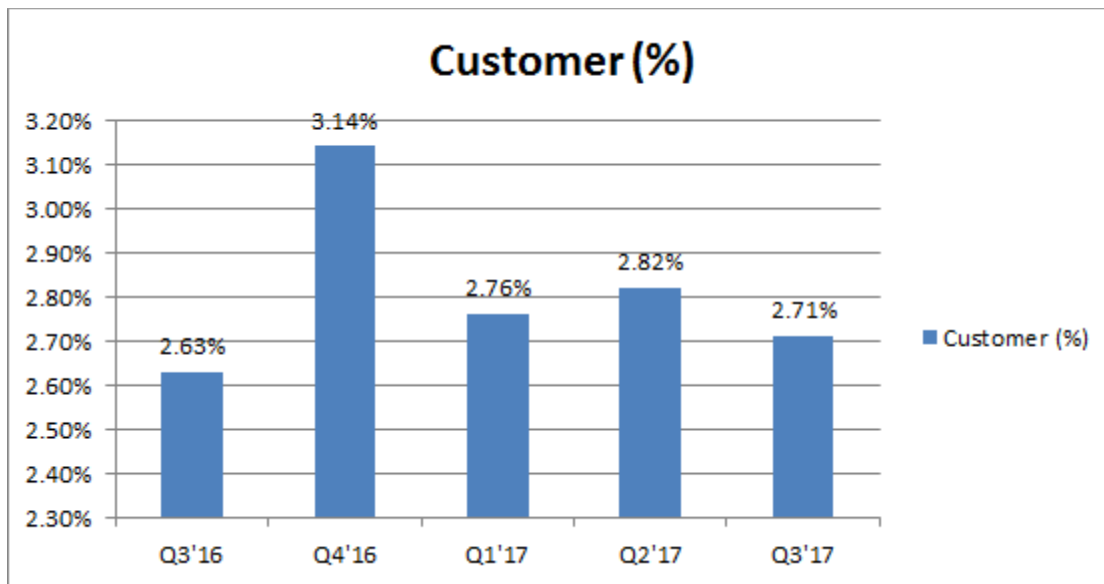
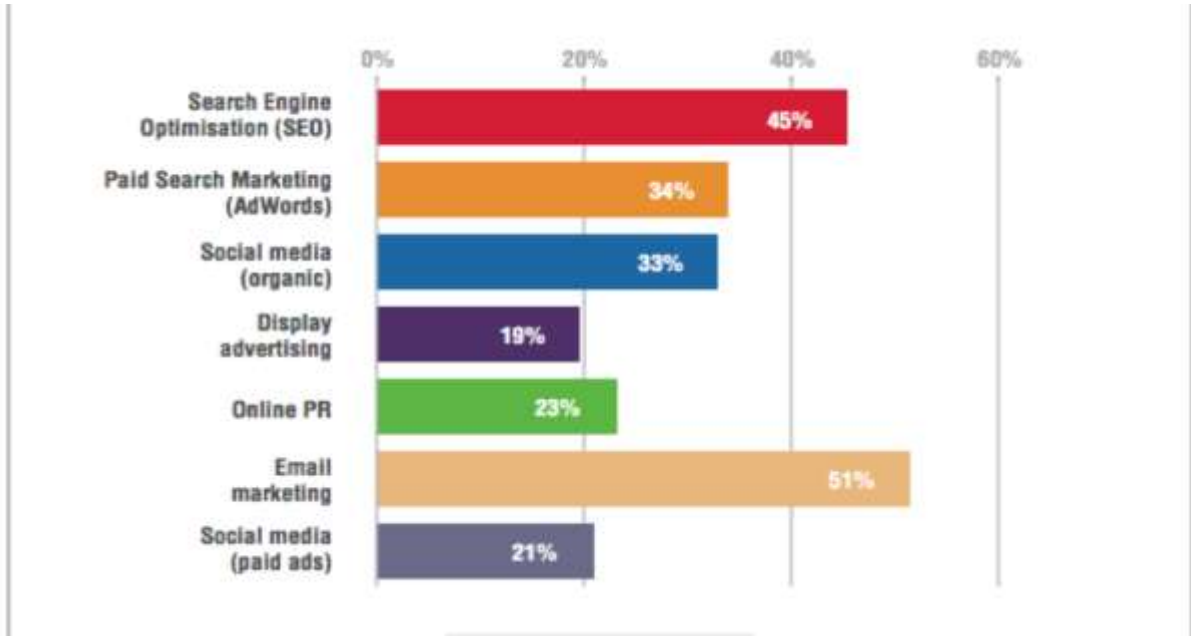


Table 1

### 3. Measuring and Optimization of the media

Search Engine Optimization (SEO) is the process of improving the visibility of a website or a web page in a search engines results page. Businesses operating in an online environment typically strive to promote their products and services on search engines. To gain more lead generation and ultimately customer's ongoing effort to improve a domain name, page rank and search engine performance is required. The key aim of a company's SEO effort is to increase traffic to their website (6)

Below data will help us to understand how SEO will take place to measuring the media [7].



4. Satisfying Customer

The practice of drawing the greatest amount of traffic possible to a website by strategically pushing it toward the top of the results list of a search engine. SEO (Search Engine Optimization) is used by businesses and individuals to maximize the visibility of their websites in order to boost business, and often hire an SEO specialist to implement the function correctly.

(8)

Digital Buyer penetration in India

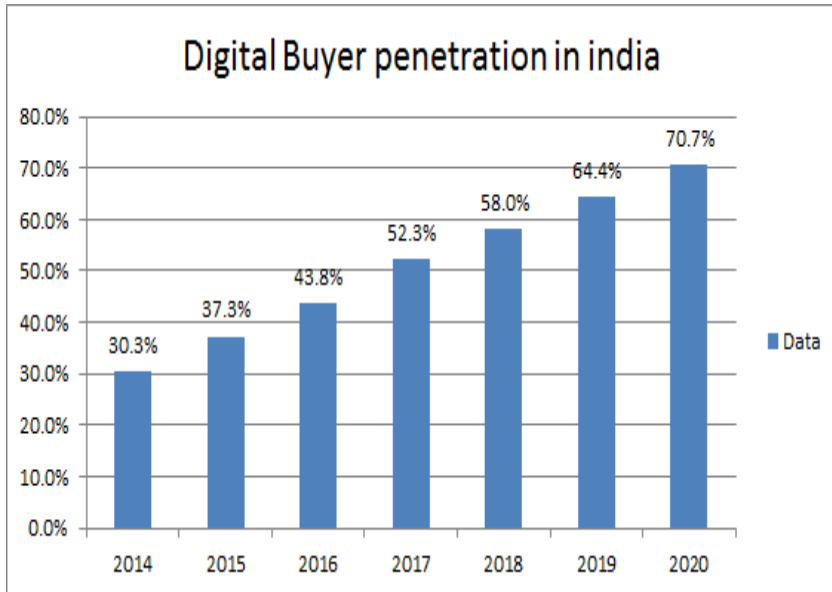


Table 2.

As per above data shows the how digital marketing is taking place in India. In year 2014 only 30% of customer was buying the product through online marketing. Day by day marketing strategies are transforming for grabbing the global market. 53.3% of digital buyer in 2017, this data says how customer are raising their interest as digital buyer.

### Digital Buyer penetration in World Wide

(9)

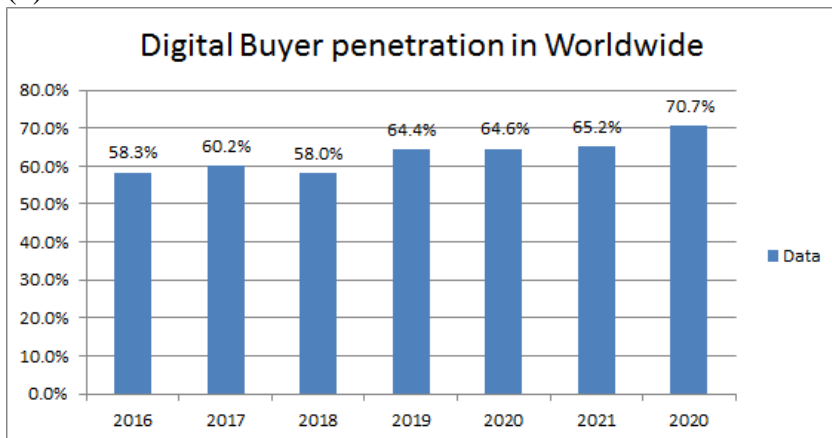


Table 3 (13)

Search engine optimization is essential because:

1. Top on Page
2. Increase traffic
3. Trusted Certificate.

SEO Stages

**On Site SEO-** On-site SEO is the practice of optimizing elements on a website in order to rank higher and earn more relevant traffic from search engines. On-site SEO refers to optimizing both the content and HTML source code of a page.

**Off Site SEO-**"Off-site SEO" refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).

Companies which are continuously working on their website optimization or web page optimization are one step ahead in digital marketing.

It has become essential to know the nature of search engines consumers practice and whether they are able to find certain companies on search engine.

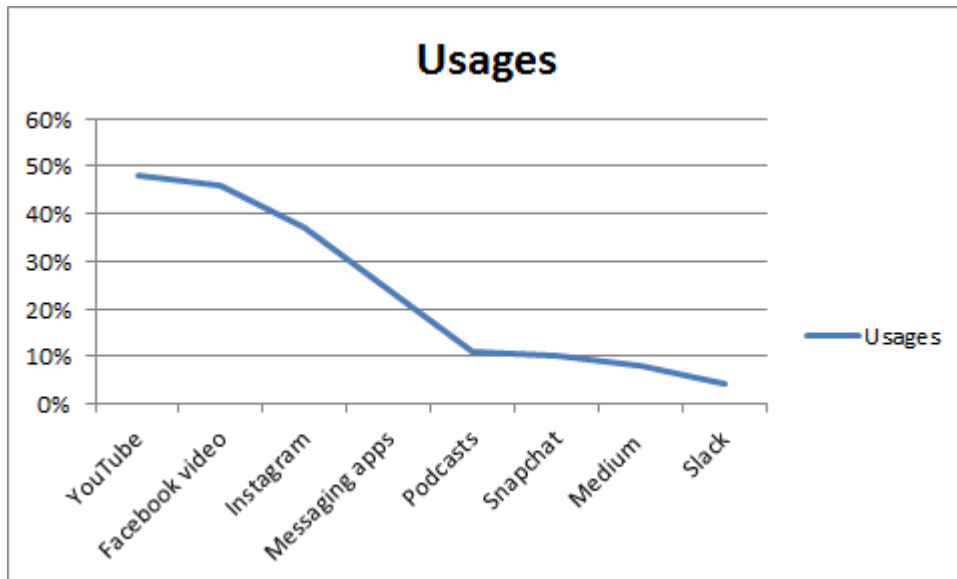
In this study you will be given conceptual statistics about Digital Marketing and global extents.

As social media are one of the tools to create own channel and spread in to various groups.

Through social media we can connect with friends, groups, relatives, followers

Below fig indicate how social media and usages. YouTube channel is most popular tool in social media as because 48% usages of as compare to other tools or sites[10].

Social Media Sites	Usages	Social Media Sites	Usages
YouTube	48%	Podcasts	11%
Facebook video	46%	Snapchat	10%
Instagram	37%	Medium	8%
Messaging apps	24%	Slack	4%



Blog Distribution on Digital marketing over last 5 years [11].

Blogs Sites	No.of blogs
Prologger	47
Copylogger	93
Daily Blog tips	92
Steve Pavlina's Personal Development Blog	10

Above Data indicate last 5 years of Digital Marketing Blogs were published by Top 5 blogger sites. Surprisingly Prologger has 47 blog on Digital Marketing, Copy blogger has 93 blog on digital Marketing and daily blog tips have on 92 blogs and Steve Pavlina has only 10 blog. It means we can say

### **Conclusion**

Digital marketing has given new methodologies to B2C market. Currently companies are investing large amount of funds for dealing with competitive market. Due to internet evolution lots of things are become easy for the customer. New invention on mobile has created comfortable environment for buying and selling of goods. Companies can take advantages of electronic devices such as smart phones, Televisions, laptops, social media, e-mail for holding customer and delivering products and services

Digital Marketing strategies are inexpensive and easy to adapt.

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