

A Study on Various Digital Marketing Tools and its Applications: Descriptive Approach

Pritam Chattopadhyay

Assistant professor, Amity Global Business School Pune, INDIA

ABSTRACT

Technology savvy people have always claimed the future to be on tap of our hands and now with over 2.8 billion Smartphone users around the globe we can say the future is near. Humans slowly but steadily are adapting to the new reality of the “Digital Era”. To focus on the segment of marketing there is an enormous change in their style or the way they used to function back in the day. Traditional methods are evolving to new modern strategies of marketing. Major global and international brands like Google, Amazon, Apple, Samsung have introduced customizable ad services that are receiving appreciations online and offline. The online ecosystem has broadened itself majorly in 2019, making it a huge pool of opportunity and a wide market for brands. Similarly, seeing the fast growth of users and the rapid advancements in our day to day lives it's hard to predict the future. Also the worrying aspect of all of this is “How to keep it up” and also as they say if you aren't implementing some kind of mobile marketing you are already lagging behind. In this new digital era customers have become more knowledgeable and are keen in knowing everything about the product before investing in it. This aspect has made it now difficult for the sellers to fool the crowd as the way they used to back in the day. On the other hand this aspect has created tremendous data for such companies, to monitor customer behaviour, trends, liking etc. making it a win-win situation for both the companies and customers. The research paper is basically trying to find out the impact of various digital marketing tools and its usage in different directions.

Keywords: Digital Marketing, Digital marketing tools, Mobile marketing

1. Introduction

Digital marketing takes into consideration all the marketing efforts that use the medium of the internet or any electronic device. Businesses hold down to various digital channels such as search engines, email, social media, SMS, and other websites to maintain a constant connection with its potential customers. In present the awareness of a brand is recognized by their media handles, websites or social media accounts, it has become such a vital part to spread awareness and create a strong customer base. Digital marketing also provides a platform for creative and unique ideas to flow in, making the strategies or an ad campaign a success. The advantage lies in this aspect, software like an analyst dashboard helps monitor the rate of interest (ROI) much more effectively and efficiently than the old traditional methods of billboards or print ads.

In business Digital Marketing can be defined by the use of various strategies and channels to connect to customers. As the customers spend much of their time online digital marketing is turned into an essential branding asset. The biggest strength of this marketing platform is it reaches thousands of customers very quickly and in the comfort of their space. For instance a content creator can create an account on a social media platform and promote it through images, blogs, contests, connecting with influencers and also through paid or organic posts. They could then also use curated messages or emails to further spread the word and then ask the others to do the same, creating a chain of promoters and greater awareness at an estimated low cost.

** Corresponding author*

E-mail address: pchattopadhyay@pun.amity.edu

2. Objectives

Objectives of the research paper are mentioned below:

- To study various digital marketing tools practiced by modern marketers to promote brands.
- To understand the implications of digital marketing tools in different contexts.

3. Tools of Digital Marketing

There are many types of digital marketing but below listed are the eight major types of marketing strategies.

Search Engine Optimization (SEO):

SEO is the process of optimizing the website to appear on the top of the search engine page results, thereby instantly increasing the foot fall and traffic on your website creating organic (free) publicity. The channels that majorly benefit from this are infographics, websites and blogs.

There are also numbers of techniques to generate traffic on the website, such include:-

Technical SEO: This mainly focuses on the coding of your website and monitors from the backend. Some aspects being structured data, image compression and CSS file optimization, they can be an important factor for search engines by fastening your website loading speed on platforms like google.

On Page SEO: This mainly focuses on the content that exists on the page, when viewing a webpage\website. This takes place through researching keywords for search volume and meaning and by answering the questions for the readers you can appear further up on the search engines.

Off Page SEO: As the name suggests this focuses on the aspects of “Off Page” activities that you and other websites do away from your website to increase the appearance of your page on the search engines. Also improving the relevance, trustworthiness and the authority of the page. This can be done by linking or promoting your website.

Content Marketing:

This aspect majorly focuses on the creation and promotion of the content assets/product in order to generate brand awareness, traffic growth and customers. It can be done through various platforms, such as videos, blogs, images and social media posts and also attracting customers' interests to the product. Some of the channels that play in content marketing are blogs- writing and publishing articles on a company helps to show your market expertise and create organic traffic for your business creating opportunities and sales revenue for your business. E-books, white papers and long content help provide further information to the customers, it also offers customer contact information making it easy to connect to genuine customers. Infographics helps those who find interest in seeing rather than reading, it is a type of visual content helping the customers to visualize the product offered.

Social Media Marketing:

As the name suggests this method helps promote your brand or content through social media handles creating brand awareness, reaching and expanding the customer base for the business.

Some channels frequently used for these are Facebook, Twitter, Instagram, LinkedIn, Pinterest etc. If you are new or unknown to all, the social media handles their apps such as hotspot to connect various handles in one place. This way it becomes easier to access and monitor multiple channels. Also you can integrate your social media inbox to access your direct messages in one place. Email marketing technique is most used to communicate to the customer or targeted audience. It is also used to promote a specific event, show, discount, content as well as attract people to the brands website.

4. Literature review

Unlike the traditional methods of marketing it allows the marketers to monitor real time data with accuracy. As in the case of printed or physical promotions like newspapers, banners, billboards and brochures, it is very difficult to monitor the impact caused by it. While still keeping the cost factor in where in Digital Marketing you can measure the ROI of any aspect of marketing within a quick span of time and more efficiently and effectively (Gangeshwer, 2013). Moreover the majority of Digital Marketing is covered by Mobile Marketing and has a strong imprint on the history of technology and Marketing both. They both carry their individual traits and characteristics but as they say “Change” is essential in the long run. Listed below are some of the opportunities and advantages where Online Marketing / Digital Marketing is chosen over Traditional Marketing. Unlike traditional marketing where the advertisers have to wait for a long time to get the response from its customers, online marketing is real time. As we are able to see customers' responses in real time, it becomes easier to track a specific campaign output which is working on a product. Also the quick and non time consuming feedback helps the marketers to have real time adjustment and modification tailoring to customers' needs and wants. Whereas, in traditional marketing this is not possible.

In traditional marketing small businesses are frightened or scared to compete against big businesses as the cost of that marketing is high. However in the case of digital marketing a business can reach its targeted user without considering the size of the operation, location and other factors. Traditional marketing is calculated to be much costlier than online marketing creating huge barriers. Whereas in digital marketing if used the right strategies can create miracles for the business and the product offered, then the old traditional means of magazines, print media, radio coverage or television (Giese and

Gote, 2000). Through the use of digital marketing any business promotional ideas and strategies have a far greater reach and coverage than the traditional means. As in this type the whole world can participate and view the campaign too keeping the cost factor low. And once the marketers have optimized the important words in the search engine it blooms in giving a greater return of investment and is also cost effective to maintain for a larger period of time (Pralhad and Ramaswamy, 2004). With digital marketing the marketers can also create various options or strategies that can excite the user behaviour. Options that are real time customizable and adjusted according to the trends, liking, wants and needs of users. As stated above this is majorly possible because of the extension tools offered. This offers a greater opportunity to speak more and state abundant information about the product. The uniqueness is also a driving factor for the business as it attracts more users. Which is usually absent in the case of traditional marketing (Merisavo and Mika, 2004). Online marketing creates more brand awareness and brand development that is better than what we get with the traditional means. A well built and designed website can gather abundant useful information about the customer behaviour that is intern necessary for the later stages. It also holds the magic of creating a ripple and viral effect if done well. Factors such as accessibility, real time information, live updates and many more make digital marketing a success over the traditional marketing (Khan and Mahapatra, 2009).

“Mobile Marketing is the art of marketing your business to appeal to mobile device users. When done right, mobile marketing provides potential customers using smart phones with personalized data, time and location sensitive information so they can get what they need exactly and when they need it, even if they’re on the go”. This is termed as a “Revolutionary” tool for creating an effective connection between the companies with each other and also connection with their clients. Also the immense use of different delivery channels like Emails, SMS messages, push notification, posts and blogs have made it further effectively popular and user friendly. As many might quote “Mobile is the Future of Marketing”, this statement can’t be used anymore as we already are in the era of mobile phones and its vital contribution to marketing. As also seen in every study about mobile or internet it only shows the constant growth of users present on the platform and the large amount of time people are glued to their devices.

For instance if we put light on the extensive use of Mobile Marketing in the field of Hospitality and travel we would rather be able to see the uses and also how helpful it was for this industry (Gurau, 2008). As emphasized above the internet and mobile usage has surged, mobile has moved up the ladder of the customers Primary Media Resource. In a nutshell mobile is used for everything in this industry from selecting a destination and researching, to booking hotels, to the shopping needed, transport etc. Hotel owners gradually know the effectiveness of Mobile Marketing to reach out to the potential customers, other than any other avenues of digital advertising. This helps in building a connection with the customers as well as helps maintaining it with utmost convenience. According to Trip Advisor’s 2015 Travel Report, a smartphone is the number one item to be carried along a trip.

Whoever, we can now see a rapid growth of Hospitality and Travel Industry presence on Internet and Mobile Marketing. Apps such as Trip Advisor, MakeMyTrip, Airbnb, Air help, Clear trips have changed the game for the Hospitality industry with its presence and also adding or listing features that can help one out for all the necessities or wants one needs to book a trip. Their existence of social media apps have also gained them a lot of attention since the past few years as one spends the most time on it and is bound to get an ad or a digital brochure of the following.

As stated in the study they Mobile Marketer have access to a lot of customer data that helps them first build a connection and then also helps maintain it. This is mainly done by SMS messages, Emails, Digital pop up ads, Social media apps etc. (Reinartz and Kumar, 2003). The hotel can then provide necessary information about the place, offers if any, greetings and in some cases vouchers or coupons to be redeemed with a specific set of terms and conditions. This makes the customers have a look at the hotel and then decide if he/she wants to go.

Likewise, in the old times one had to go to a booking or travel agent, who would then select some packages suitable for you, then making you select one, then taking a time period for the bookings and reservations and also the added agent fee (Mangles, 2003). Making this whole process very time consuming and also costly. Also there was a potential scope of fraud and false representation of the hotels and travel making it a huge money scam. But now with the E-payments and easy access to authentication by sites etc this scenario can be changed. Mobile Marketing and Hospitality Industry both that work for the continuance of customers go hand in hand (Hoge, 1993).

5. Applications

Mobile Marketing is incomplete without its marketing strategies, just as the way a mobile device is without the internet (Sheth and Sharma, 2005). In this day and age where everyone is constantly glued to their smart devices serves as the most effective and grasping platform for marketing. Also as per the statistics the global median for smartphone ownership is about 44%. Most of these devices are majorly used for gaming, watching of movies and series, communication and social media creating more and more opportunities for businesses to market their product or services. This type of response from the customers has mostly been observed in emerging economies, where the accessibility and use of both smart devices and internet are growing. To also add Desktop is the 2nd most used smart device medium used after the smartphones (Salehi et al, 2012)

Some other Interesting Facts about Mobile Marketing Strategies are:

- 80% of the time spent on mobile phones devices is spent on games, which take the longest screen time according to past studies.
- 70% of the people browse more web pages/websites on tablets than smartphones devices.
- Mobile searchers have had an increase of about 300% since 2012.
- Mobile phones have surpassed all the other smart devices in the context of usage by the customers for its nature of convenience and accessibility.

There is a long list of the possible marketing strategies that one can find suitable for his business. The best strategy is selected on the basis of the industry type, target customers and the budget of the business.

To list below are some of the strategies that are widely used by businesses and marketers:

App Based Mobile Marketing:

As the name suggests this involves advertising on the mobile apps. As stated before about 80% of mobile users spend their screen time on mobile apps, eliminating the need to create a specific app catering to advertisement needs (Roberts and Kreynartz, 2004). Services like Google AdMob, Tapjoy and acoustic create advertisements that are displayed on the mobile phone through third-party mobile apps. Also apps like facebook, Instagram and Snapchat allow advertisement creators to display ads in such an integrated way in each of their respective apps that the user often can differentiate between the ads or the original feed with a post making the whole process effective and also a cost-efficient marketing technique (Krishnamurthy, 2006).

In Gaming Mobile Marketing:

The name says it out loud, the marketing appears within a mobile gaming app. They mostly appear as a form of pop windows, banners, image ads and video ads in between the screen loading time. These ads usually focus on the gaming users (targeted customers) And have the same concerning format, pattern and product to offer.

SMS Mobile Marketing:

This form of technique is probably the oldest out of the lot, first implemented in the 2000's and still in use. This requires the contact information of the customer to send the user a SMS message related to the product. This can refer to both an inbound strategie and an outbound strategy. Though other means have become more popular in time, this method is still widely used. According to the statistics there is about 98% open rate and about 45% conversation rate in the method and are generally viewed within a time span of minutes. This makes the process faster, effective and impressive, while still targeting a large number of potential customers. This is mainly used internationally, where there is a greater compatibility with the non-smart phones and the non-cellular devices.

Push Notifications:

These are the types of advertisement displayed usually on the third party apps that aren't currently in use. This is mainly to notify users about information via a message from their respective apps. This type of method keeps the users on the tip of their finger. There is also a good rate of customer retention. It so may happen that sometimes a user may install an app and forget about it but the push notification constantly reminds the user of the app until and unless shut off via settings. This is also an effective way as it reminds the users of the apps and any updated information on that app.

6. Conclusion

The method of Digital Marketing is also very cost effective and at the same time having a great commercial impact on the business. This gives small businesses a large opportunity to focus or attract the targeted audience at minimized cost and at the same time be able to give competition to big companies. Digital Marketing surely has created a leap of change in the day to day functions of the marketers and businesses making them more visible to the targeted audience and making its presence felt to the customers. Through all the data collected and analyzed in the above study it is very clear that there are more advantages of Digital Marketing than the old means of Traditional Marketing, also the customers have now got used to the Virtual aspect more than that of the Physical making this an ongoing trend. In fact, in this day and era it is also rated to be the most useful, effective and real time marketing option. This also proves that we are indeed in an "Era of Digitalization" (Waghmare, 2012). Also specifically in Digital Marketing the immense growth of the term Mobile Marketing in specific has changed the way humans traditionally functioned. The way it has been used and benefited the businesses for a long time now and will keep helping and advancing in the years to come.

REFERENCES

-
- G. T. Waghmare, (2012). E-commerce; A Business Review and Future Prospects in Indian Business. Internet Marketing in India. Indian Streams Research Journal, vol. 2, no. IV, (pp. 1-4).
 - Gangeshwer, D. K.(2013). E-Commerce or Internet Marketing: A Business Review from Indian Context", International Journal of u- and e- Service, Science and Technology Vol.6, No.6, pp.187-194
 - Giese, J. L. and J. A. Gote,(2000) .Defining Consumer Satisfaction,. Academy of Marketing Science Review [Online]00 (01)
 - Gurau, C. (2008). Integrated online marketing communication: implementation and management, Journal of Communication Management, vol. 12 no. 2, pp. 169-184
 - Hoge, S, Cecil C. (1993). The Electronic Marketing Manual ABA Journal, 22, 175-185.
 - Krishnamurthy, S. (2006). Introducing E-MARKPLAN: A practical methodology to plan e-marketing activities. Business Horizons. 49(1), 49, 51, 60.
 - M. S. Khan and S. S. Mahapatra,(2009). Service quality evaluation in internet banking: an empirical study in India. Int. J. Indian Culture and Business Management, vol. 2, no. 1, (2009), pp. 30-46.
 - Mangles, C. a. (2003). Relationship marketing in online business-to-business Markets: a pilot investigation of small UK manufacturing firms. European Journal of Marketing, Vol. 37 No. 5/6, pp. 753-773.
 - Merisavo, M. and R. Mika . (2004). The Impact of Email Marketing on Brand Loyalty. Journal of Product and Brand Management 13 (6): 498-505.

- Prahalad, C.K. and Ramaswamy V. (2005). *The Future of Competition: Co-Creating Unique Value with Customers*. Boston, Massachusetts: Harvard Business School Press.
- Reinartz, Werner J. and V. Kumar. (2003). The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration. *Journal of Marketing* 67 (1): 77-79.
- Roberts, R. R., and J. Kraynak. (2008). *Walk like a giant, sell like a madman*. Hoboken,NJ: Wiley.
- Rowley, Jennifer. (2004). Online branding: the case of McDonald's. *British Food Journal* 106 (3): 228-237.
- Salehi M., Mirzaei H., Aghaei M., and Milad A. (2012). Dissimilarity of E-marketing VS traditional marketing. *International Journal of Academic Research in Business and Social Sciences* Vol. 2, No. 1 PP 511-515
- Sheth, J.N., Sharma, A. (2005). International e-marketing: opportunities and issues. *International Marketing Review* vol. 22 no. 6, 2005 pp. 611-622