

A CONCEPTUAL FRAMEWORK FOR DIGITAL MARKETING

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Abstract:

Digital marketing is a broad phrase that encompasses all methods and platforms for advertising that you can use to promote products or services both online and on other electronic devices like TV's, smartphones, and electronic bulletin boards. The main distinction between digital marketing and traditional advertising is that computerised advertising campaigns are only carried out through cutting-edge channels, giving advertisers more flexibility, tools, and data to analyse the effectiveness of an effort. In this study, we acknowledged that utilizing digital marketing strategies like content marketing, search engine optimization (SEO), influencer marketing, content marketing, e-commerce marketing, campaign marketing, blog entries, social media marketing, viral marketing, affiliate marketing, e-mail direct marketing, games and optical media can be quite effective for businesses. In the fast-evolving electronic world we live in today, these methods are becoming more and more pervasive. One can clearly see how Instagram and WhatsApp have heightened our sense of community, and the exploding use of social media is providing digital marketers with entirely new channels for outreach. This essay covers the theoretical underpinnings of digital marketing, including its definition, components and benefits of digital marketing for consumers.

1. INTRODUCTION:

To keep the company updated using marketing tactics from the twenty-first century private businesses must make their organisations digital maintaining control of the always growing competition. The field of digital marketing is seeing a consistent and obvious change, and this is the perfect time to advertise your presence online. Organizations use digital channels to communicate with their present and potential customers, such as web search engines, online communities, email, and their websites. Simply said, Any form of online marketing is referred to as digital marketing. Today's firms operate very differently thanks to digital innovation. Nowadays, advertising agencies take an incredibly novel approach to their marketing campaigns. Internet marketing is not merely successful for large companies and brands. Actually, independent businesses can gain a lot from digital marketing as well. Therefore, businesses nowadays use the digital world to create brand awareness, influence, and drive customers. A marketing technique known as "digital marketing" connects with the intended audience largely through the internet using a variety of digital media channels.

In India, online marketing is crucial to business operations. Emerging technologies have been used by business owners to reach and increase their target markets. Businesses may now promote and compete against all other brands thanks to digital marketing. This is accomplished through keeping a close eye on the competition, interacting with clients and vendors, building brands, and conserving time and other resources.

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2. MEANING:

Digital marketing is the umbrella term for all types of marketing that include using an internet-connected technological device. Using digital channels to interact with their current and potential clients and produce leads is advantageous for brands and organizations. These channels comprises of email, external websites, online communities, and web search engines.. Different digital techniques are used by firms in this type of marketing to communicate with their customers. Digital marketing is just online marketing. Digital marketing is a broad word that includes all digital channels, including content marketing, SEO, email marketing, social media marketing, mobile marketing, etc., to provide clear procedures to connect with and reach potential customers. A typical customer consumes content via the TV, computer, tablet, mobile phone, and other traditional media. The buyer's journey has become more challenging as a result of their constant exposure to several media types and the resulting data overload. Digital marketing has made it possible for firms to stay relevant by becoming visible across a variety of channels and digital platforms.

3. COMPONENTS OF DIGITAL MARKETING:

There are some components that digital marketing should comply to:

3.1 Search engine optimization

In the simplest terms possible, SEO is the process of increasing your website's visibility on search engines like Google, Bing, and others. The target of a qualified SEO expert is to raise a company's website's position among search results and prevent it from appearing on Google's second page of results. This increases the amount of organic traffic to the website. The intensity of sites, websites, recordings, and infographics is heavily used in web optimization. There are various strategies for bringing SEO closer in order to generate quality site visitors.

3.2 Content marketing:

In order to engage with current and potential customers, improve brand loyalty, produce brand mindfulness, increase site traffic, and generate leads, the promotion of original content, such as blog posts, films, infographics, bullet point articles, and other formats, is coordinated by content marketing.

3.3 Pay per click:

Pay per click is a way of managing website traffic through the use of paid ads displayed on online directories. The brands must make the payment as the name suggests whenever a person clicks on the advertisement, a promotion is provided. Google ads is one of the well-known venues for Pay per click wars, allowing businesses to buy top openings (per click) on Google's website for indexed listings. Pay per click battles can be conducted through a variety of channels, Facebook, twitter, supported messages on linkedin, and others are a few examples.

3.4 Blog entries:

Writing and disseminating informative online articles and journals on the company blog establishes your expertise and credibility in the industry and helps to drive organic traffic to the website. This gives you the ability to convert website visitors into clients for your business team.

3.5 Social media marketing:

Social media's allure leaves hardly anyone on the world spotless. It would be foolish for a business to not be present on its devoted customers' favourite web-based life stages at a time when their target audience is spending the majority of their time looking on Facebook or Instagram. Online networking marketing essentially entails promoting the brand and content using online networking media platforms to raise awareness, attract potential and present customers, promotes exposure and generates sales for the company. Facebook, Twitter, Instagram, LinkedIn, Snapchat, and Pinterest are the major online existence platforms where a brand's existence is an absolute necessity.

3.6 Video content:

Video material has started to quickly replace written content in the 21st century. The best way to increase brand reviews is definitely to pair the brand with imaginative short stories in a visual media.

3.7 Email marketing:

Email marketing is a tremendously successful way for brands to communicate with their audience when it is used properly. Email campaigns are mostly used for promotion. Customers can be directed to the brand's website effectively using content, occasions, boundaries, and other factors. The email battles may contain content like blog memberships, bulletins, follow-up meetings with leads, event advancements, and so on.

3.8 Mobile marketing:

Mobile marketing is a relatively new area of marketing that describes two-way promotional strategy between an enterprise and its clients through mobile devices. The website, applications, and content are being adjusted for mobile devices. With more people accessing mobile devices every day, mobile marketing is the most effective tactic.

3.9 Affiliate marketing:

Affiliate marketing is a strategy for promoting the goods of other people or businesses in order to earn a commission. You find something you like, promote it to other people, and get a portion of the profit from each sale you make. For new businesses, affiliate marketing is especially helpful because it will increase traffic to their website through popular websites. The conclusion is that both merchants and publishers benefit from affiliate marketing. Affiliate programmes are offered by websites like Flipkart, link share, Amazon, and eBay. The majority of websites with sizable traffic really have their own affiliate programmes.

3.10 Viral marketing:

Viral marketing refers to word-of-mouth in its contemporary digital form. A unique piece of content that has received a lot of attention, sharing, and likes is said to be virally distributed online. This is an excellent method of building your brand and increasing website traffic. Anything goes as long as you're innovative with the structure and the content. Since the viral phenomenon has spread, growing numbers of marketers are comprising components of it in their marketing techniques. The technique is not only reasonably priced, yet on times it also works better than conventional advertisements.

4. BENEFITS OF DIGITAL MARKETING FOR CUSTOMERS:

The rapid growth of technology has transformed buyers' buying patterns, and this is due in part to digital marketing. It has given consumers a number of benefits, some of which are listed below: -

4.1 Keep up with new Goods or services:

Buyers can remain updated about corporate news by using digital marketing technology. Many consumers may now access the internet from anywhere at any time, and businesses are constantly updating information about their goods or services. Nowadays, a significant number of customers may use the web whenever they want, and companies are continuously updating details about their products or services.

4.2 Evident price setting:

When prices are advertised via online marketing channels for goods or services, the corporation makes them very simple and transparent for the customers. Periodically, the company could change its pricing or even provide discounts.

4.3 Increased involvement:

Using digital marketing, customers can take part in a variety of business operations. Customers can look around the company's website, get details about the products or services, buy them online, and leave feedback.

4.4 Enlighten others regarding the products and services:

Internet marketing provides viewers the opportunity to disseminate the word about the contents of the product or service. It is straightforward to communicate with individuals about the characteristics of a product or service while using digital media.

4.5 Facilitates prompt purchase:

When using traditional marketing, customers watch the commercial before choosing the right physical location to execute the purchase decision. However, purchasers can instantaneously buy the goods or services through digital marketing

4.6 24/7 purchasing:

Online shopping is always feasible because the web is accessible around the clock.

4.7 Extensive specifications about the products or services:

By online marketing, consumers can get comprehensive details about the products or services. There is a slight chance that the information you get from a sales representative in a store will be misunderstood. However, consumers may rely on the web for extensive product details to guide their purchasing decisions.

4.8 Effective in terms of Cost:

Digital marketing is effective in terms of cost and has a big financial impact on the business. The fact is that smaller companies may now confront larger ones on an equal ground and reach target customer with less expense.

CONCLUSION:

The study comes to the conclusion that digital marketing has a significant impact on businesses and plays a crucial role in both the growth of the economy and the development of businesses. In order to seek out the finest offers from the vendors, buyers are increasingly exploring and searching online, as contrary to using traditional or conventional approaches. More people are ready to use social networks for purchasing since they believe these platforms' shopping options are convenient and useful. In this study, we acknowledged that utilizing digital marketing strategies like content marketing, search engine optimization (SEO), influencer marketing, content marketing, e-commerce marketing, campaign marketing, blog entries, social media marketing, viral marketing, affiliate marketing, e-mail direct marketing, games and optical media can be quite effective for businesses. Therefore, Corporate digitization is important to enhance the organization's growth and prosperity.

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