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Conceptual Research On HR Role In Digital Marketing

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Abstract – *Now a day, digital marketing transforming all the services and market activities like commerce, shopping marketing retailing and advertising techniques. In this advance generation world has become a globalized unit; where clientservices are improving undoubtedly day by day on a regular ground by taking digital actions. Accordingly to develop an important corporate picture and to enhance the customer satisfaction, for HR it is very important to incorporate appropriate digital marketing skills among the whole organization at all levels in order to gain the satisfaction of employees and organizational objectives completely. In order to accomplish business perfection, Our HR process and duties should have incremental variations at a rapid rate because the step of technology varying so rapidly.*
Main Features: *Human Resource and Digital Marketing.*

1. INTRODUCTION TO DIGITAL MARKETING

Century 21st is being called as ' Digital Age' – The era which cooperating in the advancement of customer and merchant engagement by affecting the views, approach, attitude and psychology of generations, that's leading to changes the method of depicting the market by the customer and the marketer. Vigorously improving working environment internally leads to change in objectives, organization structure, organization leadership, ideology and also changes environment externally which in turn leading to changes in cultural, political, social and economically, which is pushing the market to adapt inventive technologies in every economical sphere. There is huge impact of digital marketing on economy everywhere, from service to manufacturing industry. Digital marketing administer one to one solutions that revolutionize the method of access of information and data, and helps in globalization that leading to develop long run constructive relationships between the customers and the marketers.

Digital Communication is an inventive way to identify new proficiency to advance communication and relation among various consumers, service provider management and people at very large scale.
Digital Marketing comprises of business channel promotions and integrated channels, for instance mobile, internet, television and radio to adequately broadcast the information to the market destination.
Digital Revolution solving the way of developing capabilities by using the various technical standards like data mining, data analytics, artificial intelligence, mobility, cloud computing, social media, e-commerce in the intelligent embedded instrument for essentially advancing the result, establishing the strong commonly advantageous customer and market relations, establish technological refined performing models and standardize internal functions.
'Digital India' is an aim to revolutionize India, into a digitally knowledge society and legitimize economy. Digital Marketing is a directing effort for adopting the advance technology which grants adequate allotment of budget in the market, connecting the market system with industry and compose proportional economy.

Previously Internet was in the trend for all the information access. Presently Digital marketing technologically affecting the way of advertising, network of dealer, brand value, quality issues, product price and service warranty decisions. Afterthe faster growth of social marketing and internet media marketing, it is important to develop a productive marketing system which will have a lasting positive effect on business which completely transforming the production capacity and customer experience.

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2. CHANNELS OF DIGITAL MARKETING

2.1 Search Engine Optimization (SEO)

Industries nowadays are more active in knowing, analyzing and responding on transforming demands of the customers by advancing the perceptive of search engines and constructing the websites which are very much beneficial for the people and the marketers by searching the keywords efficiently. We are achieving this through optimization of website by simply editing the content, social book marking and increasing back links number.

2.2 Search Engine Marketing (SEM)

Industries are gaining competitive parameters through improving the method of using search engines by composing more and more options. For example- correlating the researches, positioning and submitting the website by optimizing the search engines and paid listing.

2.3 Social Media Marketing (SMM)

SMM (Social Media Marketing) is completely changing the comprehensive view of marketing by supporting customer's involvement through communication or sharing. On the websites of social media like twitter, youtube, facebook, LinkedIn, Google, the electronic word of mouth marketing (eWoM) is resulting impactful technology for the industries to win the faith and customer's satisfaction.

2.4 Mobile Marketing (MMM)

At present scenario, industries are reforming their marketing strategies by contributing their efforts towards technological marketing through website, apps, mobiles, and games are particularly configured to get the information of customer's satisfaction and dissatisfaction.

2.5 Email Marketing (EMM)

Industries are mainly focusing on addressing the custom-built and personalized information to customers on very low expense.

3. MERITS OF DIGITAL MARKETING

Nowaday, digital marketing transforming all the services and market activities like commerce, shopping marketing retailing and advertising techniques. In this advance generation world has become a globalized unit; where client services are improving undoubtedly day by day on a regular ground by taking digital actions. Accordingly to develop an important corporate picture and to enhance the customer satisfaction, it is very essential that difficulties should be solved in instantaneous and transparent way. At all standards organizations have understood the importance of Digital Marketing and hence by its extensive use they promoting their services and products. Few merits are given below:

3.1 Range

Digital Marketing focuses on spreading its range for expanding targeted market, encouraging the public relations and broadening services and product lines. Transforming demography, transforming lifestyles, environmental pressures are directing the industries to widen the range of digital revolution in a broaden geographical edges at a rapid rate with low expenses.

3.2 Assessment and Interpretation

With the current aspects in technological advancement, it is compulsory to examine the potency of advertisement campaigns. To survey the cost, efficiency and output of investment on advertisements, A consolidation of highly technical tools set of data analysis, metrics, methodology and software are enforced. To assess the increment in the return of shareholder's investment combined with enhancement in the satisfaction of customer interrelated business objectives with marketing objectives works as an effective guide.

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3.3 Involvement of Customer

Corporate world now understood that digital marketing is not just about proposing advance invention and technology. Industries are correlating the structure of integrated information with customers on the bases. Digitally legitimized system of sharing marketing information is noted with quantity, authenticity and velocity of data that grants industries to win global collaboration. The encouraging internet campaigns interactively focus on immediate and believable outcomes among advertisers and consumers.

3.4 Time

Nowadays customers are enhancing their knowledge digitally and Brands are utilizing this opportunity in establishing their position in the market by diversifying matrices of customer at very large scale in short period of time. Spreading necessity of form of network of organizations and communication use increases and technology digitally providing help to advertisers get the effective position of products to specific group of people or demographically in a very less span of time at less expense.

3.5 Cost Efficiency

Nowadays Indian consumers changing their attitude of buying products. To attain higher return and to diminish the risks, different payment platforms are generating between seller and buyer. As compare to traditional advertising, digital adverting is less costly and improves economy at large scale.

4. HR ROLE IN DIGITAL MARKETING

The global market is focusing towards proposing advance human resource exercises in every functioning area of HR, let's start with Recruitment, Planning, Selection, Development, Training, Performance Management, Reward Management. In order to accomplish business perfection, Our HR process and duties should have incremental variations at a rapid rate because the step of technology varying so rapidly. Due to increase in difficulties and rapidly transforming social, economic, cultural, legal and political environment, human resource management becoming more and more complex and competitive. Contradictory preferences, resource scarcity, combination and addition, opposition of employees towards transformation etc. this is becoming the cause of focusing the organizations towards developing the business techniques by revolutionizing the HR role in Digital Market. While deciding and taking the action whether to get digitally legitimize expertise from external source or get internal employees digitally trained.

When a decision should be taken whether to impart a talent from outside or industries should train their employees internally then an appropriate analysis of past experience and future potential should be made to decide wisely at right place and right time. HR of any organization should be undoubtedly about development, procurement, managing and rewarding of capabilities. HR should align their system of work with digital marketing and prioritize targets to well establish, maintained and inspired work atmosphere. The balance is not there in between the supply and demand of HR with appropriate skills, effectiveness and abilities.

Expense, competency and conformity are few of the guidelines for the forward looking industries to notice, when the training and development implementation of programs organizes. Training program should be configured in that way so that it would be highly interesting, appropriate, more significant and self learning. To abridge expenses, many organizations making use of divulge minimal programs over preferred operations only. Constraints of expenses may not make the implementation of solutions which inturn leads the business result partly profitable. Industries have to be understood that their renovating programs should be so rapid and able to develop by the time to incorporate latest technology and operations.

5. CONCLUSION

Over the time, all businesses are attempting to establish a strong digital marketing environment with a multiple skilled global and local members. Industries are gaining the competitive levels through

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digital marketing by actively transforming the method of customer's prediction and expressions. In the current period of industrial transformation- technological transformation, expectation of consumer and latest marketing plans are also transforming the HR role in the industries. Digital Marketing while having various benefits for approaching the large range of customer in short span of time and at effect cost. I also provide support customer engagement efficiently and also supports various array to calculate the efficiency of digital marketing technology. Human resources have to establish the selection, recruitment, and training and development courses in the way for developing the proficient digital skills among the workers. Training and development programs for short and long duration at all stages of industries should essentially communicate various digital techniques in the employees. Industries should target on compliance and competence parameters to implement them.

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