

Digital And Social Media Marketing

TRACK-2

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ABSTRACT:

Recently We Have Witnessed A Very Fast Adoption Of New Digital Channels That Allowed People In Building A Network. Social Media Made A Greater Change In Every Individual Minds. The Impact Of Using Social Media To Market The Product And Advertising Strategy Had Captured The Interest Of The People And Gained Their Identity Of The Products And Brand. Today Social Media Rules The People Mind That Makes The Users To Use The Product Through The Advertisement Provided In The Social Media

Keywords:

Digital marketing, social network, e-commerce, online retail, start up and commandments.

1.Introduction

Digital Marketing is any form of marketing products or services, which involves electronic devices. It can be both online and offline. According to institute of direct marketing "the use of internet and related digital information and communication technologies to achieve marketing objectives."

According to CAM Foundation – "Digital Marketing is a broad discipline, bringing together all forms of marketing that operates through electronic devices – online, on mobile, on-screen. Over the years, digital marketing has

Search Engine Optimization, Search Engine Marketing or Pay per Click Advertising, Social Media Marketing, Content Marketing, Mobile Marketing, Web Analytics,

Marketing Automation, Content Writing & Rate Optimization are the popular and most-demanded areas in digital marketing. It is the creative use of management information system (MIS) and technology which supports customers interaction with e-marketers. Marketers need to use technology and information and intuition to set brands and grab opportunities. E-Commerce has unleashed the revolution which is changing the way of doing business. In 1997 U.S. govt. allowed use of internet by commercial organization. This gave impetus to new way of conducting trade and commerce.

In 2015 e-commerce activities get boost up with rapid expansion, multiplicity of campaign, deals based user acquisition and more. This shift in e-commerce become

more noticeable with higher focus on consumer knowledge and retention, improvement in experience, and depth of assortment across an ever wider range of categories. E-commerce players are focusing on retention on existing customers and acquisition of new users.

To enhance loyalty of customers towards e-commerce as a category they are differentiating in leveraging data and assortment trends to finally move towards one to one marketing principle. Customers are rewarded for their loyalty with better experience across delivery, pricing, exclusive offer and return policies. Early e-commerce trialists and adopters have clearly understood and experienced the immense benefit of e-commerce. Therefore companies are scaling down mass media advertising description of e-commerce targeted

early trialists and adopters. Main digital platform such as Google, Facebook, Twitter, YouTube etc. are rolling out more advertiser friendly products that are allowing smaller as well large players to market with high efficiency to early adopters. This is resulting in increase in digital marketing spending. Due to innovation of digital media coupled e-commerce players system is moving from application download and visit metrics to user metrics instead.

Investment made so far to generate early adopters of e-commerce are rotating into targeting late adopters through regional and vernacular offline media. Advertisers have finally accepted that there will be end of long form of advertisement and branded content will rise. Digital video-advertising even started issuing advisories asking consumers to keep edit length short. Brands are experimenting, to large extent, with expressing themselves

through digital and youth content. This has driven wider choices of content, sharper entertainment propositions, and increase in the smart phone viewership dividend. Sustained advertiser investment depends on how fast the emerging digital content industry adopts scientific measurement tool. Innovations in the core products are generating big impact

on user acquisition and retention due to digital store and service experience. The players who are delivering gaining more consumer friendly products and service improvement are gaining more.

2.Reasons for rise in digital Marketing in India

Increase in internet penetration in the country has led to a substantial growth of other digital industries such as e-commerce, digital advertising and so on. Latest trends in digital marketing in India in web usage, mobile and search, social networking, shopping and online video are shaping the Indian digital marketplace and what it holds for the years to come.

3.Indian companies using digital marketing for competitive advantage

Nestle's Every Day was facing threat from liquid milk in North-East. It has taken help of Facebook. Its teams created a three-second cinema graph- an image with some moving shots. It targeted women age 21 and above. The result was five percentage point increase

in purchase intent and 14 point increase in ad recall. Coca-Cola did a live video for its orange flavored Fanta. Maybelline did a three dimensional video. Royal Enfield shot a 360 degree video for its new bike Himalayan. Lakme used a slide show format (its five times lighter than

a video), and Cometto made a three second Cinemagraph. Pepsi Co. Beverages used Facebook during cricket World Cup in 2015 for brand building and generating the sale. Pepsi's Facebook campaign was the most recognised brands during the event. Pepsi Co. is using social media in a big way for building its brand equity. A research conducted by Adobe and CMO Council has revealed that growing number of marketers in India are leveraging digital marketing to increase their competitive advantage.

According to the study, India leads in the confidence in digital marketing as a driver of competitive advantage. Ninety-six per cent of the Indian marketers have high confidence in the ability of digital marketing to drive competitive advantage. It is among the highest in Asia-Pacific APAC with only Australia leading with 97 per cent, the research said. However, while Indian marketers believe that the key driver to adopting digital is a growing internet population (70 per cent in India against 59 per cent in APAC), their belief that customer preference and digital dependence drive the adoption of digital, and that digital can engage

the audience, is lower than the APAC averages, it added. According to 2014 Adobe APAC, India is an emerging leader in Digital Marketing, it has dipped in its own performance in 2015 as compared to the previous year. It is important to note that India scored much higher than the APAC average in 2014. Customer preference and digital dependence would

increase along with the increase in penetration of internet in the Indian market.

The study revealed that compared to their APAC counterparts, Indian marketers are receiving lesser support from channel and sales teams for increasing digital spends.

However they are doing better as compared to 2014 suggesting that departments that have a customer interface are realizing the importance of digital marketing in augmenting their efforts.

4. Impact of technology growth on traditional marketing

Due to technologies advancement at an exponential rate, the marketing paradigm has shifted to newer more customer and content centric approaches being delivered on the digital platform.

Traditional marketing like advertising, public relations, branding and corporate communications, lead generation etc. broadly relies on television, radio, telephone, and print media and telephone as a delivery medium. Contrary to that modern marketing techniques leverage the power of Internet and social media to reach to a more targeted set of audience.

Modern marketing techniques provide cost effective marketing platform with ability to reach millions of customers in a very short span of time. Businesses which invest heavily on only on digital marketing as their marketing delivery tool, can substantially hurt their overall

marketing success. For success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing.

Activities like push marketing, lead generation, launch events and trade shows, television and print media can be used to integrate with social computing, customized content and control budget etc. to effectively reach the identified market segments and convert them into paying consumers. With the rise of social media, changing business landscapes, and introduction of more educated customers, the businesses need to rethink about their marketing strategies and lay out a multi-channel marketing plan that carefully lays out an optimal mix of both the modern and traditional techniques best suited for the business.

5.Reasons for failure of digital marketing in startups

Probable reasons for failure of digital marketing in startups are as follows: Measuring the Cost per Acquisition: A large percent of business owners fail to define key metrics and don't put

Relevant structure including using relevant tools to measure the progress of their digital marketing campaigns. Entire focus of measurability is on increasing reach in terms of views and visitors. While reach is necessary but it's not sufficient. Imagine if your website receives more than double the traffic of your competitors but if your website conversions are less than half of your competitors - you would still be having lower returns than your competitors.

In addition to pay attention to increasing your website reach, pay attention to the entire customer funnel so as to meet your ultimate objectives is the key to success in leveraging digital media.

Believe that Digital Marketing belongs to Technology Department: A large number of startup founders don't believe that digital marketing is a marketing function. But they treat it as a technology piece. Although digital marketing leverages technology for reasons such as measurability or scaling up, it's still a marketing function. Expecting from technical team to create success of digital marketing is an obvious recipe for failure. This problem is not limited to startups even large corporations are also the victims of such treatment of digital marketing. Think that outsourcing is the solution: Assuming that outsourcing will take care of end-to-end execution is one of the reasons for high failure rate of agency-client relationships. This problem is bigger with the large corporation which are using outsourcing. By educating clients about the appropriate approach to leverage digital helps them restructure their thinking and processes related to digital marketing. Hired a Digital Marketing professional on your ignorance: Hiring one or more digital marketing professionals without having clarity on overall digital marketing strategy is almost similar to outsourcing digital marketing responsibility to an external agency. Whether startups or marketing professionals they have to realize that they have an important role to play in creating digital

Marketing strategy, whether they want to work with an external agency or build an in-house team. Doing Social Media because everyone else is doing: Like in other business functions, our decisions in digital marketing are largely influenced by what others are doing

or what's popular at present. Just because Social Media is the talk of the town is not a sufficient reason for a startup to invest in it. The choice of a digital media platform should be based on business objective and target audience rather on the popularity of a medium. Social Media may be useful for brand promotion for a large organization while Search Engine Marketing may be more appropriate for a startup if lead generation is the primary objective.

Expect overnight Success: Influenced by mind-blowing statistics associated with digital media platforms and by ever growing number of online businesses, every organization who embark upon the journey of digital marketing believes that it's a magical wand, which will solve their sales & marketing objectives overnight. Although digital media is a powerful weapon to accelerate business growth, a sustainable success in digital marketing normally takes few months if not more and this journey to success would have involved few failures. Digital

Marketing avenues such as Search Engine Optimization (SEO) require couple of months before a business can see good results. Expecting quick results normally leads to giving up on the not-so-visible but real progress campaigns, which would have produced desired goals if given the time it requires. **Underestimate the importance of Content:** Digital marketing campaigns relies mainly on regular flow of high quality, relevant content, the requirement for which is highly underestimated by a large percentage of small businesses. When faced with scarcity of content, either these businesses end up compromising on the quality of the content or end up giving up their digital marketing campaigns.

6.Commandments of Digital Marketing

Consider Digital strategy as a part of Brand Strategy:

Generally for brands, digital strategies are created in a complete vacuum from the overall brand strategy, or worse, no digital strategy is crafted at all. Since digital is the glue that ties the entirety of a marketing plan and tactics together, anything that happens online needs to ladder up to the higher objectives of the brand. An effective digital strategy is typically composed of a group of sub strategies to effectively plan and account for owned, earned, shared, and paid assets. **Innovating the Brands:** Majority of brands have some form of goal around innovation. And that's important because innovations drive the business forward But innovation mean better not new. Your strategy should help you select your tactics, not the other way around. If you are seeking to use a tool or platform because you think it is innovative, fail.

Put Interest of the Consumer First than their Own: Too often marketers approach digital from the mindset of their own (or their brand) objectives. Users crave value, utility, and having their needs met. This is especially true online where fractions of a second can make or break a potential engagement. Instead of focusing on your needs, try and determine what your users want and how you can insert your brand or your content into their lives in a way that makes sense. **Don't Imitate your competitors:** Just because your competitor is doing something doesn't mean you should too. **Acknowledge the Importance of Smart Phone and Tablet:** Usage of mobile phone and tablet has increased

practice and 1 in 3 people in the US now own a tablet as well. Increasing use of smart phones means your brand had better be ready to provide mobile optimized content, tools, and resources for your users. Understand the Difference between Metrics and Analysis:

There is difference between metrics and analysis. Metrics are just data. Metrics are just numbers. Analysis tells you what to do next. A common misunderstanding is that they are one and the same. Google analytics maybe free, but can't give you any insight into what the numbers mean or where to go from here. Too often marketers collect (or simply ignore) data and give no thought (or budget) into understanding it. The digital medium allows you to be nimble and react to your users with far greater speed and efficiency.

Maintain healthy relationship with stakeholders: Treat your employees, suppliers & distributors etc. accordingly so that they feel as a partner. Healthy company – client relationships are a true partnership where everyone feels comfortable bringing ideas and co-authoring success. Treat your organization people fairly and with respect and they'll bring results for you. With their help if you succeed, tell them. When they screw up, do the same. Share your content with those who need it: Use wants to use contents as per their convenience when and where they want. You should take it positively if they decide to copy, share, link, or tweet it elsewhere. Your contents should be sharable and videos should be post able. Because your customers are true amplifier for your brand than anyone else.

Conclusion:

Digital marketing has increased in last a few years in India. People have different views about it. But the fact is this digital marketing has tremendous potential to increase in sales provided businesses should have knowledge to implement it in right way. Benefits like increased brand recognition and better brand loyalty can be gained by effective digital media plan. Digital marketing campaign help in reduction in costs, boost in inbound traffic and better ranking in search engines.

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