

Strategies of Digital Marketing

Dr. Rajender Kumar

Assistant Professor, Department of Commerce, Rajdhani College, University of Delhi, New Delhi

Abstract: Among the sectors that have been most positively impacted by technology evolution is marketing, marketing has seen its greatest opportunity for expansion with the new tools that technology has been providing in recent years. Currently, marketing has been one of the sectors that have best known how to take advantage of the new opportunities of the digital age, and have managed to use the most effective and global communication tools to their advantage to apply their promotion strategies and others, and for this reason is that the technological transformation of marketing has had one of the most profitable and fruitful technological revolutions of all sectors. This revolution translates into the birth of the concept of Digital Marketing, digital marketing is the term that is called the way in which marketing techniques and strategies have evolved, which are now more effective and modern, but above all, of very wide diffusion. I have highlighted the potential of viral marketing, social networks or mobile marketing and I have pointed out the characteristics of the most used tools in order to be able to set some guidelines for the correct management of brand identity in order to improve the perception of the brand by its audiences.

Keywords: Digital Marketing, digital technologies, Mobile Web 2.0, social networks, advergaming.

I. INTRODUCTION

Technology has been a revolutionary change factor in all industrial, business and other areas and sectors. For this reason, this has become the most used resource in these sectors, sectors that have known how to take advantage of the new and varied options that this digital age offers them in one way or another.

Among the sectors that have been most positively impacted by technology evolution is marketing, marketing has seen its greatest opportunity for expansion with the new tools that technology has been providing in recent years. Currently, marketing has been one of the sectors that have best known how to take advantage of the new opportunities of the digital age, and have managed to use the most effective and global communication tools to their advantage to apply their promotion strategies and others, and for this reason is that the technological transformation of marketing has had one of the most profitable and fruitful technological revolutions of all sectors. This revolution translates into the birth of the concept of Digital Marketing, digital marketing is the term that is called the way in which marketing techniques and strategies have evolved, which are now more effective and modern, but above all, of very wide diffusion [1].

Many people often confuse digital marketing with the use of social networks to make promotions, but as I will realize throughout this monograph, this concept is much more than that and represents something more significant, digital marketing is the way to do marketing in the information society.

The present situation is one of the big marketing shifts and transitions. Recent technological advances largely undermine these changes and have compelled businesses to evolve their marketing strategies and to adjust them to new technology by implementing unique interactive online media strategies. Virtually all businesses have built tools and adapted their

communication to the various digital technologies, technologies and environments. This is the case with the Internet and website creation as a marketing feature. When one started to note that it was a tool which would have a significant effect on long-term marketing strategies, almost all businesses came into this virtual space at the beginning with more or less success. It is currently an important contact feature with its customers. The development of Web 2.0 tools generated a second revolution in this environment, where only brands could communicate unilaterally, a bidirectional space arises that allows their public to express their opinion and communicate with them: forums, blogs, you tube, social networks, they are just one example of this new territory to be conquered by brands. This new marketing known as interactive or digital marketing because it is carried out through digital channels and where there is great interactivity of the client or consumer [2]. The Internet is a very effective direct marketing medium that allows us through online promotional campaigns to reach our target audience directly. One of these forms of online advertising is what is known as advertising on the web through interactive games. This is a way to reach a motivated and participative audience, with a relatively low cost, which allows to enhance certain aspects of the brand for defined segments of consumers, while providing relevant data on the habits, tastes and expectations of these consumers. Other formats of digital communication are banners, today powered by the use of technologies such as flash and video, personalized e-mails, special sites for launching products or promotions, weblogs, used as a means of personal publications on the Internet that are used by marketing as a communication tool to the public.

II. MARKETING OR MARKETING

What is marketing? According to the “father of marketing” Philip Kotler (1999) [3], marketing is a process in which a group of individual’s exchange goods and services to satisfy

their needs. Marketing stimulates exchanges. For this to happen, 4 conditions must exist:

- ✓ The participation of a minimum of 2 people is required.
- ✓ Each party must put something of value that the other party wishes to possess.
- ✓ Each party must be willing to give up its thing of value.
- ✓ The parties must be able to communicate with each other.

III. DIGITAL MARKETING

Digital marketing, as I am focused on the word marketing, is the implementation of marketing techniques in digital media. The entire offline world strategies are imitated and converted into a new world, the online world. New resources like immediacy, new networks that arise daily and the possibility to real measure each of the techniques used appear in the digital sector. There are two known instances [1]:

- Web 1.0: Its key feature is that users are not able to connect and reveal themselves. Only the company has power over what is written.

web 2.0: The potential of exchanging information quickly with web 2.0 was born with the aid of social networks and modern information technology, allowing for almost immediate transfers of previously impossible items, including images, graphics, etc. The internet has not only been used as a way to search for information, but also as a network, where users from various parts of the world have constant contacts and feedback.

The second instance of digital marketing is established in this new field, because users can speak openly about the brand. They have a very significant power which only the media were permitted before: opinion.

The strategies of marketing then have to change their framework. If the distributors, the media and the manufacturers have the power of opinion, the attention must now be directed at the consumer. You can pursue what you want through the power of the search engines (Google, Yahoo, Bing, etc.) and ask the media not only if your choice is right, but you can also read feedback, analysis and ratings of other users.

The mobile phone has become a very important and essential element for the individual and for society. As reported by various studies, the mobile phone accompanies the individual at all times, it has become an essential and very personal and intimate tool for the user, to which she dedicates more and more of her time. There are now mobile devices that offer a wide variety of functions and services. A hybrid that is far from the initial mobile phone that basically offered the only service of sending and receiving calls. With today's mobile devices users can; make calls (via phone line or IP), send and receive SMS's (Short Message Service) and MMS's (Multimedia Message Service), surf the Internet, listen to mp3s, podcasts and / or the radio, shoot photos and post them on the Internet, consult the Email, chat, read articles or e-books, create documents, buy tickets for a show, play video games, carry out banking transactions, tweet, watch the

favorite series of the moment, among other activities. Today's mobile devices have made society move from Mobile Internet, 2nd generation mobiles, to Mobile Web 2.0, interaction between mobile devices and Web 2.0 applications. The mobile device is characterized by its ubiquity, its capacity for interaction and its immediacy, facts that make it a very useful, totally personal and non-transferable tool [4]. These characteristics make the mobile device not only a personal tool for the user but also a new and ideal communication channel for brands. The potentiality, attractiveness and great variety of creative opportunities offered by new technologies, such as; 3G, Bluetooth, geolocation or augmented reality, make advertisers use them to create increasingly surprising and attractive advertising actions for their audiences. Mobile marketing, or m-Mobile, is in its infancy but it has a successful future on the horizon [4]. Currently, among the many services that mobile devices offer at the service of brands, applications, or also called apps, stand out: applications that are developed under the brand of an advertiser and contain relevant information for the user or consumer (branded applications). With these innovative services through mobile marketing, together with the aforementioned (social networks, advergaming) on the web, companies have a large number of digital options when choosing which will be the launch platform of their Bell [2]. More and more, companies are opting for joint and hybrid campaigns, where the media are mixed and campaigns are launched in different media and platforms at the same time, to achieve greater notoriety for the brand, product or company advertised.

IV. SIGNIFICANCE OF DIGITAL MARKETING

Digital media are so ubiquitous that users have access to information wherever and whenever they want. The days have gone where the messages received about your goods or services just came from you and included what you needed them to hear. Digital media is a growingly widespread source of entertainment, news, shopping and social networking, and customers are today exposed to what the business thinks about its brand and what the media are saying. Your families, family, colleagues working or studying, etc. And people appear to believe in them rather than they believe in you. Consumers want brands they can trust, businesses which are aware of them, customized communications that are tailored to their needs and preferences [5].

There are actually three keys to the success of digital marketing:

Manage customer relations on all platforms

Digital marketing and related platforms are essential, but other means should not be discontinued. It is not enough to know your clients, but you should know them more than anyone else, so that you can connect with them on site at the time and in the best way for your message to be highly receptive. In this regard, you need to consolidate your customers' tastes and perceptions across all channels: web, social networks, email, direct mail, point of sale, etc. The

knowledge can be used by marketers to build and predict clear and organised customer experience that will take you through the procurement cycle[6]. The more you know and understand your clients' attitudes and desires, the more likely it is that they will participate in lucrative interactions.

Create diverse and important consumer experiences

Only advanced analytical tools can deliver the timely and informative insights you need for highly targeted marketing strategies to reach your customers efficiently. Digital technology pace and agility combined with the reliability of state-of-the-art analysis tools allow you to calculate, track and assess campaign success on fly to determine what works and what is not working. You should quickly incorporate what you learn and adapt to boost customer service and the ROI campaign [7]. Incorporate into your marketing system what you have learnt to make more and more campaigns.

Get business intelligence value to make better decisions quicker

Marketers often have no access to or can not use all the data to get the best insight and they are often forced to use subsets of data or samples, which undermine the quality of the models. In order to make the right decisions, both consumer data (preferences, population statistics, lifetime value, etc.) and marketing data (response rates, campaign results, resource allocation, etc.) must be accessible within the popular workspace. A unified customer data model can connect point-of-contact data with customer experience data, irrespective of channel. And an analysis will give you the details you need to make the right tactical and strategic decisions [8].

V. CONCLUSION

The penetration of the internet and digital commerce in 21st century society has made it increasingly necessary for competing companies to use virtual commercial communication networks. There are increased opportunities for accessing global markets through the internet and a new business strategy that involves digital marketing has been mandatory [9].

It's not enough to have a website anymore. Today, social networks need to be incorporated in order to create business prospects, place the brand and value bid, loyalty and alignment of clients and associates and have a successful and sustainable impact on the market.

The Dominican Republic is a country with a population of around 10 million, over 50 percent already have Internet access and this is an growing amount every day [10]. Investing in digital marketing is relevant since growing numbers of people access and use the Internet very much.

Many companies seek to achieve higher levels of sales, cover a greater market share but generate Marketing strategies in the wrong media. Today people are on the Internet, young people are online and the Dominican Republic is a country full of young people.

It is important to note that these new trends indicate that the success or failure of marketing strategies is in the hands of

interactive digital media, which reinforces the idea that very attractive content must be created in order to attract the consumer. In addition, among the changes that have occurred with the use of interactive marketing is that it is intended to reach an increasingly homogeneous public, so it is necessary to segment and personalize the information, which current electronic systems allow with great precision since it is very easy to get, save and retrieve customer data. It should also be noted that currently they are looking for an advertising of value, of building the brand in a digital environment, since if the consumer accepts that the advertising sent to him is valid, he will pass it on to other consumers by spreading the advertising message of a very fast and effective way through viral marketing [11]. The great power of the network is connectivity, we are all connected and with immediate access and at the same time to the same message at the moment it is posted on the web. Now there are many campaigns, and the digital inputs are countless per day, so in order to differentiate one campaign from another and attract the attention of the public, that it is talked about, that it is spread, etc. it is recommended to use the following strategy: identify the gap to fill, anticipate the public, select the appropriate opinion leaders who can pass the message, define the message well, establish response channels and of course, do not forget to measure the results. Today's successful campaigns are proven to be based on the following components: fun, transgression, involvement, spectacle, sex, gift, intelligence, taboo, scandal, or novelty. Even so, it is convenient to analyze if I need to advertise through an advergaming, a weblog, social networks or mobile [13]. The most successful thing is a mix, launching mixed campaigns through different media, without forgetting the traditional ones (radio, television or press) if the target audience we are addressing requires it [14].

To conclude, it is necessary to add that this study is only a reflection on the current reality of multimedia digital marketing and its only aim is to show the transformations of marketing based on the diffusion of digital technologies. I have highlighted the potential of viral marketing, social networks or mobile marketing and I have pointed out the characteristics of the most used tools in order to be able to set some guidelines for the correct management of brand identity in order to improve the perception of the brand by its audiences.

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