

Digital Communication Management: The World Is Going Digital

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Abstract: Digitalization has always been the talk of the town. While the traditional tools of communication to the customers were highly planned and strategic as the market had always underestimated in understanding the potential of consumers' behavior and psychology. The mobile internet and social media have developed many new digital communication channels between a management and its customers which are described as 'digital channels' In the discussion paper, various options available and offered by the digital era to the marketers to engage with the customers and for customers to be more informed about the brands more, are explored. Emotions have always been significant to marketing. These days, emotional appeals are heavily employed (on-line and off-line) to improve loyalty and build relationships. The current paper provides some serious tactics to the marketers that can be leveraged to touch the pinpoint of the customers.

Keywords: Digitalization, Digital channels, Emotions, Relationship, Digital Communication.

I. INTRODUCTION

Gone are the days when inactive customers were solely dependent on company's success to reach them. In today's world, the failure or success of any company or corporate depends upon public ideology. The opinions of reputed corporate's stakeholders, such as shareholders, investors, consumers, employees or members of the community are linked to its success and should be viewed from the viewpoint of executives. Management of customer relationship relies on these same tactics and formulas. Public relations in the traditional sense have come to be seen by many as "smoke and mirrors," deceptive messages being created by "spin doctors." Because of this, many people have come to distrust media – the traditional means by which the industry is measured – and put more trust in the opinions of their peers, which they have access to on social media sites (Woolf, 2009)

Digital Communications Management is coined as a systematic planning, executing, monitoring and revision of all the digital channels of an organization to send tailored information or messages to present and potential customers using Internet that reflect their interest and behavior. This works as a management of personal dialogue between the organization and its customers. By virtue of innovation, this strategic move has transformed the task from "How should we reach our customer" to "How should our customer reach us" and "How can we reach each other"

Digital Communication has born a number of challenges to tackle and opportunities to grab for those organizations that are looking to manage their potential customer communications in order to create and retain customer to multiply their brand value. Classical school of branding that emphasizes the mass communication techniques finds itself questionable in a marketplace where masses can easy access to massive chunk of information about products, brands and companies wherein social networks exists. The digital communication serves as a revolution of how information is managed, designed and curated across many digital interfaces to get the best possible experience. The pros of the digital connectivity provides an access to the inside of the customer by tracing the number of

visitors clicks on their advertisement, how long they spend time and what they on it and where they move afterwards. Contrary to it, marketers could be fooled by bogus clicks that are done by software-powered websites that could affect the dominance on online messages, which can be vandalized. So, the pros clearly surpass the cons.

II. REVIEW OF LITERATURE

Keller (2009) provided a number of implications that build strong brand in a contemporary environment of marketing communications: 1) being media neutral and adopt all options of possible communications 2) mix and match the options considered to optimize their strengths and weakness 3) make certain that interactive marketing is doing appropriate in total marketing communication catalogue 4) how often marketers must rework on their communication gimmick to constitute a loyal customer base. In a turbulent environment, marketers must evolve with different ideas to offbeat the rivals and to increase customer loyalty and constitute brand resonance.

Matthews (2010) discussed about the industrial shift from classical school of corporate communications to the new school of building public relations through digital connectivity. The swiftness in this transformation has separated the early adopters from those who were crawling to adopt the digital communications. The companies that were slow in adopting the new catalogue of communication to the public are going to be left behind. Consumers are also participating in this run with one another through digital media, even if those companies that are in their topics of discussion have missed the boat to tie in digital communication game.

Samson et al. (2014) conducted a study on digital communication management with respect to automobile industry-specifically the passenger car segment and stated that digital communication is the preferred source of information that are looking to have a car and it has a convincing influence on customer's buying decision. It was also concluded that digital information sources are efficient to provide detailed specifications, features and comparative parameters about a particular car model.

Danahar & Rossiter (2011) took a survey in which communication channels were compared from perspective of receivers and senders of marketing and from consumers and business markets. Secondly, the effectiveness of the 11 channels in drawing responses of two typical B-to-C and two B-to-B promotion offers was also conducted. The findings were taking the E-Mail as a well-established source but the traditional channels of newspapers, television and radio retain their historical favorite attributes: trust and reliability.

N. Eyrich et al (2008) surveyed public relations practitioners on their adaptation of 18 different digital communication tools and their views on positive trends in digital communication practice. Using online survey method, a total of 924 e-mail invitations were sent, response rate was 33.22% out of which 26.41% were males and left were females. The resulted most popular tool was E-Mail followed by Intranet, Blogs, Video conferencing, podcasts and on. Overall, PR practitioners have adopted six different digital communication tools professionally but find them slower in integrating more complicated tools that cater niche audience (such as social network, text messaging etc.).

Heinonen & Michelsson (2010) hinted that the relationship initiation is hard to identify. Findings reveal that initiative taken by customer is equally important like the organization in digital context. It could be noticed in a B2C relationship where customer come to know about offerings and its information digitally and makes a contact after finding a suitable service provider. It was also concluded that digital marketing activities, like direct e-mails and search engine advertisements, are becoming important due to cost efficiency and flexibility.

III. METHODOLOGY

This research is taken to perform a critical analysis and interpreting the previous research studies, online technologies, trade publications, current trends, case studies, public relations practices etc. The purpose of the study is to consider aspects of digital communications management by using digital tools and make projections for the future. The discussion paper fetches the focus to the significance of emotions in the contemporary world and how much marketers these days are bank upon the digital tools to market their existing product and to make a new offering.

IV. NEW ERA OF DIGITAL COMMUNICATION MANAGEMENT

The environment of marketing communications has been changed remarkably comparing from what it was around 40, 20 or 10 years back. E-Commerce and E-retailing are multiplying them at a brisk rate. Whales such as Flipkart, Snapdeal, Amazon, are leading the contemporary India's success story. As more and more people are metamorphosing to Techno savvy every day, there has been a convincing surge in population size using Internet and Mobile-applications as a primary information provider. While at home, institution, work and play, masses are steadily akin to the Internet with a range of networks and devices. Leading with the fact, it could be concluded, "The World Is Going Digital".

Digital Communication Options

Social Media: Customers are more relating with status-quo brands over social media; therefore, building a community rather than making number of followers and sharing trending

contents is the key to tightly target into their interest. The bull's eye can bring phenomenal success to the business.

Mobile Marketing: Mobile is unlocking opportunities for corporate houses on a high scale. Now-a-days mobile-optimized sites are higher in access than desktop sites. Providing a spider-web of potential customers to the marketers, SMS marketing is a powerful way to get your message straight into people's palm.

Websites: A website is a compilation of interconnected web pages, in marketing which provides a platform to customers to contact with their preferred brands Being a business owner, one should be informed where his consumers are. But, what if consumers are familiar with your business and what you could offer, still they can't reach you, is the risk one bear lacking a website of his business.

Internet-specific ads and videos: Through the social networking user-generated content sites such as MySpace Video, YouTube and Google Video, companies can upload videos and ads to be subscribed and shared by the viewers.

Microsites: A microsite is a similar to a website, which aims to focus on a specific product or campaign. Comparing to a website, the former is more focused, increases public interest, give detailed information and provide a feature of Search Engine Optimization having its own URL.

Online Communities: It is a group of people created online with something unvaried that could include experiences, ideals, shared interests and goals. The material reason behind the success where others fail is that they target those with whom they are communicating not as pixels on a screen but as real people with real needs and interests.

Paid Per Click Marketing: This digital communication tool is executed to price online advertisements. In this tool, online advertisers pay Internet Publishers a specific price agreed when an ad is clicked on. The marketers needs to put this tool into marketing arsenal because of first page exposure in top 3 search engines: Google, Yahoo and Bing.

E-Mail Marketing: The first and foremost commercial tool send typically to a group of current and potential customers which usually involves advertisement, new offering, old offerings at sale etc. to build loyalty, trust and brand. This communication campaign is mostly done in one-size-fit-all format, therefore results in cost and time efficient and reaches to every segment of the market.

Significance of Emotions in Digital communications

Our brains are made up of three parts: visual, emotional and rational. They are hardwired so emotion drives reason, reason does not drive emotion. Feelings happen before we are even conscious of them. The emotional part of the brain is larger than the rational part (Hill, 2007). While (Calne, 2012) stated that the essential difference is that emotion leads to action while reason leads to conclusions. Visual, emotional and rational work together in our brains to make decisions, but emotion is the leader.

During the last few decades' great advances have been made in research on emotions and the affective, not only in disciplines in which that interest is something to be expected (such as psychology, medicine or neurology), but also more generally in the realm of the humanities and social sciences (González, 2013a). Marketing to skeptical customers has never been uncomplicated, but the test has never been greater complicated

than in recent fashion. As information gets easily accessible, as consumers instantly adapt the new normal in digital society: the drivers behind the purchasing decisions easily change.

A digital society that offers abundance of varieties among brands, products, services to verdict that gives businesses the ability to engage with customers that is critical for retention of customers. Meeting with the customer's emotional experience is bank upon overall emotional consumption experience that is factored not only by consumption of a single product but all engagements with the customers.

Time to Capitalize the Emotions of Customer

The marketers could not deny with the fact that a shift in the psychology and preferences of the customers has been occurred. The only corner that has left for the marketers is to make authentic relations and strong connections with potential and present customers: their success bank upon it. Forming a long-lasting connection with the customers will help in building a connection based on an emotional level which make them feel special and delight and provide smart suggestions to work in a digitalized era. For its execution, one requires:

Know your Brand: The demand of building an authentic customer experience that can be inculcated into every marketing arsenal; digital communication options, employees and brand ambassadors can be achieved by having a good understanding to company's brand vision and values.

Figure out your customers: Understanding the not to target audience, is equally important, as figuring out the target one. This will help you to spot the specific customers under the emotional strategy.

Shape your communicational tools emotionally relevant: The company is required to tap into emotional drivers, which will spur action and provide relevant emotions in the marketing arsenal which allows you to truly connect with the audience.

Imparts a Strategy for Emotion: This new filter will make an arch over the brand. A brand leverages various tactics in digital communication tools to activate customers. This will create an authentic customer experience and will further direction marketing decisions

V. CONCLUSION

Traditional tools of communication were more on planning and strategic rather than being implemental by having advertising agencies, PR firms and guerrilla marketing firms which means companies do not require to hire think tank in their companies and can outsource the implementation. Yes digital marketers can opt for these agencies, but still requires an extensive skill set on "How to best leverage the opportunity to improve the brand loyalty". One should not be confused with the technical folks: who should be hired for executing chops related to communication with the existing and potential customers. Digital Communications need to plan and execute wishes on festive seasons and birthdays, communicate with them to know their preference and provide them customized and feel them delight. These tactics provide a platform to the business houses to target their customers and to get real suggestions from the customers that will help in altering their offerings as per the requirement of the market, to better their services in future, provide more opportunities to attract new customers and a 'Word of Mouth' promotions.

VI. REFERENCES

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