MODERN MARKETING

For 2nd Semester B.Com

Prepared by:

Dinesh N

Ajay Nityananda

Course Outline

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Units	**Topics to be covered**	**No. of Hours**
4	**Module 4 – DIGITAL MARKETING** Introduction, Features, Process of Digital Marketing, advantages and disadvantages, E-Marketing, Mobile Marketing, Market Disruption caused by Digital Marketing, Challenges and Suitability of Digital Marketing in India.	**12 hours**

Introduction to DIGITAL MARKETING

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Features of Digital Marketing

- **Interactive Marketing:** It is one-on-one marketing tactic which adjusts and responds to customers' actions in real time. Ex: Messenger bots, feedback, chat, comments, likes or dislikes.
- **Wider reach:** As almost the complete population has access to the internet, the reach of a particular marketing campaign is much higher when compared to that of traditional marketing. International markets and audiences can also be targeted with ease.
- **Focused Targeting:** With the invent of digital marketing, the process of targeting has become much easier and has become more focused, which implies that a lot of time and effort of the marketing team has been saved. Artificial intelligence will also help in targeting the audiences based on the complex algorithms.
- **Strong Social Presence:** Thanks to social media, the presence of business entities have exponentially grown, and people are becoming more and more aware of the different business entities. In the same way, it's also providing more avenues for the businesses to reach out and connect to the customers in unique ways.

Process of Digital Marketing

1. Online Visibility of Business

To get online visibility of business, it is essential to opt right ways such as develop a business website, blog post site, business ads, displayer banners, etc. With these marketing collaterals, you can easily get visibility of business over the web.

2. Generating potential traffic for business

After getting online visibility for business, you need to promote all marketing collaterals online through potential channels like Facebook, Twitter, Pinterest, Google Plus, Twitter, Linked In, etc. It will help you generate more traffic for your business online and also take it in reach of potential clients worldwide.

3.Make customer engagement plans

Developing business website is not enough to get profit of digital marketing process; you need to make more customer engagement plans such as online promotion of website to generate immense traffic. Moreover, you should make attractive online marketing campaigns to divert visitors towards your website. Add more influential facts and offers on the site that can fascinate online customers to click on them at least once.

4.Calculation of ROI

The money spent in developing online marketing campaign of business should be reviewed properly. Thus, it will help you calculate total ROI of business and let you know about sales of business as well as profit you earned from digital marketing campaigns designed for business.

5.Lead Generation for business

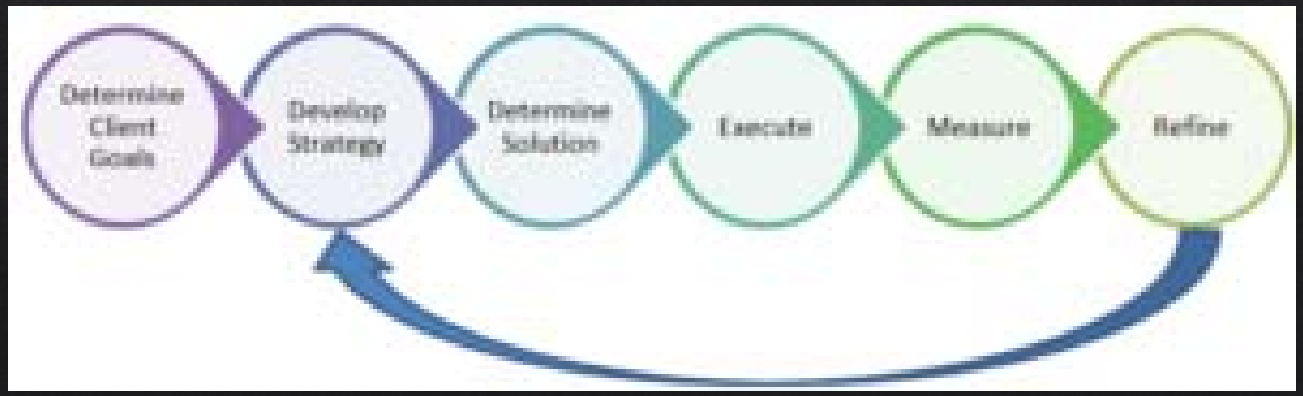
It is the ultimate goal for digital marketing campaign for online business. In this way, online marketers generate two types of leads such as Micro leads and Macro leads.

Micro Leads:

In this type of leads, online customers clicks on ads or marketing collaterals of your business or download information to know about them fullest. They might be interested in buying product or service later or not.

Macro Leads:

In this type of leads, customers might get interested to buy product or service online or go for a free trial. If customer would like the item, then he or she will purchase the item later. Thus, Macro leads give more probability to convert traffic into potential business leads.



ADVANTAGES OF DIGITAL MARKETING

The benefits of digital marketing include:

1. **Global reach** - A website allows you to find new markets and trade globally for only a small investment.
2. **Lower cost** - A properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
3. **Trackable, measurable results - measuring your online marketing** with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
4. **Personalization** - If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
5. **Openness** - By getting involved with **social media** and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
6. **Social currency** - Digital marketing lets you create engaging campaigns using **content marketing** tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
7. **Improved conversion rates** - If you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

DISADVANTAGES OF DIGITAL MARKETING

The demerits of digital marketing include:

1. **Advanced Strategy can be Copied:** One of the risks in Internet advertising is that a specific system can without much of a stretch be replicated by an adversary.
2. **Security Issue:** Web showcasing has its very own weaknesses which are not perceptible on its experience esteem. along these lines, for an individual or customer who questions online for items or administrations.
3. **Absence of Trust:** One of the huge disadvantages might be an inadequacy of putting stock in of the clients. Due to could be restrictive unique offers that give off an impression of being tricksters.
4. **Requires More Initial Investment:** Playing Digital promoting contains different confinements like creating fragile and expert searching for your site and arranging a viable strategy.
5. Dependability on technology
6. Maintenance costs due to a constantly evolving environment.
7. Worldwide competition through globalization.
8. Your digital footprint becomes too much to handle – Turn to negative online reputation.
9. Not enough ROI for the amount of risk and effort.

E – MARKETING & MOBILE MARKETING

Definition of E-Marketing:

E marketing also known as online or internet advertising which uses the internet technology to promote online message to customer. E-marketing examples are email or social media advertising, web banners and mobile advertising.

Definition of Mobile Marketing:

The **Mobile Marketing** refers to the marketing activities undertaken to reach the consumers directly via mobile phones, connected to a ubiquitous network, to which the consumers are frequently connected.

Market disruption caused by Digital Marketing

What is Digital Disruption:

The emergence of the internet and specifically the worldwide web have changed many things in the world around us: how we communicate/ stay in touch with our friends, family and business colleagues, how we work and play, how we learn and how we buy things. Specifically it has changed business and marketing.

Who have been impacted?

- Telecom Industry
- Travel Agencies
- Retailers
- Print media Houses
- Banking & Insurance sector

Market disruption caused by Digital Marketing

Factors affecting market disruption:

- Improved connectivity
- Rise of influencers
- Broadened customer base
- Artificial Intelligence
- Increased efficiency and mobility
- Emergence of online advertising
- Rise of customer centric approach
- Changes in day to day technologies

Challenges of Digital Marketing in India

1. **Trust issues while making the purchase-** While ecommerce companies like flipkart and amazon are slowly changing the trend, the number is significantly huge when it comes to users purchasing online as they are only used to make a purchase from traditional stores.

2. **Less Social Media Engagement-** Twitter being the second most highly trafficked social media website is still getting less engagement from India compared to other countries.

3. **Digital Marketing is still a New Concept-** We Indians take a while to digest new ideas and technologies as there are always some fraud companies or online spammers that create negativity.

4. **Impact on Retailer:** Digital marketing has created a sense of fear and doubt in the minds of the retailers and this is one of the reasons for not completely accepting the concept of digital marketing in India till date.

5. **Payment method issues:** The lack of reliability and trust factor on the digital modes of payment and the lack of secure infrastructure has impacted digital marketing to rise in Indian context.

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6. **Inefficient cyber laws:** The cyber laws in India is yet to be strengthened, and a strict vigilance is to be maintained so as to curb the cyber crimes and bring the criminals to justice.

Suitability of Digital Marketing in India

India is on the path of becoming a digitally empowered society. The emphasis that is being placed on the importance of digital modes of business is growing.

Reasons why digital marketing is best suited for India:

1. Explosive growth of smartphone users.
2. New government regulatory policies to support digital marketing
3. Increase in internet penetration
4. Rise of digital wallets and online payments
5. Availability of modern telephone networks
6. Growth in cities beyond metros
7. Growing investment in logistics
8. Percentage of younger and tech-savvy population is more.

Thank You