

An Empirical Study of Digital Marketing and its Elements

Reena Malik

Assistant Professor, JCD Institute of Business Management, Sirsa, Haryana, Punjab, India

ABSTRACT

Digital marketing is the marketing of goods and services by using digital technologies. With the increase in the penetration of internet in India digital marketing has become one of the best way for the advertisers/marketers to market their products and services and customer also liking the various elements of digital marketing because of the various advantages of digital technology. The present study focuses on the various elements of digital marketing and their relation with the sales with the help of correlation analysis. The study found that there exist a positive correlation between various elements of digital marketing and sales.

Keywords: Marketing, Digital, Digital Marketing, Digital Technology

I. INTRODUCTION

Digital marketing is the strategy and processes that connect advertisers with their audiences across digital channels. An advertisement itself is a piece of creative shared via digital inventory - the space a publisher makes available for advertisements on its platform. Digital refers to a number of different channels, all used to uniquely engage audiences and tackle various goals of the conversion funnel. The channels include display, search, mobile, social, and video. It is considered "Inbound Marketing" in that it reaches out to audiences while also letting them reach back out.

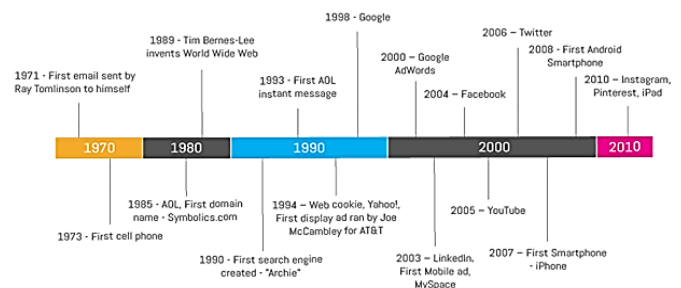
Thanks to digital's vast amounts of targeting technology and capturing of personal data, marketers are able to reach both large audiences and more granular segments without compromising scale. This includes being able to target by specific attribute including demographic, behavioral, psychographic, and more. Not only can marketers target groups of people, they can also target specific devices and even individual users regardless of what device they may be using.

In addition, digital marketers are especially determined to measure success of campaigns. A number of user engagements can be tracked such as impressions, clicks, website hits, leads, and actual purchases. In as much, digital makes it easier than traditional media to track Return on Investment (ROI), helping marketers to see the efficacy of their campaigns and make better decisions for optimization and the future.

Digital marketing (also known as data-driven marketing) is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Both B2B and B2C businesses can effectively use diverse digital marketing mediums- The only thing that they need to pay heed upon is knowledge of latest digital marketing trends that suit their kind of business. Digital Marketing practices like importance of SEO in digital marketing, Paid Advertising, Search Engine Marketing (SEM), Content Marketing, e-Commerce SEO, Automation Marketing, Social Media Marketing, and so forth have turned out to be regular practices of B2B and B2C organizations. In any case, one of the primary advantages of conducting your advertising digitally is the straightforwardness with which results can be tracked and monitored in Digital Marketing.

Evolution of Digital Marketing



Various Elements of Digital Marketing

- **Search Engine Optimisation (SEO)**

SEO is one of the first and still strongest types of digital marketing you'll come across. 94% of all the clicks in search results go to organic listings – not PPC. The methods have changed over the years; but the aim is still generally the same. Get you higher up in the list when your customers do Google searches.

- **Pay Per Click Advertising (PPC)**

When people refer to pay per click advertising, they are likely talking about the 'sponsored' links you often see in Google searches; however they may also be referring to ads in other search engines too, like Yahoo or Bing. They're one of the only types of digital marketing that is **completely short term** – when you stop paying, the ad ceases to exist.

They are links to your website that you pay to get ranked above or alongside the 'organic' listings shown in a search. SEO is about ranking highly long term in the organic listings – PPC is usually about simply paying a search engine directly to be up there.

- **Web banner advertising**

Web banners or banner ads typically are graphical ads displayed within a web page. Many banner ads are delivered by a central ad server. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

- **Pop-ups/popunders**

A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under ad opens a new browser window under a website visitor's initial browser window.

- **Search Engine Marketing (SEM)**

Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all of an advertiser's

actions to make a website's listing more prominent for topical keywords.

- **Sponsored search**

Sponsored search (also called sponsored links, search ads, or paid search) allows advertisers to be included in the sponsored results of a search for selected keywords. Search ads are often sold via real-time auctions, where advertisers bid on keywords. In addition to setting a maximum price per keyword, bids may include time, language, geographical, and other constraints. Search engines originally sold listings in order of highest bids. Modern search engines rank 87 sponsored listings based on a combination of bid price, expected click-through rate, keyword relevancy and site quality.

- **Social media marketing**

Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.

- **Mobile Advertising**

Mobile advertising is ad copy delivered through wireless mobile devices such as smartphones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, "advergaming," or application sponsorship). Industry groups such as the Mobile Marketing Association have attempted to standardize mobile ad unit specifications, similar to the IAB's efforts for general online advertising.

- **Affiliate Marketing**

Affiliate marketing (sometimes called lead generation) occurs when advertisers organize third parties to generate potential customers for them. Third-party affiliates receive payment based on sales generated through their promotion.

- **Online classified advertising**

Online classified advertising is advertising posted online in a categorical listing of specific products or services. Examples include online job boards, online real estate listings, automotive listings, online yellow pages, and online auction-based

listings. Craigslist and eBay are two or relevant on personal computers. In July 2014 Facebook reported advertising revenue for the

- **Email Advertising**

Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

II. REVIEW OF LITERATURE

Digital marketing concept originated from the Internet and search engines ranking of websites. The first search engine was started in 1991 with a network protocol called Gopher for query and search. After the launch of Yahoo in 1994 companies started to maximize their ranking on the website (Smyth 2007). When the Internet bubble burst in 2001, market was dominated by Google and Yahoo for search optimization. Internet search traffic grew in 2006; the rise of search engine optimization grew for major companies like Google (Smyth 2007). In 2007, the usage of mobile devices increased the Internet usage on the move drastically and people all over the world started connecting with each other more conveniently through social media. In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing. Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013). Online services tools are more influencing than traditional methods of communication (Helm, Möller, Mauroner, Conrad, 2013). As part of study, it is proven that users experience increase in self-esteem and

enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional (Arnott, 2013). Web experiences affect the mental process of consumers and enhance their buying decision online (Cetină, Cristiana, Rădulescu, 2012).

Objectives of the Study

- To study the various elements of Digital Marketing
- To examine the relationship of digital marketing elements with sales.
- To find out the most important element for increase in sales among those which are taken for the study.

III. RESEARCH METHODOLOGY

Primary sources: Primary source is a source from where we collect first-hand information or original data on a topic. Interview technique was used with structured questionnaire for the collection of primary data.

Secondary Sources:

Secondary source is a source from where we collect data that has already been collected by someone. We have collected secondary data from the published reports, media reports statements of the firms, newspaper and articles. For the purpose of this study, seventy firms/companies were selected randomly which are using digital marketing system to sell their products to customers from NCR.

Research Tools

Collected data and information has been organized, explained and analyzed by using different statistical tools and techniques. On the collected information correlation has been applied.

Data Analysis and Interpretation

On the collected information correlation has been applied to find out the relationship among various elements of digital marketing with sales.

Table 1. Showing correlation among various digital marketing elements and sales.

		Increased Sales	E-mail advertise	Mobile Advertising	Pop-ups	SEO	PPC	Social Media	Affiliate Marketing
<i>Increased sales</i>	<i>Pearson correlation(r)</i>	1	.823	.860	.576	.962	.884	.742	.597
	<i>Sig. (2 tailed)</i>		.059	.075	.234	.051	.075	.521	.0326
	N	70	70	70	70	70	70	70	70

As it is clear from the above table that all the elements are positively correlated with sales. But the highest correlation is found in Search Engine optimization (.962), Pay Per Click (.884), e mail Advertising (.823), Mobile advertising (.860), Social Media (.742) but a lower but positive correlation with sales is found in Pop up (.576) and affiliate marketing (.597). the most important element according to the findings is Search Engine Optimisation.

IV. CONCLUSION

Digital channel in marketing has become essential part of for promotion of their brands. Now-a-days, even for small businesses it has become a very cheap and efficient way to market their products or services. Digital marketing has no boundaries as the content can be shared with anybody anywhere. Digital marketing can be done through various devices such as smartphones, tablets, laptops, televisions and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. From the study we can also conclude that all the elements of the digital marketing are having a positive correlation with sales and leads to the increase in sales of the various firms. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

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