

## Marketing Aspect and Modelisation from Physical Market to Digital Market

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### ABSTRACT

India is the world's fastest expanding big economy, although it is still known as the "nation of villages." The digital marketing sector in India is now flourishing. In a country with a rapidly growing economy, a profession in digital marketing is likely to rise at a quick rate. The rise of digital marketing trends has had a significant impact on marketing and advertising. In India, the digital marketing industry has spread to practically every corporate area. Shopping and order monitoring, online banking, payment systems, and content management are all examples of E-Marketing applications. Digital marketing's power removes geophysical barriers, making all consumers and enterprises on the planet potential customers and providers. It is well-known for allowing businesses to communicate and do transactions from anywhere and at any time.

Keywords: Digital Market, Physical Market, Conceptual Approaches, Affiliate Marketing

### I. INTRODUCTION

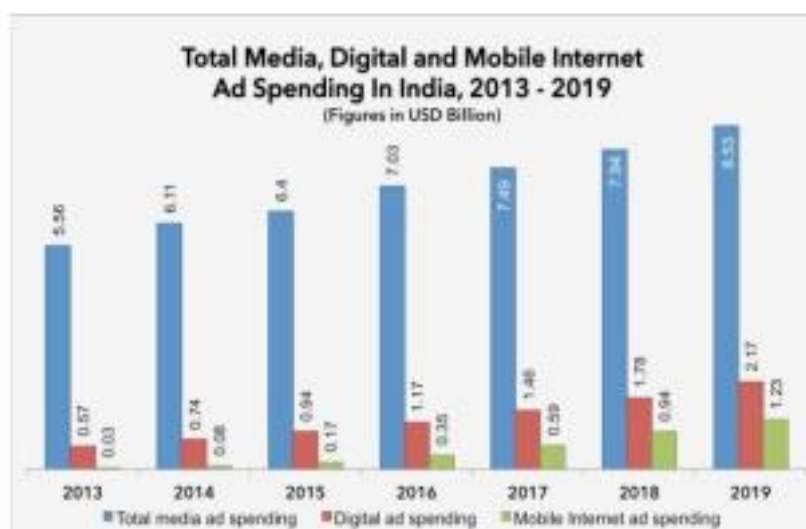
#### 1.1 Conceptual approaches

Given the significance of early and rapid transaction development, digital marketing as a concept emphasises a collection of profile procedures that encompass all of the digital channels accessible to advertise a product or service, or to construct a digital brand. Digital marketing began as a business technique centred on websites, but it has now expanded to include the advertising sector, bidding platforms (such as eBay), and other forms of traffic redirection. Digital marketing, according to Mark Sceats, is possible using the Internet as a working and presentation environment. If we consider the value of digital marketing in e-business, we must consider the definition proposed by a group of CISCO experts, which states that the term encompasses all activities designed and developed in a business via the Internet in order for marketers and sales team staff to identify, attract, win, and retain customers. Some particular and related qualities integrated in seven operational roles, namely personality, secrecy, customer service, the community, security, and sales promotion, offer digital marketing its originality. Not only has digital marketing caused and will continue to cause significant changes in business, but it has also caused and will continue to cause significant changes in customer behaviour. This type of marketing, in order to be operational, provides a unique platform for businesses to identify and understand customer needs, as well as generate possibilities for them based on time and location. It also saves

money by reducing transactions that aren't necessary. Digital marketing has grown at a breakneck pace during the last decade. Many firms around the world utilise the internet extensively for advertising and corporate promotion, as indicated by their extensive usage of the internet. Other businesses have completely exploited and accessed all of the Internet's capabilities in their operational system, considering it a modern tool that is vitally important in the creation and development of digital-age businesses.

## II. Review of Literature

According to the International Journal of Advanced Research Foundation's report on digital marketing in India, between 2013 and 2018, India will experience a golden period in the Internet sector, with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services related to digital marketing.



India's total media, digital, and mobile internet advertising expenditures (2013-2019). Saroj Kumar Verma (2013) investigated India's rural marketing difficulties and potential. The non-homogeneous and dispersed character of the market was one of the study's primary obstacles. Seasonal marketing, low per capita income, transportation, and warehousing were among the other problems. On the other side, a large population seen as a large client base in the rural segment is admired as a chance for marketers to focus their efforts. According to the Rural Marketing Association of India (RMAI), an increase in purchasing power is another finding of the study, indicating that there is an untapped market in this sector.

## III. Components specific to digital marketing

The rapid evolution of digitization in all areas of business is determined by the mutations of the current stage of the integrated economy to the information society. This allowed specialists to weigh in on the definition of Internet marketing, which is now considered a subset of digital marketing. In these conditions, the goal of shaping digital and online marketing is to assure the success of traditional marketing by shifting away from newspaper ads and toward Facebook and PPC campaigns. Digital marketing technologies help with the design

and development of transactions inside supply chains in this context. Figure 2 shows a high-level overview of digital marketing. There is a distinction between digital marketing and internet marketing that is set out and materialised in the planning and effective development of the firm, according to the experts' analysis and evaluation. As a result, internet marketing is a subsystem of digital marketing and its most significant component. As a result, the majority of digital marketing activities are included in internet marketing content (Figure 1).



**Figure 1: Structure of digital marketing**

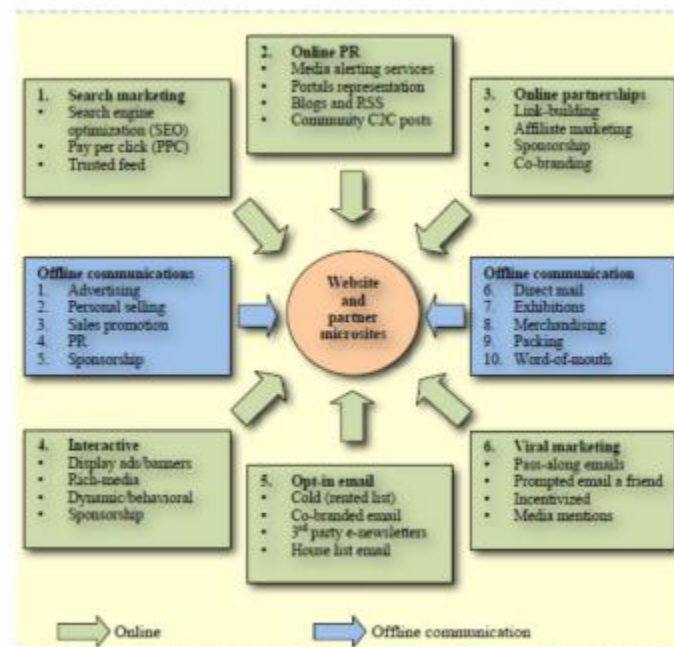
We briefly discuss the regions mentioned in Figure 2 as well as five other Affiliate Marketing in order to comprehend the functioning mechanism of digital marketing integrated into the profile economy. Blogging's Power; Online Advertising; Video Marketing; Corporate Video



**Figure 2: Main areas of online marketing in the structure of digital marketing**

The website is either a personal or business website, or a personal blog hosted on an automated marketing platform or another type of platform (such as WordPress or Tumblr). A website serves as both a starting point

and a destination for a business. It is known that the company's marketers run a digital marketing campaign, for example, to promote a website (beginning point) in order to attract more visitors (destination). In Figure 3, we provide a variety of alternatives for creating a communications mix that will increase the number of visits to a company's website.



**Figure 3 :** Available options appropriate to the communication mix to increase the number of visitors on the website

#### • Affiliate Marketing

According to several specialists in the sector, affiliate marketing works in relational terms like follows:

- the affiliate program's creator or sponsor;
- the intermediate, or person who accepts the affiliate program's terms; and
- the network's owner (affiliates).

This company earns money in this position by allowing retailers to create affiliate programmes. The intermediary is formally recruited to meet a business's (trader's) affiliate marketing requirements, and will be paid a commission for each visitor to the company's website (which applies the method).

• **Content Marketing** The ability to create links through the implementation of search optimization techniques was emphasised in the prior approach to SEO. However, since 2011, the tendency has shifted, with content marketing replacing SEO as the new standard. This point emphasises the value of well-written content as the foundation of SEO, which leads to a greater online presence rather than cheap link building.

• **Email marketing** One of the most crucial components of any digital marketing plan is the use of social media. Despite social media's growing popularity, email remains the most effective tool to turn visitors or readers into clients. In terms of e-mail marketing as a concept, it is the practise of gathering email addresses from present and future customers (individuals and/or legal entities) who are interested in a company's products or services in order to send them newsletters, offers, and other information.

- **Mobile Marketing (Mobile Marketing).** Mobile users are increasingly visiting websites to join social networks or to find things (services) to buy right away or later. In fact, it is estimated that users using mobile phones account for 30% of all website traffic[20]. Mobile marketing entails the creation of visible and mobile content or advertisements by dedicated corporate personnel. Experts agree that websites should offer mobile-friendly versions. For example, a user's mobile device could display the nearby retailers offering the product in response to an advertisement. As a result, the user of a mobile phone may become a potential buyer and, in a short period of time, a company's customer for a product or service. The main advantages of this strategy are lower prices and greater coverage, but it has drawbacks because the web client can easily ignore the ad content received or file these emails in the spam folder.

- **Video Marketing** The video can be put to the website to boost the company's website traffic in internet marketing. Messages communicated to this target group must be relevant to their needs, and as a result, the video must be structured in a way that is consistent with the perception and comprehension abilities of both consumers and potential customers, or else the project will be ineffective.

- **Corporate Video** This method enables the development of joint business actions in an interactive online video mode, and it is therefore valuable in sending the desired message to the target audience, with the convenience of easy and cost-effective sharing in terms of creation, such as global access.

- **Power of Blogging** Over time, blogging has grown in popularity around the world, regardless of the age of those who want to use it. The public benefits from blogging because it allows them to express their opinions, while marketers benefit from this feature since it allows them to capitalise on commercial opportunities at a low cost.

- **Online advertising.** This is the most prevalent emarketing method, in which the marketer uses virtual space to deliver and promote marketing material on web pages developed specifically to: capture Internet users' attention; enhance brand awareness; and drive sales. Promotional messages are shown on your computer screen using this way.

- **Promotional banners** Banners can be found on nearly every web tool or feature, including websites, mobile sites, mobile applications, search engines, newsletters, Facebook, Twitter, and YouTube, among others. Digital traders are constantly promoting their products or services through numerous sorts of banners (static, text, animated, photos, videos, and intelligent banners) on various platforms.

#### IV. Conclusion

If traditional marketing produces demand, digital marketing creates demand by leveraging the Internet's capacity as an interactive environment that allows for monetary transaction and, more importantly, value exchange. The consumer can provide value in the form of time, attention, and support to an Internet firm. Value can be added to the user in the form of entertainment and utility. The importance of the transaction's reciprocity is highlighted here; in other words, exchange is a two-way street that helps both parties at the

same time. The Internet has altered the world in which transactions are concluded and completed. It's not simply a new marketing channel; it's a whole new way for customers to interact with brands and one other. The Internet has no effect on the efficiency principles that govern the design and operation of business in a digital environment. As a result, brands gain loyalty from customers who like their products or services. When products and services adapt to their requirements rather than serve the brand, users fall in love with them. Digital marketing is more measurable than any other sort of marketing. This enables the company to create optimised profile experiences tailored to individual customers. The present digital marketing tactics are beneficial to both the advertiser and the customer. In these situations, the advertiser typically gets the consumer's time, attention, and support, in exchange for which the consumer can receive value in the form of tangible advantages. The Internet, it turns out, has radically altered the traditional sale process and how both the customer and the seller communicate with one another. Customers now have a lot of alternatives, influence, and real power through the Internet, because brands are promoted using electronic transaction-specific methods in potential markets. Traditional marketing firms have had to adopt their new techniques and extend their digital marketing operations as a result of this.

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