

UNIT- 9

FUTURE PROSPECTS OF DIGITAL MARKETING AND MANAGEMENT- I

9.1 INTRODUCTION

9.2 OBJECTIVES

9.3 DIGITAL MARKETING AND MANAGEMENT

9.4 OVERVIEW OF TECHNIQUES USED IN DIGITAL MARKETING

9.5 FUTURE OF DIGITAL MARKETING

9.6 HOW TO BECOME EXCEPTIONAL IN DIGITAL MARKETING?

9.7 POINTS TO REMEMBER

9.8 GLOSSARY

9.9 CHECK YOUR PROGRESS

9.10 BIBLIOGRAPHY/ REFERENCES

9.11 SUGGESTED READINGS

9.1 INTRODUCTION

In simple terms, digital marketing can be called a process of marketing products or products through electronic media. It happens mostly on the Internet. Other platforms include mobile phones, digital signage, etc. In fact, digital marketing is an interactive term used where advertising and marketing combine with the new web and various types of online communication platforms.

Digital marketing is the most popular name of the day. Many brands are continuing digital marketing because that's where the new market is. Digital is an unlimited platform for marketing and promoting your business to reach the largest audience, in one place!

9.2 OBJECTIVES

After successful completion of this unit, you will be able to-

- Know about Google Digital Marketing & Management

- Know about various tools & techniques used in Digital Marketing
- Know about the prospects of Digital Marketing & Management.

9.3 DIGITAL MARKETING AND MANAGEMENT

What is digital marketing?

In general terms, it is the term used to market your products and services on the internal digital, i.e. the Internet, using digital technology. This has become an important revenue generating strategy due to the growing number of Internet users. Also, since digital marketing is plentiful, it helps a lot when this method is used again in your marketing plans.

Usually, your competitors will be available online. They will be staying in the digital space to respond to customers, establish brand ownership, and keep them engaged with visual content. So, if you don't mind taking digital marketing as your way of doing marketing and traditional marketing, you might lose a piece of the pie!

Some of the most used techniques are SEO, social media marketing, PPC (per click), site search and mobile marketing. These tools are focused on generating revenue for your business and increasing your brand visibility on online channels.

Management of Digital Marketing

A digital marketing manager is responsible for developing, implementing and managing marketing campaigns that promote the company and its products and / or services. He/She plays a major role in increasing brand awareness within the digital realm as well as driving website traffic and finding leads / customers.

Difference between Traditional and Digital Marketing

Traditional Marketing

- Communication does not require traditional advertising, i.e. the organization communicates its services with its audience.
- The link between traditional advertising often calls emails and letters.
- A traditional marketing campaign takes a lot of time in designing, preparing, and launching.
- Better to reach a local audience.
- It is probably not possible to measure the effectiveness of a traditional marketing campaign.

Digital Marketing

- Communication requires digital advertising as businesses can communicate with customers and customers can ask questions or make suggestions to businesses.
- Medium communication is powerful and includes social media websites, chats, apps and email.
- Digital marketing campaigns can be created quickly and with digital tools, organizing digital marketing campaigns is easy.
- It works well to reach a global audience.
- Digital marketing allows you to measure the effectiveness of a digital marketing campaign using analytics.

Benefits of Digital Marketing

- Understanding your customer's performance is one of the most important aspects of a successful market. Digital marketing helps you stay connected with your customers. This helps you get valuable information about your customers to improve your business to suit your audience's preferences.
- You can get an edge over your competitors! With more useful tools like Google Alerts, you can follow the latest tracked on the web. Also, you can look at the strategies presented by your competitors and try to improve them to suit your business. With this, you can take the best practices followed in the market to stay ahead of your competitors.
- It helps you gain credibility for your brand and establish brand identity. Promoting your brand on digital platforms allows consumers to talk about our products or services online. Your audience can trust more customer feedback than your ads do! Digital marketing gives you a great opportunity to build your business's reputation.

It works as a way to look at how well your marketing strategies are working, how people are engaging and responding to them. Analytics tools like Google Analytics help you get real-time results of the strategies you use to grow your business online.

9.4 OVERVIEW OF TECHNIQUES USED IN DIGITAL MARKETING

Digital marketing encompasses all online marketing activities. However, it may include some offline activities, too. Here, are few digital marketing techniques one must consider for businesses- Website design, Search engine optimization, Social media advertising (marketing), Social media management, Pay-Per-Click advertising, Email marketing and Content marketing,

Website Design

Your website is the face of your business. Its structure, colour, texture, and text (content) affect how your viewers perceive your product. That's why we always emphasize that your site should reflect your brand style and personality beyond the general context of your business. View your website as an important extension of your business. Here, are some important guidelines you can follow to make sure your website helps you build brand awareness:

- Make website responsive
- Design a good-looking website - According to research, 48% of online visitors decide the reliability of a company on the basis of its site design, and 94% people reject a site on the basis of its design.
- Optimize your website – Optimize your website for speed, security & mobile friendly.

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a way to optimize site content to improve its ranking on the Search Engine Optimization (SERPS) page. It is a proven technique to achieve this and it is not a true beginner's job as there are many pitfalls that can have Google disapproving your site. SEO consists of the following tasks- Site Structure, Keyword research and analysis and its use (both on-page and off-page), Analytics, Link building, and Content delivery.

How SEO works?

Google (or any program you're using) features a crawler that goes out and gathers information about all the content they will find on the web. The crawlers bring all those 1s and 0s back to the program to create an index. That index is then fed through an algorithm that tries to match all that data together with your query.

Social Media Advertising (Marketing)

Social media marketing refers to the use of social media platforms to promote and market your products / services. If you want to get acquainted with the basics of digital marketing, getting started with social media marketing is a good idea. One of the biggest benefits of advertising on social channels such as Facebook, Twitter, Instagram, Pinterest, LinkedIn, etc is that you can choose your own audience. According to Hubbops, 92% of business owners and marketers say social media is important for their business.

The two sorts of social media online advertising are organic: a web word-of-mouth technique, and paid. Placing paid ads, promoted posts or sponsored stories are well-liked thanks to reach more of the demographic of the corporate, without paying a bundle. As you'll see from the chart below, Facebook and Twitter are the foremost popular social media platforms for companies to succeed in potential new customers with LinkedIn a well-liked avenue for B2B sales.

Social Media Management

Social media management allows you to manage all your social profiles (Facebook, Instagram, Twitter, etc.) in one place. Social media management also helps you manage your internal and external interactions better. In simple terms, it guides how you participate in discussions taking place on different platforms - blogs, social networks (such as Facebook), and local and private communities.

Pay Per Click (PPC) Advertising

Each click is an advertising model where advertisers pay a fee every time people click on their advertisement. Basically, it is the process of buying a visit to your site, as opposed to finding them to use SEO or other forms of digital marketing. PPC is one of the types of paid search. It's similar to SEM (search engine marketing) but it can also include display ads (used per click), as well as affiliate marketing. In addition to Google ads, Facebook Advertising is also a popular PPC platform. Here are two interesting facts to think about:

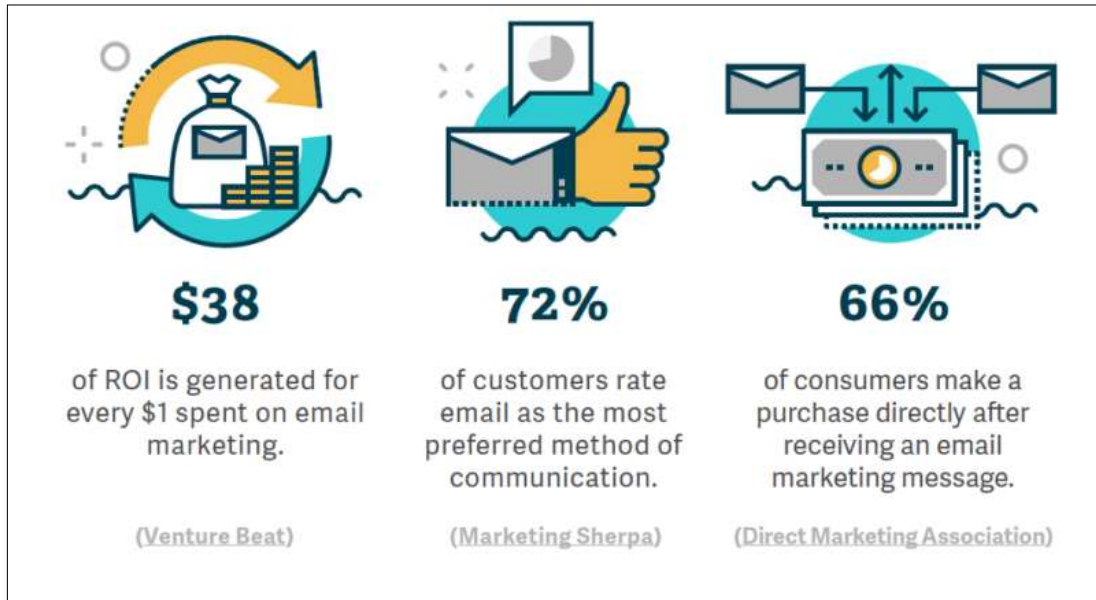
64.6% of people click on Google ads when they want to buy something online. Among companies that use PPC advertising, 84% use Facebook as a platform, 41% use Google and 18% use LinkedIn.

Why is PPC so popular with advertisers?

Because it helps them attract quality traffic. By placing ads that are only visible when certain search terms or websites are used with a certain type of audience base, you can target the audience that best fits your business. This ensures that your website attracts visitors who may turn it into buyers.

Email Marketing

The below figure explains why email marketing is an important digital marketing technique-



Source <https://www.lyfemarketing.com/blog/digital-marketing-basics/>

In fact, 82% of B2B and B2C businesses use email marketing today. Why? Because:

- For every \$1 spent, email marketing generates \$38 on average
- Over 50% of people worldwide use email.

That is why email marketing has become so competitive now. It is one of the most effective channels in our guide to digital marketing foundations. The key is to make your emails stand out, which is easier said than done. Before you can create an email campaign, you need to understand the psychology of your potential customers. Engaging with emails to promote your brand will damage your brand image. According to a survey, 78% of people signed up for email subscriptions because the product sends "multiple emails."

Content Marketing-

Content marketing is a digital marketing strategy that focuses on creating and distributing content for the target audience. Content aims to be valuable, relevant, and (rightly) consistent. Its ultimate goal is to drive meaningful customer action. Creative content creation is a way to improve customer interaction to drive engagement and customer engagement. Content can mean anything from blogs to soft and white videos that work well and through content marketing strategies. The goal is to gain customer loyalty and maintain it. Apart from this, it is important to continually monitor and analyze the results of your efforts. Using this data-driven marketing approach your content marketing will ensure you get the best results.

Some examples of content marketing include: blog posts, videos, podcasts, infographics, white papers, case studies, and eBooks.

9.5 FUTURE OF DIGITAL MARKETING

Here, are some of the most important and enjoyable styles that digital marketers should pay attention to and think about ways to incorporate them into their strategies. This will be the basis of what keeps the digital space moving forward in 2020 and beyond. Below we highlight innovations happening within traditional digital marketing channels, and explore why marketers need to evolve for a high-tech digital marketing evolution.

AI (Artificial Intelligence)

Artificial intelligence (AI) is the science responsible for building intelligent machines that can think and respond as a human being. It has special future opportunities in the digital market. The impact of AI and machine learning extends far beyond mundane. Further, organizations rely on AI for cutting-edge applications with at least three additional benefits.

While technology is still in its infancy, we are already seeing some great examples of this in the everyday world. Self-driving cars are already for sale, for example. And both Amazon and Netflix already have built-in AI features that help with recommendations and transactions. We will continue to see it used in a variety of marketing applications to come, including content creation, voice recognition, face-to-face interviews, digital assistants, and highly targeted marketing strategies. AI will become majority in terms of marketing strategy due to its increased ability to analyse consumer behaviour and eat into better, more interactive and personalized purchases.

Personal Digital Assistance

You are probably start using of Alexa and Google Assistant now, personal AI-driven assistants designed to stay connected, on a personal level, to people at all times in their daily lives. This market is expected to double this year and reach 1.6 billion users by the end of 2020. Devices made by different companies can communicate with each other for details - yes, they actually work together. Daily users of these devices will be able to watch AI evolve into play at a personal or business level. This technology will continue to improve on many levels, including voice recognition (Alexa sees 10 words), and personalized services, many of which are based on data analysis of consumer behavior. They are also integrated with various production and business systems and software in order to help us be more productive.

Social Media Will Shift in Function

There is nothing new for social media designing you should know about the actual platform, but it's more that all the light on how we use social media is close to seeing the big change. Social media is no longer used for its original purpose, at least not the way it used to be, which peer-to-peer communication was. It might also be the answer that users want more control of what they see and they want more user-focused, more focused ways to enjoy themselves and interact with peers.

Many people spend more time on social media, but the way we use them is changing. For example, we watch more videos and other media than use it specifically for "social" reasons. Users desperately want to have fun with new technology as a virtual reality and are looking for ways to do this separately from their interactions with people. Top communications leaders and activists split the two areas, and Facebook is also introducing a new media option ("Check") that separates social feeds and ads.

In addition, your blogs and websites are becoming more popular as online communication channels, and fewer people are using instant messaging. This means that digital marketers need to look at (fluctuating) trends in communications platforms that prefer to incorporate more precise marketing strategies, as well as to understand new ways of collecting customer information perfectly to guide their strategy.

Blockchain Technology

Blockchain is a hot topic these days. It is also uncontrolled, which makes it not a good idea to get into the business now, but to understand the business opportunities that can occur here as it grows. In a business context, this type of technology can serve as the most effective way of preventing fraud and ensuring the security of customer transactions in all sectors. In this case, it is likely to be used for product development and customer loyalty programs, for example, especially in B2B where multiple and large transactions can become the norm.

Chatbots

As AI progresses, chatbots will be able to have "real" conversations, thus enhancing the UX look in a big way for digital marketers. They will continue to evolve into functional, versatile tools for businesses and consumers. Next year is the most promising in terms of integrating discussion forums across multiple industries and platforms and by 2020 they will become a regular part of the user experience.

Another way that active conversations are being drawn these days is through product-focused conversations on social media messaging platforms. Facebook is currently busy leading the charge as they create a bot designed for businesses to integrate with their messaging service. Marketing professionals should stay on top of this incoming situation and take advantage of it if they have relied heavily on Facebook and Facebook for marketing activities.

Voice Search

Those thinking of going for a SEO-focused specialty should at least have a basic understanding of how voice search and speech recognition can shape brand building. One study suggests that more than 40% of teens and adults use voice search every day and this number is growing.

What does this mean for digital advertisers? The market's ability to grow their strategies to receive voice search for SEO success is about to become a major agreement. One thing that

can say this for content advertisers and performance scientists, in particular, is they focus too much on long keywords and detailed search phrases.

Influencer Marketing

Influencer marketing is the idea of using “influential” people for clearly and completely market products and services, and sees the most direct success on social media channels. This will continue to grow and grow in 2018 in B2B and B2C. So far it has been widely used in campaigning for certain campaigns, but it is likely to grow into an ongoing strategy rather than something focused on, for example, one product.

Advertisers, especially those in the millennial and Gen Z, will want to think about building relationships with influencers, both at micro- and macro- levels. This is easily possible on all social media channels, for example, getting future YouTube stars.

The reason why this is so effective is that there is a built-in audience, which means you have the opportunity to create a paid quality easily.

Micro-moment Marketing

This type of marketing is extremely consumer-focused and is predicated on the very fact that buyers have such a lot choice and power in their behaviour and buying lately. Essentially, it's not about ads reaching consumers because it is consumers doing searches on their own terms.

They're using mobile almost exclusively for tons of their research, and they're ready to do research at the touch of a button so basically, they don't need ads. Think with Google breaks this down into three key points: consumers are “well-advised,” “right here” and “right now”.

The challenge for marketers is to be ready to essentially be ready to “catch” their target buyer within the small window of this moment. Businesses got to find out the way to keep themselves visible and engaged supported this new sort of consumer behaviour via, as an example, single-touch (mobile-friendly) offerings and ensuring they will still hold their own in search rankings (versus Amazon). Highly customized content (via AI) is a method that companies could also be ready to compete.

All digital marketers got to stay top of the trends listed above to make sure that their marketing strategy is staying competitive. Marketers will get to have a transparent vision and goals and keep a somewhat flexible longer-term strategy to include a number of these trends. They always got to be thinking, learning, and testing so as to accommodate new technology because it becomes increasingly affordable and accessible.

9.6 HOW TO BECOME EXCEPTIONAL IN DIGITAL MARKETING?

With the advancements and changing trends in digital technology, digital marketing is predicted to require giant strides within the future. We see E-commerce players like Amazon prioritizing marketplace and therefore the program giant, Google testing out new approaches like shopping tab to reinforce customer experience and leverage buying intent and giving importance to customer experience and engagement by rolling out algorithm updates. Voice searches and Vernacular Searches are growing at a rapid pace and therefore the trend will witness an exponential growth by 2020.

According to a survey, Digital advertising is predicted to grow at 32% to succeed in approximately 19,000 Crore by 2020. The info also suggests that digital media spend which is 15% at the present, will go up to 24% by 2020. With CAGR growth of Video by 38%, Display by 36%, and Search by 25%; all three verticals are found to extend their share in spends by 2020. Here are some of the techniques to become an exceptional in Digital Marketing –

Technology and Marketing Integration

Prepare an end to end customer experience

It is important for business organizations to integrate their sales and technology information. Organizations are now discovering the value of customer experience and its value in business. The emergence of Artificial Intelligence will play a major role in partnering with digital marketers to provide end-to-end customer capabilities.

Automation in Marketing- Everyone prefers personalized and personalized content; with data now being more widely imported than ever before and countless data being available for large amounts of data, marketers will have to look to provide customized and customized content. Therefore, marketing with automation will not only happen but is expected to undergo significant change as a result of technological and marketing meetings.

Invest in AR / VR- The use of augmented reality (AR) and Virtual Reality (VR) has already forced retailers to develop strategies to provide consumers with better services through technology. This will bring more flexibility to the data collection process of business and customer organizations. Advertisers will need to import digital media to improve the Internet consumer experience.

Facebook AR Ads- Facebook has been investing heavily in AR and expects it to be a wave of the future. Organizations can communicate with their target audience and offer product features on the basis of their purchase patterns. Facebook has provided a new platform for advertisers to showcase their products by rolling out real-time organic ads. With AR feed ads, online shopping will be a more interactive experience and help business organizations better transition.

Turn to Measure Online Store Travel- With a business with an online presence, the biggest challenge is to find out how many store visitors or footfalls have received through online promotions. Using digital marketing technology and offline behaviour, business organizations should invest in a digital tool that provides information with precision.

Miscellaneous Budget for Marketplace

Amazon Will Emerge as a Major Player in Digital Marketing- Amazon had recorded three quarterly growths in ad revenue, last year. Higher consumer buying intentions make it a great platform for any consumer product client. It is developing at high speed and shows just how much Amazon is willing to change the state of digital marketing.

Invest in Amazon Automation Tool- With about two-thirds of Amazon advertisers using ad campaign tools or expected to use them in the next twelve months, the market is poised to grow significantly over the next few years as Amazon ads will increase their market share.

Amazon SEO Optimization- At the discretion of each industry, Amazon is the first choice for consumers over 56% if they want to shop online, and 51% cross with Amazon when shopping on any other platform. This behaviour is predicted to increase by 10-15% by the end of 2020. This demonstrates the importance of using 'Amazon optimization' in any e-commerce SEO strategy and using Amazon in direct word search.

Become the master of Google Shopping

At Digital Marketing Space, major changes are expected in Google Shopping and it is advisable to keep an eye on everything related to Google Shopping. Since, Amazon is thought to be the next big thing in online shopping ads; Google Shopping will make a category entry for the category. Google has already started rolling out the tabs to organic search across the spectrum that offers structured shopping options to choose from. Therefore, it is important for digital business organizations to prepare their digital wing for cost-effective purchasing.

Transform and lead major changes

Voice Search- As demand for voice-based AI devices increases, for example, Siri, Alexa, and Google Assistant; a steep rise is expected on the voice bases of retailers. By using these products, people will be able to order products by their name and size. The volume of voice search is increasing every minute that passes and this will make a big difference in 2020.

Video Size- With a limited time of 30hrs/week spent on watching TV or any type of video content, video viewing video is already at its highest ever. This huge change in status has been made in the form of videos watched on Mobile and TV. There has been an increase in content for video channels such as Amazon Prime, Netflix, Hotstar, Voot, Zee5 being consumed at a higher rate all the time. For digital marketers, the use of mobile or channel

video content marketing will be important. With the availability of the Internet by service providers, new opportunities are now available for digital marketers.

Native Mobile Ads- Of Mobile advertisement revenue, the average percentage of native mobile ads is 63 %. This clearly indicates that native ads control the status of the ads displayed. Native ads include interesting and relevant content and therefore, a higher engagement opportunity than any other display ads.

Get the most out of Customer

Focus on Personalized and Personalized Messages- In a position to provide more customers, brands are shifting their focus to private messaging apps and this trend is set to continue in the coming years. App marketing for private messaging is a puzzle of digital marketing and will replace digital advertising in a whirlwind.

WhatsApp Advertising- WhatsApp is still not fully utilized being the largest social messaging app. Recently, the first WhatsApp TV was introduced; and is expected to grow as a multi-channel access channel through a change in ad budgets on WhatsApp.

Strong Presence on Social Media- One survey revealed that 63% of marketers think that social media will be huge compared to apps or the web. To build brand awareness and communicate about product type among customers, the boundaries of social programs should. Social channels are constantly evolving as more new features are added to Instagram, YouTube, etc. Telecommunications and media will get here is pointless. Therefore, it is very important for digital advertisers to mark their presence on social media.

9.7 POINTS TO REMEMBER

- Digital marketing is an interactive term, used where advertising and marketing combine with the new web and various types of online communication platforms.
- Digital is an unlimited platform for marketing and promoting your business to reach the largest audience, in one place.
- A digital marketing manager is responsible for developing, implementing and managing marketing campaigns that promote the company and its products and / or services
- Digital marketing campaigns can be created quickly and with digital tools, organizing Digital Marketing campaigns is easy.
- Understanding your customer's performance is one of the most important aspects of a successful market. Digital marketing helps you stay connected with your customers.
- Micro Moment marketing is extremely consumer-focused and is predicated on the very fact that buyers have such a lot choice and power in their behaviour and buying lately.

- Artificial intelligence (AI) is the science responsible for building intelligent machines that can think and respond as a human being.

9.8 GLOSSARY

- Ad Manager Account- An advertising account on Facebook that allows you to run ads on the Facebook Ad Network.
- Ad Network– A grouping of websites or digital properties (like apps) where ads can appear. For example, Google has 2 ad networks: the search network (text ads that appear in search results) and the display network (image ads that appear on millions of websites that have partnered with Google)
- Adwords (Google Adwords)– A Google owned program that is used by advertisers to place ads on Google search results pages, on Youtube, and on Google ad network sites. Adwords is the primary platform for PPC advertising.
- Analytics (or Google Analytics) – A Google platform that allows webmasters to collect statistics and data about website visitors. Google Analytics (sometimes abbreviated as GA) allows webmasters to see where web traffic comes from and how visitors behave once on the site.
- Banner Ad– A popular type of digital image ad that can be placed across various websites.
- Blog– A blog or web log is a web page or a website that is regularly updated with new written content. Blogs are an important section of a website in digital marketing, as they offer fresh new content on a regular basis which can help attract new visitors, engage existing visitors, and give authority signals to Google.
- Bot– An automated program that visits websites, sometimes also referred to as a “crawler” or a “spider”. Search Engines like Google uses bots to crawl websites so that they can be ranked and added to search indexes.
- Campaign– A series of advertising messages that share a theme, and market a product or service.
- Call to Action (CTA) - A CTA is literally the action you want your searcher to take.
- Click Through Rate (CTR) - Your CTR measures how many people who have seen your ad click through to your link destination.
- CPC- Cost-Per-Click is the most common bid type on Google AdWords. It means you pay every time a person actually clicks on your ad.
- PPC- Pay-Per-Click is the same as CPC.

- CPM- Cost-Per-thousand impressions is a bidding method that bases your costs on how many times your ads are shown (impressions).
- AdSense- A tool by Google that gives publishers of all shapes and sizes the ability to host ads on their site to make money off ads.
- Approved- The status given to ads that are allowed to run on the AdWords network.
- AdWords Editor- A free tool from Google that allows advertisers to make bulk changes to their account (bids, keywords, ads, and other settings changes).
- Approved (Limited) - The status given to ads that adhere to Google's policies, but are limited in where they are able to be shown.
- Analytics- A free tool Google created to help you better understand the types of customers that visit your website, how much time they spend there, where they come from, and other important metrics that AdWords can't provide in as much detail.
- Daily budget- Your daily budget is what you're willing to spend per day per ad.
- Bid Strategy- Your bid strategy is basically how you set your bid type to pay for viewer interaction with your ads.
- Ad Rank- Your Ad Rank is the value that's used to determine where your ad shows up on a page. It's based on your Quality Score and your bid amount.

9.9 CHECK YOUR PROGRESS

Descriptive type questions-

- a) What is Digital Marketing?
- b) How can we become the master of Google shopping? Explain.
- c) What is PPC & CPC? Explain.
- d) What is the role of Digital Marketing Manager?
- e) What is WhatsApp Advertising?
- f) How Google is important to our business?
- g) What is meant by Ad Rank?
- h) How can we make a search engine optimized website?
- i) How to become good in Digital Marketing?
- j) What is Google AdWords quality score?
- k) What are the techniques used in Digital Marketing? Explain
- l) How social Media involved in digital Marketing?
- m) Explain SEO in detail.

9.10 **BIBLIOGRAPHY/REFERENCES**

- <https://neilpatel.com/what-is-google-adwords/>
- <https://www.geekpoweredstudios.com/digital-marketing-glossary/>
- <https://www.wordstream.com/blog/ws/2016/06/02/adwords-tutorials-for-beginners>
- <https://www.leadsquared.com/google-adwords-tutorial/>
- <https://www.digitalvidya.com/blog/digital-marketing-glossary/>
- <https://www.spyfu.com/blog/tutorial-start-adwords-campaign-scratch/>
- <https://ads.google.com/>
- <https://www.marketingterms.com/dictionary/>
- <https://www.forbes.com/sites/ryanerskine/2018/02/28/6-surprising-ways-to-use-google-adwords-you-havent-tried-yet/#64213be6366b>

9.11 **SUGGESTED READINGS**

- “Digital Marketing for Dummies”, Book By Ryan Deiss and Russ Hennesberry, 2017
- Don't Make Me Think Revisited: A Common Sense Approach to Web Usability, By Steve Krug, 2000
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog, By Jo and Dale Reardon, 2015.
- Ultimate Guide to Google AdWords: How to Access 100 Million People in 10 Minutes (Ultimate Series) by Perry Marshall, Mike Rhodes, Bryan Todd.

UNIT- 9

FUTURE PROSPECTS OF DIGITAL MARKETING AND MANAGEMENT- II

9.1 INTRODUCTION

9.2 OBJECTIVES

9.3 DIGITAL MARKETING AND MANAGEMENT: AN OVERVIEW

9.4 5Ds OF DIGITAL MARKETING AND MANAGEMENT

9.5 IMPORTANCE AND BENEFITS OF DIGITAL MARKETING AND
MANAGEMENT

9.6 SWOT ANALYSIS OF DIGITAL MARKETING AND MANAGEMENT

9.7 CHALLENGES OF DIGITAL MARKETING AND MANAGEMENT

9.8 FUTURE OF DIGITAL MARKETING

9.9 POINTS TO REMEMBER

9.10 GLOSSARY

9.11 CHECK YOUR PROGRESS

9.12 BIBLIOGRAPHY/ REFERENCES

9.13 SUGGESTED READINGS

9.1 INTRODUCTION

In today's world of social media digital Marketing and Management has played a very important role in the fast advancement of world's economy. It becomes a very important tool in the marketing area for big and small brands. Digital Marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards marketplace. In the developed global markets, it is one of the most leading, well known and established platforms. In the current era of digitalization, it makes brand enable to remain where the customers of the brand stay i.e., Instagram, Quora, Facebook, YouTube, Twitter and other social media applications. The digital channels include mobile, display, search, social, and video. Referred to as "Inbound marketing" digital allows you to interact with advertise and connect back to the advertisers. It is maintaining its spectacular growth in global markets; no matter they are big or small. Big markets are those countries which are always going to be e-commerce because of their size, and the small markets are encouraging markets where prospective matters along with size. Digital market becomes the important platform to sale, promote, endorse and launch new products which gives high exposure in low cost. Digital Marketing can be understood as a well-targeted, conversion-oriented, quantifiable, and interactive marketing of products or services by utilizing digital innovation to achieve the customers, and transform them into clients in a sustainable fashion. The whole concept and functionalities of Digital Marketing are more competent, effective, result-oriented and measurable, which make it very different from traditional marketing.

9.2 OBJECTIVES

After the successful completion of this unit, you will be able to-

- Understand the concept of digital marketing.
- Understand the role of digital Marketing and Management for smart administration.
- Define the importance of digital Marketing and Management.

- Understand the difference between traditional and digital marketing.
- Explore 5Ds of digital Marketing.
- Do SWOT analysis of digital marketing.

9.3 ***DIGITAL MARKETING AND MANAGEMENT: AN OVERVIEW***

The term Digital Marketing was first used in the 1990s while internet search traffic increased in 2006. In 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance. Digital marketing is a subset of traditional marketing. It promotes your brand or products using digital channels such as the internet, emails and mobile phones, as opposed to more traditional media such as print, radio, TV or billboards. Finding new customers is the primary aim of digital marketing. It has the advantage over traditional marketing techniques because online programs such as Google Analytics exist which enable you to analyze your marketing campaigns in real time. This is much faster than any non-digital or traditional technique. It 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. In this overview of digital marketing, we will summarize their key points and discuss how they are inextricably interlinked and how a great campaign cannot have done without the others.

Search Engine Optimization (SEO): It is a process which aims to improve the position of your website in organic search engine results. One of the ways it does this is by utilizing keywords. Google gives the following examples of keyword stuffing: As- (i) Lists of phone numbers without substantial added value, (ii) Blocks of text listing cities and states a webpage is trying to rank for repeating the same words or phrases so often that it sounds unnatural. Another effective way that SEO increases the organic rankings is through link-building. This is the process of getting links to your website from other websites.

Social Media Optimization (SMO): It is a type of SEO. It involves engaging in social media in order to increase your organic search ratings. The aim is to develop highly active social media accounts with a large audience, where you post content and links from your sites in order to draw users from there, and where you post content that is unique to social media in order to broaden your audience so that a large number of people can feel your presence there.

Online Reputation Management (ORM): It's maximized your positive presence on the internet while minimize any negative discussions. It is mandatory for all businesses to ensure that someone Googling their brand or company name will not be inundated with negativity. It is harmful for a business to let go their single buyer. The most important point to remember about managing your online reputation is that if you only start doing it when you have been bombed by something negative, you are starting too late. You should begin monitoring your

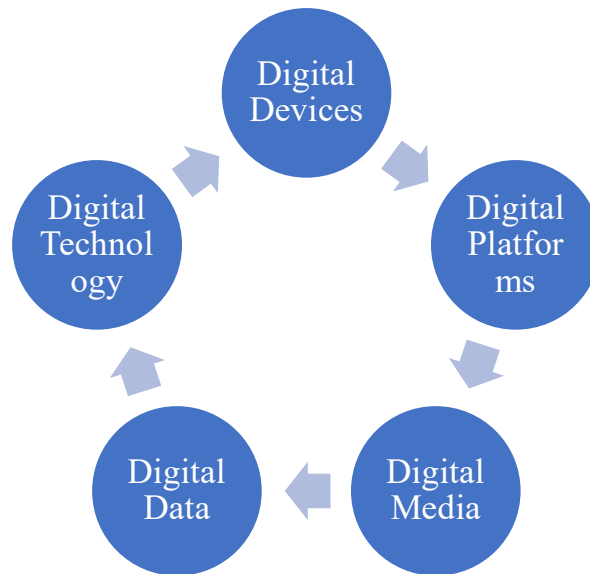
online presence as soon as you can, using a program such as Google Alerts or something more online options.

Pay Per Click (PPC): It is a type of paid advertising through which you can influence your website's standing in paid search results. You would sign up to a service such as Google's free AdWords program and set up your campaign there. Every time a user clicks on your advert, you pay your search engine a small fee. In order to ascertain the top spot on the advertising areas, AdWords gives every advert a quality score. The score depends on factors such as picking great keywords, the amount you pay Google, and the quality of your landing page. It is vital to have a well-presented page which gives the user all the information that they need. Users consider speed and ease of use to be vital in their choices, so won't take kindly to being directed to a homepage and having to do the navigation themselves. You are also likely to lose potential customers if your website is not optimized for the main browsers or mobile phones.

Conversion Rate Optimization (CRO): It uses an analytics program such as Google Analytics to find out how your site is affecting a variable you find important. The first step of CRO is discovering your current conversion rate using Google Analytics. Next you would look at other factors given to you by Google Analytics, such as bounce rate. These would help you to discover potential flaws in your site. Whether you want to make a big change like an entire page redesign or just change the size of the call-to-action button, all the essential changes required can be made and tested simultaneously with the original version, and the results seen on Google Analytics. It is very important to test these factors out for you and not to copy other businesses. Their conversion optimization may not have been carried out rigorously, and therefore their result may not be genuine. So, digital marketing is the interweaving of these and other strategies in order to find and retain new customers, and promote your brand. It is often carried out by specialized digital marketing agencies, but individuals and businesses can also handle their own.

9.4 5Ds OF DIGITAL MARKETING AND MANAGEMENT

Digital marketing revolves around these 5Ds, as- (i) digital devices, (ii) digital platforms, (iii) digital media, (iv) digital data, (v) digital technology.



- a) Digital devices: It mainly focuses on the target audience's interaction and engagement on websites and mobile applications using a combination of connected devices. These devices may include smart phones, tablets, desktop computers, TVs, and gaming devices.
- b) Digital platforms: It involves the analysis of the preferred platforms or services of the target audience. Most engagements using popular platforms such as Facebook, Instagram, Google, YouTube, Twitter, Snapchat and LinkedIn.
- c) Digital media: It refers to paid, owned, and earned communications channels utilized to build engagement with the target market through several ways such as advertising e-mails, messaging, search engines, and social networks.
- d) Digital data: It normally consists of audience profiles and engagement patterns with businesses, while digital technology focuses on building interactive experiences across a wide range of platforms, from your websites and mobile apps to your in-store kiosks.
- e) Digital technology: the marketing technology or companies use to create interactive experiences from websites and mobile apps to in-store kiosks and email campaigns. It uses websites and mobile apps to achieve the goals of digital marketing.

All 5Ds are essential to gaining an unparalleled edge in digital marketing campaigns. Optimizing the benefits and becoming an expert in the 5Ds of digital marketing are considered a step in the right direction in today's highly competitive era.

9.5 ***IMPORTANCE AND BENEFITS OF DIGITAL MARKETING AND MANAGEMENT***

The main objective of digital marketing is attracting consumers and allowing them to interact with the brand through digital media. Digital marketing is taking over the traditional

marketing channels is because the internet has enabled businesses to interact with targeted audiences in real time. The importance of digital marketing is increasing day by day because:

- It reaches to people on that place where they spend their time & money.
- It levels the playing field for small business.
- It is more targeted compared to the traditional marketing.
- With email marketing, yet another important part of digital marketing, you can target almost down to the individual level.
- With digital marketing you could know whether users actually saw your advertisement, like it, lingered on it or shared it with a friend.
- It is easy to scale & adapt than traditional marketing.
- Integrates Marketing with Mobile Technology.

There are many benefits of digital marketing because of which business and companies are moving towards it. Digital marketing allows you to build awareness of your brand and drive sales. We can understand them with following list-

- a) It lets you effortlessly reach current and new audiences- With digital marketing, you can reach audiences on a global scale. You can market your products and services locally, nationally, or internationally for a little to no cost compared to traditional marketing means. Many digital marketing strategies enable you to reach more people interested in your products or services, as well as new markets and undiscovered interested audiences. You can target people locally to internationally, allowing you to expand your market.
- b) It reaches people at the start of the buying journey- Whenever someone visits the site, you can greet them with targeted offers initially at the point of starting of their buying journey. The more they buy from you, the more you can refine your customer profile and market effectively to them. Getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with. Which attracts your customer every time they start to buy a new plan or product?
- c) The power to make changes whenever you want- It is a very big opportunity in the field of digital marketing. This advantage was never available in traditional marketing. Once we published or print something in traditional marketing in the form of posters etc it will remain same as always it is but on digital platform, we have power to improve the quality of our content always on our fingertip. It affects the number of our target customer and allows us to show the better and improving side of our product.
- d) It is cost-effective- Digital marketing costs much less when compared to many traditional marketing strategies. We'll dive into more detail on this later, but overall, running digital marketing strategies is more cost-effective than traditional media. With

many digital marketing strategies, such as content marketing, social media marketing, and search engine optimization, you can implement them for free if you're willing to spend some time and put in the effort. Even online paid advertising methods (such as social media advertising or pay-per-click (PPC) advertising) are much cheaper compared to advertising traditionally. Advertising online with digital marketing lets you pay per person who clicks on your advertisement. Combine that with the far-reaching, advanced audience targeting that digital marketing allows, and you'll be getting the most out of your advertising budget.

- e) It is measurable- When you invest in digital marketing, you can easily track and measure the results of your campaign. Digital marketing allows you to track a wide variety of real-time data such as clicks, dwell time, devices, and more. You can access programs like Google Analytics, where you can track all these metrics in one place. Access to this data enables you to see the results of your digital marketing efforts. Using the data, you can measure how well your digital marketing is performing against your marketing goals. Additionally, you can adapt and optimize your strategy as needed. By tracking your results, you can quickly figure out what works well and what doesn't, which allows you to make changes as you need.
- f) It improves the conversion rate- Digital marketing provides a seamless conversion process for visitors. Users on the Internet often find making a purchase easier, quicker, and more convenient online than through traditional mediums, which means that, due to your digital marketing, you'll have a greater percentage of users who are highly likely to convert using your website.
- g) It allows to target ideal customers- Digital marketing enables you to create personalized content that you can tailor to your audience. With digital marketing, you don't have to create one piece of marketing to try and appeal to everyone. Instead, you can create multiple pieces that are tailored to people with different interests. You can also personalize the content you create to hit your audience's interests and helps solve their problems. Every time you interact with someone, you can continue to gather information to better match their preference.

Digital marketing also has a wide variety of content types you can personalize to match individuals in your audience. For example, you can craft as- (i) Personalized ads based on search history, (ii) In-depth content based on commonly asked questions, (iii) Engaging social media ads based on likes and interests, and (iv) Unique email marketing campaigns based on shopping behavior.

Difference Between Digital Marketing and Traditional Marketing-

Traditional marketing and Digital marketing have a huge difference though digital marketing is a subset of traditional marketing. Traditional marketing comprises print, broadcast, direct mail, and telephone while Digital marketing includes online advertising; email marketing, social media affiliate marketing, text messaging, search engine optimization, pay per click. The other differences are as following-

S. No.	Traditional Marketing	Digital Marketing
1	No interaction with the audience.	Interaction with the audience
2	Expensive and time-consuming process.	Reasonably cheap and rapid way to promote the products or services.
3	Results are easy to measure.	Results are to a high extent, i.e., easy to measure.
4	Success of traditional marketing strategies can be celebrated if the firm can reach large local audience.	Success of the digital marketing strategies can be celebrated if the company can reach some certain number of local audiences.
5	Limited reach to the consumer due to limited number of consumer technology.	Wider reach to the consumer because of the use of various consumers technology.
6	One campaign prevails for a long time.	Campaigns can be easily changed with expertise and innovations can be introduced within any campaign.
7	24/7 year-round exposure is not possible and no ability to go viral.	24/7 year-round exposure is possible and ability to go viral.
8	One-way conversation.	Two-ways conversation.
9	Marketing advertising campaigns are planned over a long period.	Advertising campaigns are planned over short period of time.
10	Needed much staff and efforts.	Needed good platforms and efforts.

These are few differences which show us that any business can target audience anywhere in the world from one digital marketing campaign. Digital marketing brings the greatest advantage for the consumers by allowing them to make comparison among products or services while traditional marketing have limited options.

9.6 SWOT ANALYSIS OF DIGITAL MARKETING AND MANAGEMENT

Strengths and Opportunities are positive factors while Weaknesses and Threats are negative factors. Strengths and Weaknesses can be controlled by the firm itself. On the other hand, Opportunities and Threats are part of external environment.

To gauge strengths, a complete 360-degree view is required. This includes how the customers, competitors, and stakeholders view the market. To improve the digital strength, we need to discover more about the market and customers, we require more experience and exploration. We need to promote, find and talk about the strategies. While to identify weakness we need to know that which internal processes need improvement? What the customers say needs improvement? What factors contribute to loss of sale? What do competitors view on firm's weaknesses? And what are the activities to avoid? Basically, the

weakness of digital marketing is no priority, no time and no knowledge which a firm needs to remove

To find Opportunities we must need to know that Are there any interesting trends that we can benefit? Are there any good opportunities lined up? Opportunities can appear in different ways for example, a government policy that might help our industry. Change in population, economic and social patterns and in lifestyle. The opportunities of digital marketing are visibility, credibility and preferability which we need to grab from digital neighborhood market places, and to find threats we need to find out the barriers, any technology change that can make the product obsolete or a government regulation that can hurt the business. We also need to know about the competitors who working on a better product or service and one of the most important fact to know about Cash-flow or bad debt issues. Ignorance of ability brings disability so we should use available resources and expert guidance to keep constantly upgrade and to stay away from threats.

Once after finishing the digital marketing SWOT analysis, we need to translate these into short- and long-term strategies. These findings are just the tip-of-iceberg. The real work starts after this.

9.7 CHALLENGES OF DIGITAL MARKETING AND MANAGEMENT

Although a large number of firms are practicing digital marketing, it is not an easy job as there are number of problems which digital marketing may face. They are as following-

- Expertise and Knowledge with Digital Marketing.
- Target Market Engagement.
- Reaching Target Audience.
- Effective Social Media Management.
- Educating Stakeholder about Digital Marketing.
- Lack of Resources.
- Achieving brand awareness.
- Working with the right digital agency.
- Keeping updated on latest technology.
- Creating relevant and rich content.
- Showing Return on Investment.
- Building a good website to understand audience.
- Getting new leads and creating, promoting content.

Thus, digital marketing is a clear concept to understand the mindset of customer by their browsing history on social media platforms and application. Marketers make use of digital

portfolio as a platform to promote a professional brand. Presently it becomes a very important platform in the field of marketing.

9.8 FUTURE OF DIGITAL MARKETING

The future of digital marketing is so vast and wide in area. Presently From banners to big data, digital marketing has continuously adapted to meet the needs of customers and brands alike. Today, with increased connectivity and established digital infrastructure, changes are happening much faster. Below we highlight the future prospectus of digital marketing-

Paid media- Paid search, or search engine marketing, is the marketing practice of generating web traffic by buying advertisements on search engines. A probable distribution to this traditional method of paid media is programmatic advertising, a type of paid media that employs to automatically buy advertising space, using data, to determine which audience the ads should target.

SEO (voice optimization)- As consumers adapt and begin to use voice assistants more and more, marketers working with SEO should consider optimizing their websites to recognize voice search. As the popularity of the technology rises, it is likely this number will increase, and the idea of a permanent, hands-free assistant will begin to feel like second nature.

Content (Personalization and video come to the forefront)- Following from SEO and voice search optimization, conversational content that feels personal and authentic remains key to engaging customers in future. As customers are drawn to experiences that reflect their preferences, determining what content will be most relevant to an individual is key to customer's satisfaction and loyalty in future. It will influence the society and create more opportunities in digital marketing.

Influencer marketing system get updated- Influencer marketing has become the equivalent of word-of-mouth marketing today. As people generally trust people more than brands, hearing positive information or feedback about a product or experience from an influencer often holds more weight and credibility than when it comes from the brand itself. Appealing to an individual with conversational, speech accessible, and visually engaging content are key trends informing the way brands are going to position themselves in the near future. In an industry often saturated with sensationalist talk around technology, this should provide marketers and brands with an idea of practical and actionable improvements that technology can provide to their existing digital strategies.

9.9 POINTS TO REMEMBER

- Digital marketing is a subset of traditional marketing.
- SEO, SMO, ORM, PPC and CRO are the key points of digital marketing.
- 5Ds of digital marketing are digital devices, digital platforms, digital media, digital data, and digital technology.

- Digital marketing is easy to scale & adapt.
- Digital marketing is different in many fields from traditional marketing.
- SWOT analysis of digital marketing finds the strength, weakness, opportunity and threat of it.
- There are so many challenges in digital marketing which makes it a competitive platform.

9.10 GLOSSARY

- Search traffic-: refers to the number of all accesses that have been made via search engines.
- Inbound- Towards a particular place
- Substantial- Considerable
- The tip of iceberg- Small part of a problem
- Content marketing- A type of marketing that involves the creation and sharing of online material that does not explicitly promote a brand but is intended to stimulate interest in its products or services
- SEO- Search Engine Optimization
- ORM- Online Reputation Management
- SMO- Social media optimization
- CRO- Conversion Rate Optimization
- PPC- Pay Per Click
- Googling- search for information about (someone or something) on the internet using the search engine Google.
- Big data- Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions.

9.11 CHECK YOUR PROGRESS

Descriptive type questions-

- a) What do you understand by the term digital marketing?
- b) What are the 5Ds of digital marketing?
- c) Mention few benefits of digital marketing.
- d) What is the difference between traditional marketing and digital marketing?
- e) What are the future prospects of digital marketing?

Objective type questions-

- a) Digital marketing improves the conversion rate (True/False).

- b) Digital marketing has limited reach to the consumer due to limited number of consumer technology (True/False).
- c) Digital marketing is a two-way conversation (True/False).
- d) CRO means conversion rate optimization (True/False).
- e) Digital marketing revolves around the 5Ds (True/False).
- f) Influencer marketing system is a future prospectus of traditional marketing (True/False).

Answers (Objective type question)-

- (a) True (b) False (c) True (d) True (e) True (f) false

9.12 BIBLIOGRAPHY/ REFERENCES

- Toffler A (1980) the third wave. New York: Bantam Books
- Kotler P (1986) The Prosumer Movement: a new change for marketers. NA-Advances in consumer research, 13:510–513
- Shultz C, Holbrook M (1999) Marketing and the tragedy of the commons: a synthesis, commentary, and analysis for action. J Public Policy Marke 18(2): 218–229
- Kotler P (1967) Marketing management: analysis, planning, and control. New Jersey: Pearson Prentice Hall
- Rust RT, Lemon K N, Zeithaml VA (2004) Return on marketing: using customer equity to focus marketing strategy. J mark 68(1):109–127
- McCarthy EJ (1964) Basic marketing, a managerial approach. Illinois: R.D. Irwin
- Lauterborn B (1990) New marketing litany: four Ps passé; C-Words take over. Advert Age 61 (41):26
- American Marketing Association (2013, July) Definition of marketing. <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>. Accessed 31 July 2015
- Krishnamurthy S (2006) Contemporary research in e-marketing. Hershey: Idea Group Inc (IGI)
- Osterwalder A., Pigneur Y (2010) Business model generation: a handbook for visionaries. New Jersey: Wiley
- Doran GT (1981) there's a SMART way to write management's goals and objectives. Manag rev 70(11):35–36
- Strong EK (1925) the psychology of selling and Advertising. New York: McGraw-Hill
- Rogers (2011) the network is your customer: five strategies to thrive in a digital age. New Haven: Yale University Press

- Lieb R, Owyang J (2012) the convergence media imperative: how brands must combine paid, owned, and earned media. Altimeter. <http://es.slideshare.net/Altimeter/the-converged-mediaimperative>. Accessed 20 June 2015
- Ries E (2011) the lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses. New York: Crow Bussines
- The Radicati Group (2015). Email statistics report, 2015- 2019. <http://www.radicati.com/wp-content/uploads/2015/02/Email-Statistics-Report-2015-2019-Executive-Summary.pdf> Accessed 31 July 2015
- Godin S (1999) Permission marketing: turning strangers into friends and friends into customers. New York: Shimon & Shuster
- Laudon KC, Traver CG (2012) E-Commerce 2012 (8th revised edition). Boston: Prentice Hall
- Korper, S., & Ellis, J. (2001). The E-Commerce Book: building the e-empire. San Diego: Academic Press
- Antevenio (2015) Diferencias entre CPM, CPC, CPL, CPA y CPI (2015). <http://www.antevenio.com/blog/2015/01/diferencias-entre-cpm-cpc-cpl-cpa-cpi/>. Accessed 31 July 2015
- Enge E, Spencer S, Stricchiola J, Fishkin R (2012) The Art of SEO (Edición: 2). Beijing: O'Reilly Media
- Statista (2015). Global market share of search engines 2015 Statistics. <http://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/> Accessed 27 July 2015

9.13 SUGGESTED READINGS

- Desjardins, J. (Feb, 2018). 'The rising speed of technological adoption'.
- Carolina Machado, J. Paulo Davim, 'Theory and Application of Business and Management Principles'.
- A Modern Marketers Guide to Digital Marketing. <http://bit.ly/freedmguide>.
- The Scope of Digital Marketing in India & How to Get Started: <http://bit.ly/2C0Lwu6>.
- I don't have a degree. Can I do digital Marketing? <http://bit.ly/2C22sQU>.