

## Research Article

# Digital Marketing - The New Face of Marketing Communication

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## I N F O

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## A B S T R A C T

Targets of the undertaking are to comprehend the adjustment in consumer buying conduct in advanced time. Strategies utilized for accomplishing the goal are elucidating study and an exploration Most of Indians are getting boost through ads, however they are not coming to. To end period of clients buy venture, fundamentally in high inclusion buys. Brands are getting. More touch point to arrive at their objective gathering right now.

**Keywords:** Consumer, Buying Behaviors, Digital Marketing, Marketing Communication

## Introduction

The Effectiveness of Digital Marketing in India is then altogether examined from the manner in which Digital Marketing attempts to how Smartphones have been a commanding component in the development of Digital Marketing in India. Travelogy India, a Delhi - NCR based Tour Company, established in 2010 committed to give inbound travel administrations and accommodation. Long stretches of experience included with imaginative visit bundles and a great many fulfilled customers have made us one of the main visit organizations in India. Our way of thinking originates from a familiar proverb – investigating every possibility – which makes us legitimate in Indian visit and travel circles. Travelogy India Pvt. Ltd. was established in mid 2010 with a view to attain greatness in full visit & travel office administration giving a various scope of visit benefits across various nations. The magnetic CEO of Travelogy India Pvt. Ltd., Santosh Gupta, was fruitful in profiting the permit for India Tourism, which put India on the planet map regarding acknowledgment from Google. The mission of Travelogy India Pvt. Ltd. is to change the customer's thought into a reasonable business and engage it with their front line visit and travel administrations.

## Literature Review

UNWTO defines tourism as "a social, cultural and economic

phenomenon, which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes". For some tourism represents relaxation and fun, a trip during the holiday weeks away from work, and some doubt the need for study and research. But for others, tourism is a source of employment; it is a business that brings revenue to millions of people around the world; it is a source of living. Therefore it is important to research it, analyze it and study it more attentively. "Tourism has emerged as a major economic sector and source of social and environmental change since the 1950s. It has also become a field of serious research and scholarship in many academic disciplines since 1970s. The patterns of tourism development in different parts of the world reflect the histories and cultures of those regions and nations, but tourism is a nearly universal phenomenon [...] it is an important source of wealth for many nations [...] (it) becomes a high priority for many people" (Robinson, Lück and Smith, 2013). The statement emphasizes on the importance of tourism, which highly increased over years, and the diverse functions of tourism in the world. For a better understanding of the term, its characteristics should be defined: intangibility – it is a service, not a product, and as a result it cannot be touched, just experienced; heterogeneity – each customer experiences a service in a different way; inseparability – it

cannot be taken home like a product and has to be consumed at the place of the destination; perishability – once the opportunity of selling a service at a certain point has forgone, it cannot be resold at a later point in time; lack of ownership – a service that cannot be owned, due to the previously mentioned characteristics. As the technique and procedure of advanced stage in marketing segment is changing with the sequence of time, there are different ideas on digital marketing found. As indicated by (Times, 2015), digital marketing alludes to the advertising of products or services by utilizing computerized technologies to get hold of the targeted customer or consumer. It also incorporates providing marketing services through cell phones, display advertising as well as any other digital medium in order to promote brand. Neha (2014) proposed that digital marketing is the stage which utilizes Internet and Information Technology to make expansion and change of the marketing functions. Elisabeta (2014) said the term e-marketing rather than digital marketing and characterized that it is the use of both web and intuitive innovations to create a connection amongst firms and its clients. They additionally said that e-marketing especially concentrates on giving IT empowered or interactive affiliation with their clients. As per (Fusun, 2015), electronic marketing (EM), or digital marketing is the exchange of both products and services through electronic devices and process from vender to buyer. The reason behind this scenario includes the changing role of customers regarding co-producers. Besides, value creation is becoming important these days (S. Alam, 2010). (T. Heidt, 2010) remarked that technology plays a vital role in improving the quality of services provided by the business units. (E. Mustafa, 2011) preferred to use social media marketing as of digital marketing. He characterized Social Media Marketing (SMM) as urging clients to make interchanges either through organization's web site or by its social presence. However, both platforms can be utilized too for better communication. Customer loyalty through their engagement is considered as a standout amongst the most compelling business measurements. For digital marketing, loyalty program is a fundamental action which should be kept in mind in order to create a brand recognition in the minds of consumers. Customized communications are responsible for ensuring higher retention rates. By utilizing client information, it is possible to anticipate future offers that need to be sent to their existing customers for keeping the clients alive and tied up with the organization (Mariani, 2015). Nowadays, customers have plenty of opportunities to engage themselves in the digital platform. Business firms additionally have different alternatives, including growing correspondence through different digital media to create wider scopes to connect with the clients in the global village. According to (Retail customer experience, 2011),

it has integrated different types of marketing activities through electronic devices. One of the primary types of advanced promoting approaches known as Email marketing which incorporates conveying customized messages to the target customers on the time. Amazon, Flipkart usually deliver allsort of emails tailored to fulfill the requirements of the users. Email marketing is termed to be pillar for any kind of business trying to increase sales through internet (Retail customer experience, 2011). By this technique, it is possible to reach customers, at the same time provoke them to stick to the website (Mariani, 2015). Search Engine Optimization or SEO is considered to be the most general type of digital marketing tools used to escalate the visibility of the website through the search engines. Techniques used in digital marketing includes on-site technical analysis, link building, content creation and blogging. According to the Search Engine Land, SEO is the process of receiving traffic from search results based on search engines. One can elevate a website to rank higher for related searches. On the other hand, Pay Per Click (PPC) is a paid version of digital marketing. Paid advertisements are generally placed above the overall search results. The cost, in fact, varies depending on the keywords that have bid on where online advertising deals in giving advertisement on others website (Safko, et., al 2009). Social Media Marketing is one of the effective tools to manage the brand image through numerous social channels like Facebook, LinkedIn, Twitter etc. In a broader sense, it is an incredible route for the organizations keeping in mind the main goal to fulfill the objectives regardless of building brand value, achieving new clients, giving client input that will increase the number of loyal clients (Safko, et., al 2009). A.M. Kaplan, M. Haenlein (2010) offer a more technology savvy definition, stating that "Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content". "Web 2.0 refers to the principles and practice of facilitating information sharing and social interaction by users generating, altering and uploading web-based content" (Liburd, 2012). Mashable.com (2010) states, "social media is real life." Levinson and Gibson (2010) define social media from a marketer point of view as "a set of tools that are free or nearly free and allow marketers and the community to create content and meaningful conversation online". Some examples of social media are "blogs, photo-sharing sites, video-sharing sites, social networks, audio podcasts, Internet radio [...] mobile social sharing and communication tools" (Levinson & Gibson, 2010). Sterne (2010) explains social media in a clear and uncomplicated way – "That which allows anybody to communicate with everybody [...] consumer generated content distributed through easy-to-access online tools". Solis (2011) has his own way of defining the concept of

social media, managing to combine the above mentioned definitions and seeing it as “many things to many people and represents much more than technology [...] a societal renaissance that spawned a vibrant ecosystem supported by flourishing cultures and lifestyles [...] a platform for socialization of media; the online tools that facilitate conversations; connections between friends, peers and influencers; collaboration; the redistribution of influence; a call for humanizing personas and audiences, and the stories that link them together; compassionate; an opportunity and a privilege [...] the democratization of information, transforming people into publishers; it is the shift from a broadcast mechanism, one-to-many, to a many-to-many model, rooted in conversations between authors, people and peers”.

According to Levinson and Gibson (2010), a social media marketer should have the following characteristics; first they should not be caught up in the enthusiasm of a new service or product before testing the tools and analyzing the results they are actually bringing. Second, a marketer should always be curious and interested in trying new options; he should “combine different elements of marketing and strategy in a creative fashion”. In a fast paced communication world, social media marketers should always be prepared for new opportunities and challenges. Another important trait of a marketer is transparency. By being given access to a high range of information that customers have nowadays, it is almost impossible to fool them without being noticed. Therefore, it is suggested to be open, honest and have integrity. It is common knowledge that the customer is king, which is why a marketer should always be community focused: make connections with customers, help and listen to them, see what their values and expectations are and then exceed these expectations. Marketers should always strive for quality not quantity; a high number of followers or likes represents popularity, but not necessary profitability. Technology savvy is how a marketer should mostly be. Being up to date with the latest products and innovations will bring profit to the business. Last, it is essential to have great leadership skills to strive for continuous good results. Levinson and Gibson (2010) also identify some attributes marketers have to be careful about when involving themselves in social media marketing strategies. These are: Name – the company's name .should be distinctive and impossible to duplicate, it should create interest and most importantly, it should be easy to pronounce in any language. Strong ongoing branding strategy – it is essential for a brand to have a good strategy, which should be implemented in the long term with commitment. Positioning through listening and dialogue – refers to always making yourself distinguishing compared to your competitors by listening to your customers' stories and testimonials. Quality – is all about the service you offer

to your customers; satisfied customers are happy customers who may return benefits through positive word of mouth. Distribution – is all about the location, being active on all online distribution channels and having the possibility to work from remote locations. Freedom and variability – free giveaways are always an efficient way to attract customers. Referral and rewards program – most companies nowadays have rewards programs, making it evident of how much they value their returning customers and the referrals of these customers, by rewarding them with different incentives. Likeability – the way a marketer sells his product is just as relevant as the other attributes. Many Internet marketing authors and terms such as digital marketing, electronic marketing, and online marketing describe the use of technology as an attempt to provide marketing (Jarvinen et al., 2012, Omar, Ramayah, Lin, Mohamad & Marimuthu, 2011). The Internet has provided many opportunities and unique use for addressing the nature of tourism service vulnerabilities by transforming marketing variables to gain competitive advantage; Baloglu & Pekcan, (2006) while since 1997 the Internet application in the tourism/hotel industry has been used to carry out any marketing activities (Connolly et al., 1998). In their research, Luna-Nevarez & Hyman (2012) analyzed the content of websites on the Internet, where tourism destinations were introduced to look at the impact of marketing activities that resulted in visual-designed information being simply tempting to attract potential consumers (tourist).

## Conclusion

The successful completion of this project indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are

Connected across the digital platforms are the custodians. Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers. Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups. The research focused on the consumer buying behavior shows that, Indian consumers are highly information seeker and they will do research

about a product before going to a retail shop. So brands want to give platforms to consumers to understand their product or to get a really feel of that brand. I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies.