

## Digital Marketing

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### **Abstract**

*The impact of digital marketing communication in an organization for finished goods with different categories such as banking, gaming, fashion accessories, clothing, music found the computer to be a useful tool for everything from generating random sounds to controlling a sophisticated digital symphony. etc. It has been identified by the research persons. The main concept of this research study is to understand the effect of digital marketing communication on consumer buying process in to the market. Secondary data is used for the study of digital communication. The study concluded that 90% of the respondent used minimum one digital channel while buying any type of products.*

*Today, Smart phones and computers technology which are used to communicates and gather information. Before buying any type of product, everyone wants to know its complete information, uses and benefits, for which digital communication i.e. "website" is a source that provides easily solution of any keyword. This has made it much easier to purchase products in these days, as well as make the technology process easier for the consumers to take decision for buying products.*

*To conclude that the study of digital communication, it is confirmed that digital marketing has fulfill all the requirements and needs of customers over the website as proving the answers of different types of queries related to vehicles. Consumers are also happy with this technology that they get the full information on the website*

**Keywords:** *Consumer, Digital marketing, Marketing communication.*

### **Introduction**

Digital marketing is the broad technology used for marketing, product informations and services, as well as this technology is used to reach the viewers and convert them into customers. Medium of communication is mostly through social media websites, chats, and Email. Social websites like Facebook, Twitter, Yahoo, Rediff and Gmail are used for digital marketing communications, so most of the viewers and customers are attracted towards the products and services.

Digital marketing is the way to promote new products or brands into the market, even though it is beneficial for the business to study marketing campaigns and get to know the actual growth of marketing or not.

Internet is one of the most useful technology in digital marketing, as well as mobile apps, mobile instant messaging, and wireless text messaging are also most useful technology in digital marketing. Digital marketing covers all the digital platforms, marketing strategies and plans for customer satisfaction in the form of product service, FAQ; based on feedback provides product services and solutions. This technology helps the organization to reach its goals.

### **OBJECTIVE OF THE STUDY**

- 1) To identify the impact of social media demography on marketing and business.
- 2) To identify impacts on marketing and brand communication.

## LITERATURE REVIEW

The Internet has brought the world closer together today, and companies are beginning to realize the importance of the Internet.

Today it has made businesses very successful and made easier for customers to manage not only online but also traditionally (Parsons, Zeisser, Waitman 1996).

When Yahoo was launched in 1994, many companies showed interest in using the Internet with care (Smyth 2007).

In 2010, when the use of internet and mobile increased, the company realized the importance of digital marketing. Today, digital marketing has made the company very successful and has made it much easier to manage customers. (Parsons, Zeisser, Waitman 1996).

The Internet has made easier for companies to do marketing online and it is made successful business by meeting its targets. (Song, 2001).

Digital marketing found more cost-efficient for measuring ROI on advertisement (Pepelnjak, 2008).

The new technology of online marketing has brought a lot of growth in digital marketing today. (Mort, Sullivan, Drennan, Judy, 2002).

Facebook, the most popular tool for social communication, has opened the door for marketers to communicate with millions of people about products and services and has opened new marketing opportunities. Ensuring this to be successful it is required for the business to setup effective communication strategies to engage the customers and enhancing their experience on specific product or service (Mangold and Faulds, 2009).

### Methodology:

The study will be carried out with secondary data. Using secondary data from different sources such as information from various publications, journals, websites, and so on. Including this, impact of different digital marketing tools like social media -videos, images, and audios are evaluated and perceived for understanding attractions of consumers' concern.

### Marketing Through Digital Media and Its Impact :

Definition of Digital Marketing: “Digital marketing is an umbrella term for 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.”

Marketing said that the first audience comes their needs and solutions are considered. Social Media Demography is a tool in which marketers provides their product-based services by aligning with the website according to the needs of the customers. Companies use demographics to find out customers' opinions about products and services. Demographic information includes customers' information such as age, name, product, location and etc. Every business needs growth in their businesses; for that, they are using social media demographics, including Facebook, LinkedIn, Twitter, Snapchat, and printtests. This demographic information helps businesses reach their marketing strategies or planning regards to their products. It is playing both active and passive role in marketing. It is playing both active and passive role for marketing. To Display or read only information about the products on website is the passive role, and communication, direct sales, advertising over the network is known as active role. This social media demography has created a special kind of good relationship or bonding between customers and brands today.

Digital marketing refers to online marketing, web marketing or internet marketing, which has become a popular technology in a lot of countries. This online marketing has led to economic growth and beneficial in many sectors. The same benefits accrue to this growing internet communication for business development. Digital marketing is smarter than traditional marketing. Digital marketing is an open platform for business. This makes easier to do marketing and communicate the product to the whole

world in less time over the network. Online marketing is much cheaper than traditional marketing and can be done in a very large space in less time. Digital Marketing offers 24/7 in 365 days of marketing and communication services compared to traditional marketing. While marketing online, each businessman puts a product related advertisement, ingredients and hallmark symbol, so that customer gets systematic information about the product. These are simple method of marketing and brand communication about products.

### **CONCLUSION**

To conclude that, Digital marketing is extremely useful for marketing which takes a very big initiative to reach maximum customer in minimum time. Today, digital marketing has replaced traditional marketing all over the world. Digital marketing has brought a lot of benefits and advantages to marketing professionals in terms of marketing, making it easier for them to reach the customer and meet the target. Digital Marketing tools and strategies are an effective and efficient for Marketing the products or finished goods.

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