
RESEARCH PAPER ON DIGITAL MARKETING

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ABSTRACT

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

I. INTRODUCTION

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing.

As digital platforms became increasingly incorporated into marketing plans and everyday life,^[4] and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace.

Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to *non-Internet* channels differentiates digital marketing from online marketing.

II. METHODOLOGY

Digital marketing methodology refers to a strategic approach used by businesses and marketers to promote their products or services through digital channels. Companies must adapt their digital marketing methodology to successfully connect and engage with their target audience as their dependence on the internet and digital platforms grows.

The digital marketing methodology typically encompasses several vital stages and components that work together to create a compelling and cohesive marketing strategy. Digital marketing has become a vital tool for organizations of all sizes in today's fast-paced, technology-driven society. It's important to learn digital marketing methodology.

1. VARIOUS COMPONENTS OF DIGITAL MARKETING

1. Search Engine Marketing
2. Email
3. Social Media
4. Online Display Advertising

III. MODELING AND ANALYSIS



IV. KEY FEATURES OF DIGITAL MARKETING

1. Measurable

One of the most important features of digital marketing campaign is that it helps you measure at what percentile your product has reached the audience. So, whether you put up an ad or a post on social media, you should be able to measure how many people saw the ad and how many people responded to it.

2. Targeted:

Every online or digital marketing strategy is targeted, which means it is aimed at a specific group of people. The information gathered helps marketers target strong demographics.

3. Multi Channel:

A digital marketing strategy should be used on more than one channel. Not everyone in the audience uses all of the social media platforms. The goal is to get in touch with the possible buyer through different online communication methods. The way people talk to each other should be easier and simpler to use.

Advantages of Digital Marketing

1. Improves Brand Loyalty
2. Get Instant Feedback
3. Measure and Track Results
4. Improved Market Analysis
5. Global Reach

Disadvantages of Digital Marketing

1. High Competition
2. Maintenance Cost Can Go High
3. Rapid Changes
4. Danger of Strategy Theft

V. CONCLUSION

Digital marketing is evolving at a rapid pace, and companies that want to remain competitive will need to adapt to these changes. That means adopting new technologies, experimenting with new strategies, and always learning and innovating. While the future of digital marketing may seem intimidating, it's also incredibly exciting. The possibilities are nearly endless, and companies that can capitalize on these opportunities will be well positioned for success.

VI. REFERENCES

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- [2] <https://www.wikipedia.org>
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