

INFLUENCE OF NEW AGE TECHNOLOGY ON DIGITAL MARKETING**Arpit Chopra**Assistant Professor, School of Engineering & Technology, RNB Global University, Bikaner
E-mail: erarpitchoprabkn@gmail.com**ABSTRACT**

Digital marketing is to thank for the e-commerce industry's explosive rise. We can expedite the buying and selling process and easily and rapidly reach a larger audience by using this marketing strategy. In the competitive corporate world of today, it is crucial for streamlining and expediting our operations. Additionally, digital marketing is more lucrative than traditional strategies. However, one of the key advantages of employing digital marketing is the simplicity with which results can be tracked and analyzed. You may rapidly gauge customer response and assess the efficacy of your marketing activities rather than continuously keeping tabs on your clients. This makes it possible to better organise upcoming activities. This study emphasises the value of digital marketing in the modern world.

Keywords: Digital Marketing, Marketing, Search engine marketing.**INTRODUCTION**

Digital marketing, also known as online marketing, is the promotion of brands using the Internet and other digital communications to connect with potential customers. This includes email, social media, online advertising, as well as marketing newsletters and newsletters. The emergence of digital marketing and the growth of digital marketing in India is certainly a very interesting fact. A few years ago, the concept of 'digital marketing' was not a very popular concept among half of the population, but that is starting to change. The human mind has started thinking technologically about marketing strategies as well, which has led to an interesting story about the growth of digital marketing in India.

When we look back at history, we will see that the growth of the digital economy in India did not happen overnight. The explosion of the internet, which was a big event in itself in India, also brought the digital economy to the country. In 1996, few people had encountered the term "digital marketing". In 2000, Indians gradually became aware of SEO and digital marketing. But digital business is just Internet business or electronic commerce, and a strong Internet foundation should be everywhere. At that time, the Internet was not yet easy, and even people could not think that the digital economy would grow in China. Is it possible

in India? So, while people are interested, they are also waiting for the time when the real development will take beautiful photos.

According to iimskills.com, the report shows that small towns and rural areas across the country have seen growth in the digital economy over the past few years, with 31% of the population using the Internet frequently in their lives. In fact, by 2025, internet usage in rural India will be ahead of urban India. According to data, 67% of the urban population uses the internet; Maharashtra ranks first, Goa second and Kerala second. Bihar ranks third and last, followed by Chhattisgarh and Jharkhand. We can also see the direct impact of the Covid 19 epidemic on online commerce. It accelerated the digitalization of the country by attracting 100 million users using digital platforms. Digitalization can be seen as a new concept that is the foundation of business, giving rise to everything from advertising to service, sales to payment in the niche market. Digital marketing is happening faster in India and new trends are about to show the effectiveness of online marketing. Research shows that the 3Vs of video, audio and vernacular could be a game changer in digital marketing in the coming years. Even the government of India is responsible for transforming the entire country into a digital nation. Digital marketing is also a very cost-effective way compared to other marketing platforms. For example, good content on social

media can entertain and engage many people inexpensively. From small startups to giants of the business world, everyone now prefers digital platforms to appear in front of people. Their goal. Therefore, according to today's popular discourse, it can easily be said that "digitalization is globalization".

1. Various strategies of Digital marketing

Digital marketing, Mobile marketing, social media marketing or whatever term you prefer, it's about interacting with your customers or prospects across all digital channels and across all devices. From their inboxes to social media, laptops, tablets, and smartphones, today's consumers move seamlessly and expect you to deliver a seamless, integrated experience. Here are in-depth descriptions of the most widely used digital marketing channels:

1.1 Email marketing:

One of the earliest and most well-known types of digital marketing, utilized by both B2B and B2C marketers, is email marketing. In order to add clients to your email list(s), you must first obtain their consent. Email marketing involves gathering customer data from multiple customer journey touchpoints, classifying it to understand your potential customers' preferences, and then adding the data to your list(s).

Email messages may contain details about your goods and services, company and event announcements, tailored offers, client success tales, links to case studies, and technical or business briefings. Your emails must have value in order to be opened, read, and not immediately discarded.

1.2 Search engine marketing:

Search engine marketing aids businesses in enhancing how content is ranked by search engines. Paid search engine advertising is one way that SEM aids businesses in attracting customers to their goods and services. In order to be at the top of search engine result pages (SERP), businesses use the SEM online marketing approach. This strategy differs from SEO, which is concerned with optimizing content for search engine algorithms in

order to increase the material's position on the SERP.

1.3 PPC:

One method of paid advertising that helps your website rank better and show up in the top search results is PPC, or pay-per-click marketing. It enables you to place bids on keywords to target particular platforms or audiences, producing responses that are more targeted and significant.

PPC working:

- Excellent visibility and ongoing website traffic are produced by PPC marketing.
- The appropriate keywords are used in the formulation of PPC marketing campaigns. They are extremely effective because of their well-organized network.
- PPC is very concentrated and action-driven. An organic presence takes time to develop. PPC marketing produces results more quickly than organic traffic generation.
- You can connect with a group of people through PPC who are unfamiliar with your brand. PPC marketing boosts your potential response opportunities by extending your reach.
- Results from PPC are quantifiable. Impressions, views, and click-throughs can all be tracked. The implementation of campaign tracking on your website is one method for producing quantifiable lead generation.
- A PPC advertising strategy saves time. Any landing page can be used to set up, launch, and cancel a campaign.

1.4 Content marketing:

In the modern era, content marketing is a wise form of advertising. The goal of content marketing is to create quality material that is relevant to the target audience. Using valuable content to generate leads and convert potential target customers. The most successful businesses in the world today use content marketing strategies, but it is also a good way to expose new businesses to the public.

The most effective ways to get relevant content in front of clients are info graphics, videos, webpages,

podcasts, blogs, white papers, e-books, apps, public speaking, and presentations.

1.5 SEO (Search Engine optimization):

A website can score well naturally in search engine ranking competitions by using search engine optimization, or SEO. When a keyword, video, or image is typed into a search engine like Google, results appear. Of the results, we tend to favor the natural results on page one.

Well, till and unless the search engine is optimized, ranking on page one is not so simple. Yes, a modest improvement to a website's SEO can result in a more significant change to a web page's natural visibility. There are three things that lead to a web page being optimized:

A great user experience includes: optimized content, titles, internal links, and outbound links.

1.6 Mobile Marketing:

Considering that 7.26% of people worldwide have access to mobile phones, it is not a terrible idea to leverage mobile marketing for any company's advertising campaigns. According to data, 6.64% of them are carrying smartphones, suggesting that mobile marketing is currently a popular concept.

Through SMS, MMS, Apps, websites, social media, mail, and other channels that can be accessed on mobile devices like phones and tablets, marketers can keep their target audience up to date on their brand, product, or offer.

- Outstanding User Experience

1.7 Website design and marketing:

To accomplish their goals, marketers can use a variety of internet marketing strategies, including Search Engine Optimization (SEO), Pay-Per-Click (PPC), Content Marketing, and Social Media Marketing. However, none of these will work without a website that is well built. For the following reasons, website design is regarded as the foundation of digital marketing:

1.7.1 Making a good first impression is one benefit:

People judge your brand primarily by the caliber of your website, and if they are unimpressed, they are

likely to visit one of your competitors' websites. They can form a favorable first impression of your company, remain interested in it, and be motivated to buy your products right away with the help of a well-designed website.

1.7.2. It promotes your audience's trust:

People may believe your brand is unreliable or untrustworthy if your website is of poor quality. However, a well-designed website with frequent page updates can keep visitors interested and encourage them to stay on your site longer. Additionally, it lends credibility to your business and may help you attract additional clients.

1.7.3. It improves SEO performance:

Making your website more visible on search engines is the main goal of SEO. Search engines find and rank your website more easily when it has a good web design. Additionally, it makes sure that your website is responsive, user-friendly, and crawlable, all of which encourage more visitors to stay on it longer.

1.8 Social media marketing:

Can we envision our lives without social media in 2023? You may think of it as internet word of mouth. A potential B2B growth marketing technique is the capacity of social media to make content viral. The names of several well-known social media sites are as follows:

Twitter, LinkedIn, and Facebook for creating social networks YouTube for video streaming; Instagram and Pinterest for image sharing; Blogs

Social media plays a crucial part in the exposure of a business by increasing website traffic to increase conversions, create brand recognition, make communication, choose target audience, and fabricate consumer loyalty.

2. Key Benefits of Digital marketing

2.1. Enlarge your online reach and boost your presence:

Today's small businesses identify lead generation as one of their top marketing difficulties, with over 50% of them saying this. Your brand awareness and

reach must be strong enough to establish a connection with your audience in order to produce leads (possible consumers) for your business.

Digital marketing has a considerably wider reach than traditional marketing techniques, which typically only let you engage with a small portion of your audience through local channels.

2.2. Less expensive than traditional marketing:

Digital marketing strategies have the potential to be very economical. You may use content marketing with a low initial cost and produce leads from SEO if you have some basic writing skills. Even B2B brands can profit from content strategies, according to 89% of the most prosperous B2B firms. Social media can be just as economical. For starters, you don't have need a sizable digital marketing team as long as you produce worthwhile, captivating content for your audience.

To enhance conversions, you can produce simple videos on Facebook and Reels. You can also experiment with micro-influencer marketing to strengthen the legitimacy of your business. One of the most economical strategies for small businesses is email marketing. It has a very low initial investment requirement and pays back \$36 on average for every dollar invested!

2.3. Boost client loyalty and involvement:

One of the main advantages of digital marketing is that it makes it simpler for smaller firms to communicate with and regularly engage their audience.

You may maintain a frequent connection with your clients and possible leads by using social media, content marketing, and email. Your target audience will view you as more professional and authentic if you participate in more channels. In fact, a lot of customers claim they wouldn't trust a business that didn't have a strong internet presence. By creating your digital marketing strategies, you can easily disseminate helpful information to a large audience. You can share breaking news on your website or social media, and you can contact your clients to inform them about new goods and services.

2.4. Enhanced consumer insights:

You can spend money on things like customer surveys and social media polls depending on your digital marketing techniques to find out more about audience preferences.

By gathering this data, you can be sure that the campaigns you develop will speak directly to your target audience. By doing so, you can improve your target market's perception of you while decreasing your ad spend, optimizing your campaigns, and boosting your ROI.

3. Challenges for Digital marketers

1. Construction of digital channels.
2. Consumers use a wide range of digital channels and numerous devices with different interfaces, specifications, and protocols. Additionally, they use these devices in different ways and for different things.
3. Higher level of competition. Digital channels are more affordable than traditional media, making them accessible to practically every industry of any size. Because of this, it is significantly more difficult to keep clients' attention.
4. Consumers leave a huge data trail on digital networks. It can be very difficult to take control of all that data and go through the vast volumes of data to get the knowledge that will help you make the best decisions.

4. Reasons for online advertising's growth

1. Advertising has the potential to reach a very big worldwide audience of potential customers.
2. Web domination over other advertising mediums because web pages are easily changed or corrected and can be updated whenever they are needed.
3. Online advertising is active 365 days per year, seven days per week.
4. Specific interest groups or people might be targeted in online advertisements.

5. Three ways to improve digital marketing

1. Manage intricate customer relationships across a variety of traditional and digital media.

2. Answer and commit to dynamic consumer communications.
3. Use big data excerpts to make better decisions more quickly.

6. Future Scope of Digital Marketing

If we talk about the development of digital marketing in India, it is clear that this trend will

continue to increase significantly in the coming years. According to data, India comes in second place globally in terms of internet usage, right behind China. More than 650 million and 900 million internet users are expected in India by 2023 and 2025, respectively. This enormous number makes it possible to simply create a robust digital ecosystem in the nation.

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