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# Review of Digital Marketing with Latest Tools and its Effect on Business Models

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**Abstract:** *In the era of digital world, promotion of products has become a significant paramount element, mostly credits goes to digital marketing. Digital marketing is leading to the traditional market as it offers users with ample of opportunities like a wide variety of products, hassle-free online payments or answers to online search query. Most of the marketers use digital communication by which they can inscribe the products as well as service toward masses distributed among different geographical locations. This editorial will focus on different aspects of digital promotion for both marketers as well as end-users. It will focus on the different tools by which digital marketing can be flooded over the web plus advantages as well as disadvantages. Additionally, its efficacy will be explained along with its impact on firm's sale.*

**Keywords:** *Digital marketing, search engine marketing, search engine optimization, social network, websites analytics.*

## I. INTRODUCTION

Digital marketing is known by different forms of names like 'internet marketing', 'online marketing' and 'web marketing'. With the ages of times, the concept of digital marketing has grown many folds especially in developing countries. Digital marketing is like a bunch of flower which includes digital technologies like search engine optimization, search engine marketing, digital advertising and many other digital methods. It uses the capability of electronic commerce to trading of goods which support selling, buying and other services related to products over the internet. With the advent of digital media, end users can access the information about the product anywhere on the earth at any time. Along with this, nowadays consumers are very shrewd, they not only follow the company remarks about the product but also follow other mediums like social networking, media and chat forum so that they can analyse the product more accurately.

In today's computer world, a new growing paced digital wealth is appearing. Digital Marketing is ubiquitous as well as effective and is increasing in multiple folds. In the coming future, there may be a probability that companies will only exit inside digital computer networks. Most of the business will do their all operation electronically from company to end-users even bypassing the supply chain. Consumers will prefer to go for digital shopping rather than physical shops in the era of digital marketing domain, the consumer are the pivotal part in the success of the product. It is e-commerce that is revamping the way products and services are conceived, manufactured, promoted, priced, distributed and sold. The foremost reason for growing E-commerce is due to its large broad coverage, much cheaper as well as it provides the customer with more wide variety and satisfaction.

## II. RELATED STUDIES

Marin Ištvančić [1] defines the evolution of the internet, how the internet grows over the last fifteen years along the usage of internet by the various age groups. Marketers use search engine optimization and search engine marketing so that maximum hits of consumers can be achieved. Along with this, how search engine optimization strategies can be more effective to achieve target goals. Different methods of marketing like video advertising, mobile advertising, social network advertising, facebook, twitter. Conclusion about this edition is that most of future businesses will depend on digital marketing as it is more reliable than traditional marketing.

Afrina Yasmin and Sadia Tasneem [2] pointed out how digital marketing leads over traditional marketing in various aspects like cost, achieve high profits and sales etc. Show various elements by which digital marketing is formed. Methodology like systematic and theoretical analysis is used and conducted this approach on both primary as well as secondary data sources. Conclusion of this edition is that digital marketing can be used by even small businesses because of its cheap and efficient ways. Markets try different approaches so more customers can be attracted.

P.Sathya[3].pointed out how digital marketing will impact the business as well as consumer. This research uses methodology like primary, secondary and sample size to conduct the survey among the consumer. Finding of this paper is most consumer prefer to

purchase online rather than physical purchase .Awareness about online shopping among consumers are very high. Most of them feel online shopping is more simple and convenient.

P.K.Kannan, Hongshuang Alice Li [4] created a structure that shows the pivotal point in the digital marketing procedure along with marketing strategy where technologies are having and will have a significant impact .By using this framework, they able to classify more relevant keywords as well as research around the elements which define digital marketing areas. Then explain the concerning issue in and around the touchpoints and associated concepts for future research. At the end, collaborate on all identified research touchpoints for future research in digital marketing to examine the issue.

Juan José López García , David Lizcano[5].develop a framework that include the factors by which a company can obtain the leads related to the customer. Further these leads are analysed by Delphi method then if any anonymous answer is found then further detail of discrepant answers have been analysed and this step is to be repeated again and again until all answers are to be collected. Then answer are analysed and conclusion is made and if any panel doest agree with something then the process is repeated until a consensus is reached .The conclusion of this study have important suggestions for managers of Digital Communication Agencies and people responsible for online content and e-commerce stores, as well as for Academics and Researchers.

JARUNGJIT TIAUTRAKUL,JOMKWAN JINDAKUL[6] pointed out artificial intelligence can be widely used in digital marketing to build a good bond with their consumer and study about their trends which can be further used for creating more algorithms and skilled shopping experience according to the requirements of customers. Along with this, sales and target analysis can be created with help of Artificial Intelligence.

Analysis Of Related Studies

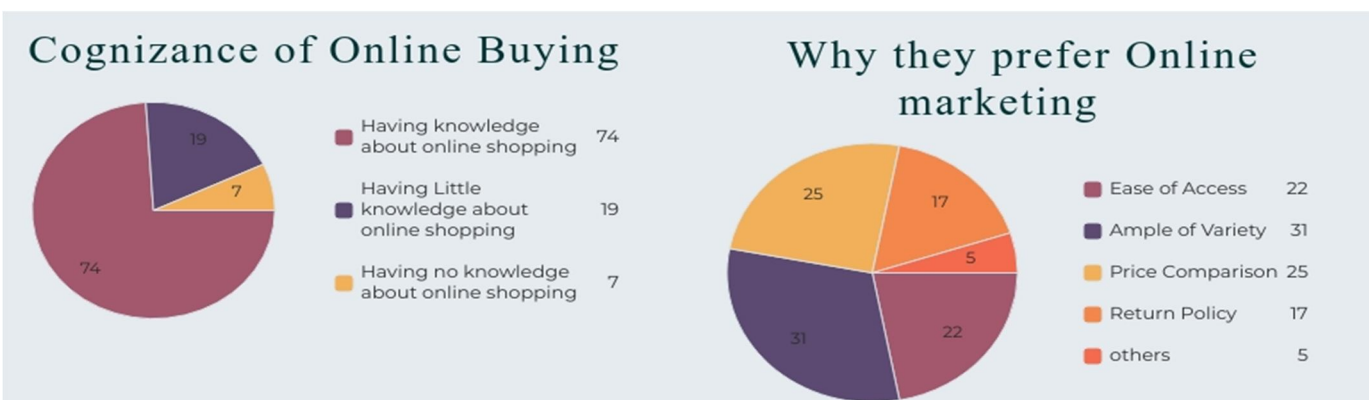
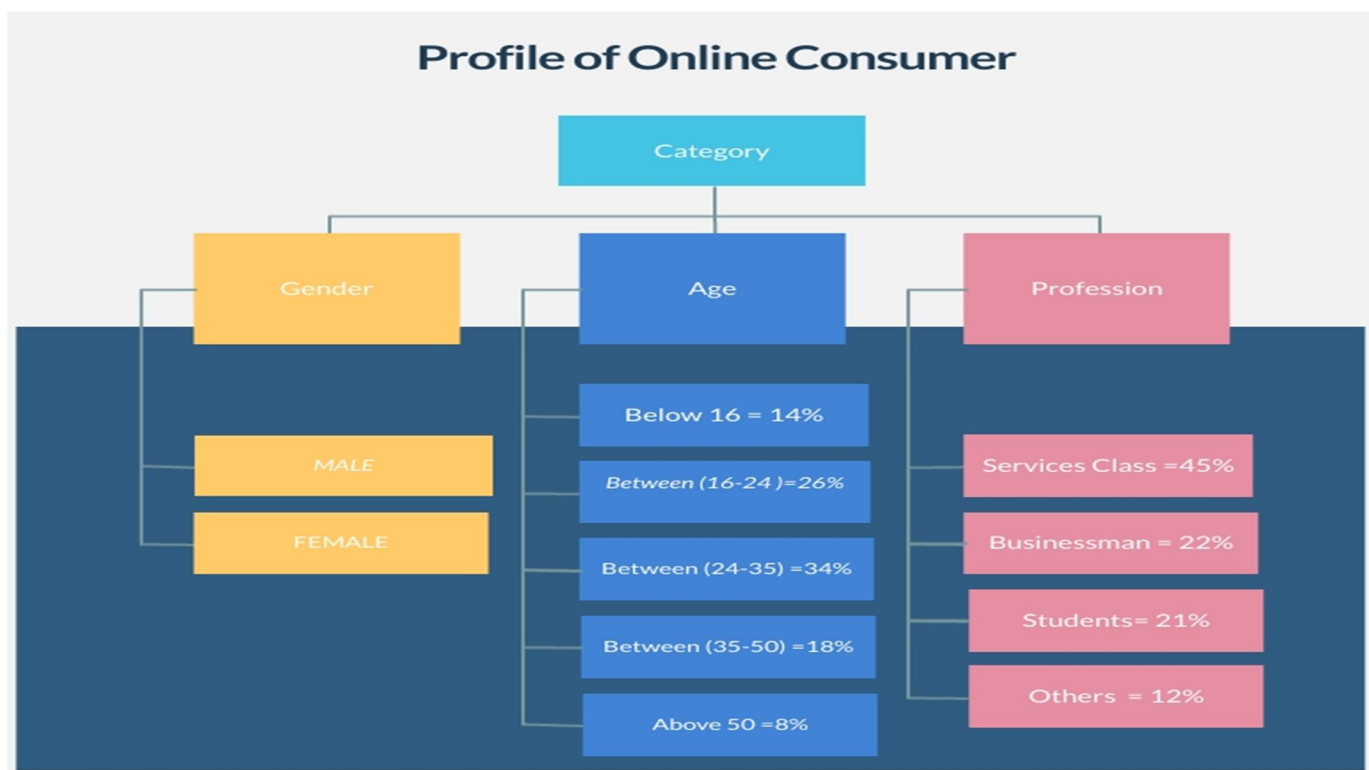
Sr No	Paper	Analysis
1	Digital Marketing in the Business Environment	<ul style="list-style-type: none"> <li>• Evolution of the internet.</li> <li>• How SEO and SEM are used by marketers.</li> <li>• Different Digital Marketing methods</li> </ul>
2	Effectiveness of Digital Marketing in the Challenging Age	<ul style="list-style-type: none"> <li>• Traditional approach versus Digital Marketing.</li> <li>• Methodology systematic and theoretical analysis.</li> <li>• How small business can be used in a cheap and effective way.</li> </ul>
3	A Study on Digital Marketing and its Impact.	<ul style="list-style-type: none"> <li>• Impact of digital marketing on consumer as well markets.</li> <li>• Methodology like primary, secondary and sample size is used.</li> <li>• Consumer preference about online shopping.</li> </ul>
4	Digital marketing: A framework, review and research agenda	<ul style="list-style-type: none"> <li>• Develop a framework which provides pivotal points that are helpful for marketers</li> </ul>
5	Digital Marketing Actions That Achieve a Better Attraction and Loyalty of Users: An Analytical Study	<ul style="list-style-type: none"> <li>• Develop a framework that includes the factors by which a company can obtain the leads related to the customer.</li> <li>• Leads are analysed by delphi method.</li> <li>• Repeat the method until consensus is obtained.</li> </ul>
6	THE ARTIFICIAL INTELLIGENCE (AI) WITH THE FUTURE OF DIGITAL MARKETING.	<ul style="list-style-type: none"> <li>• Effectiveness of Artificial Intelligence with Digital marketing.</li> <li>• AI helps to build relationship with consumers.</li> </ul>

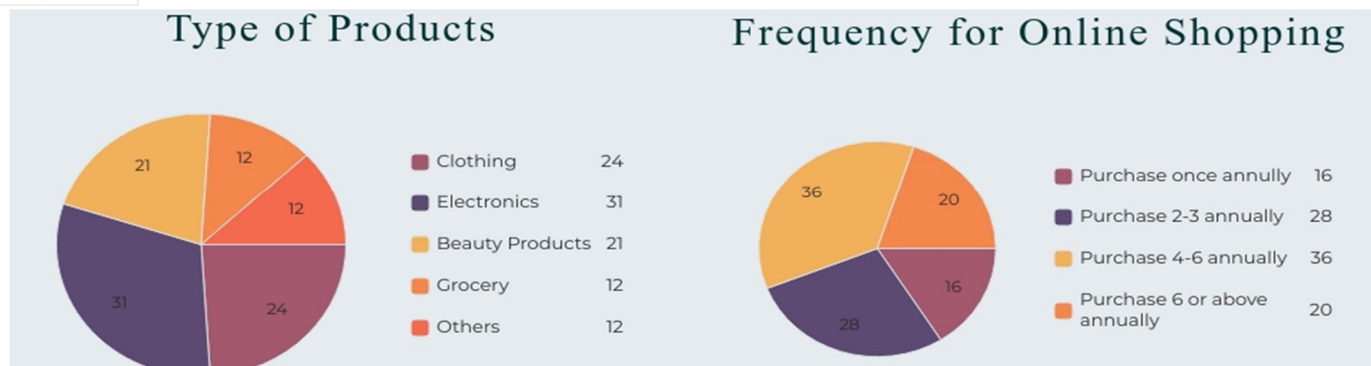
### III.STATEMENT OF PROBLEM AND STUDY OBJECTIVE

With the massive increase of internet and social media over the globe have significant effect on the marketers or companies. Digital marketing will become an essential element for all the business firms to increase their sales at global level. The main motive of this publication is

- A. To recognize the concept of digital marketing and its different tools in the competitive world.
- B. The secondary motive is to measure the digital promotion for both users as well as markets. This is done with help of some various respondent opinions collected through various channels.
- C. How digital Marketing is superior to traditional marketing.
- D. Effects of Digital Marketing to the business.
- E. Pros and Cons of Digital marketing.
- F. Finding and Conclusion.

### IV.METHODOLOGY





## V. TOP DIGITAL MARKETING TRENDS

### A. Artificial Intelligence

Now every business is embracing Artificial Intelligence in their business because of various beneficial factors like saving cost and skyrocket growths. AI is very helpful in analysing consumer's behaviour, blog posts and search patterns by which we will be able to track the customer journey and understand about the user what type of products and service they are seeking. Like WhatsApp-bots, Facebook messenger bots can help to automate and optimise the customer service. AI also provides relevant information and guidance with immediate response in a real time 24/7 chats. Nowadays, the banking and medical industry widely use these chat-bots and the same million of money per annum.

### B. Visual Search

It is also another great innovation that is powered by AI, which allows us to search by just inputting images instead of text. It is also widely used by various shopping platforms, users just upload an image of a product and they get more relevant results.

### C. Voice Search

It makes people's life easier, faster and hassle free just by speaking keywords in the microphone. Firstly the system processes and translates the human speech into text format. Then analyse the question and commands then connect to external data sources like data engines. Lastly translate the information into desirable format and fulfil the user's choice. This is widely used in digital marketing because it is considered as easy to use. Moreover it gives the ease to the customer to ask for playing favourite songs, getting directions and checking movie timings. Annually 20-30% voice search growth increases in the world. In future, voice search will play an integral part in the field of digital marketing because of functionality.

### D. Online Advertising

It is also known as internet advertising by which a company can convey their message about their products and services. It provides the best contents according to consumer interest while doing the search. Marketers put their products and services on websites so that users can get the information about the products.

### E. Email Marketing

In this method marketers send the information about products and services to the existing as well as new customers. This method is used to build brand image and customer loyalty as well as brand awareness. Most of the companies use this method to promote their products by creating more attractive mixture of graphics. Compared to the cost, it costs very low to the company and doesn't require any special skill to promote this product.

### F. Social Media

Social media is a vital part of digital marketing for promoting products over the internet. There are many computer applications that allow people to share ideas, information and pictures about a company's products and services. Social media networks include Twitter, Facebook, Google+ and LinkedIn. These marketing platforms can be used according to their functionality. Like Facebook pages can be used to promote the product details and profile of the company. Through Twitter, companies can share the awareness and appearance of the product. By LinkedIn, people show their profile and share details with others.

### G. SEO

Search Engine Optimization is a method by which tweaking of a website or a web page that comes up in a search engine's search results or we can say most frequent website or higher rank website shows on the search over the search engine. Search Engines are computer programs that classify websites from the globe. Its working : User enter a query in the search engine then search engine crawl through different websites to find the relevant match .After finding suitable matches from website it list down all the relevant websites. From a marketing point of view, SEO is very effective because search engine provides a number of websites according to user's request. The end goal of this method is to increase the rank of the search engine so that the target audience can see the website when they search through a query over the search engine.

### H. SEM

Search Engine Marketing is a method used in digital marketing by which we can increase the appearance of our website in the search engines results pages (SERPs).It is also referred to as paid pay per click method. In this approach marketers offers a variety of keywords that might be looked by the users for certain products or services on the search engines, which provide the chance to marketers to show up their ads alongside with result for those search queries. It is a very important approach because a massive number of consumers prefer to buy online shopping. It is comparatively the efficient as well fastest method to drive traffic to a website.

### I. How SEM works

Search engines use complex programs and algorithms to confirm the appropriate results that are reflected for every search query with precise location and other relevant factors. In paid ads, sponsored ads appear at the top of the side of search engine results to gain more visibility and importance

## VI. TRADITIONAL VERSUS DIGITAL MARKETING

	Traditional Marketing	Digital Marketing
Audience	With traditional marketing methods only local or limited consumers can be targeted.	With digital marketing approach, we can reach the target consumers all over the globe.
Marketing Approach	Physical peer to peer relationships are formed while delivering goods.	No physical relationship is required between marketers and consumers in the digital form.
Documentation	Promotion of products is done with the help of brochures ,pamphlet or hard copy of products and services	Digital marketing is paperless. It is done with help of online videos, websites and social media pages
Marketing Cost	Traditionally marketing involves physical mode of marketing which cost much higher to company	Digital marketing is much cheaper than traditional marketing as it works online with the help of social websites.
Marketing Analysis	As traditional marketing depends upon surveys as well as the findings of the marketing, so result analysis is complex and does not provide efficient data.	Facts and figures of digital data in the form of sorted facts and figures which make it easy for marketers to analyse the result quickly.
Availability	Not possible to retain 24/7 availability.	24/7 around the year is available.
Communication	One way communication.	Two way communication which is very beneficial for growing organization.

## VII. PROS AND CONS OF DIGITAL MARKETING

### A. Pros

- 1) Digital Marketing is cost effective. Marketers have to pay according to pay per clicks only so therefore a lot of money can be saved.
- 2) Marketers can point out particular online market segments and filter their customer according to area, age and interest. This would help to target specific geographical areas with the ease of digital marketing.
- 3) With the help of key performance indicators companies can see the overall expenses as well as rate of return. Companies can control the budget of the company against their return.
- 4) Online customer interaction is supported 24/7 .Even with the help of AI, customer support staff can be eliminated. Consumers can track orders and even after purchase share their review by which more customers can shop.

### B. Cons

- 1) Companies with limited budgets have to invest very precisely in digital media campaigns. It's not possible for all companies to invest on social media platforms.
- 2) There are so many websites for promoting digital marketing so it is difficult to find the ones that will most effectively influence the target customers.
- 3) Though the internet is growing rapidly, it hasn't achieved 100% saturation in the world. Even in the developing nation, only 50-60% households have internet access. Because of this, not every company fully benefits from digital marketing.

## VIII. CONCLUSION AND FUTURE PROPOSAL

Our main motto of this editorial to find the key elements related to digital marketing. World is leading drastically toward digitization. Everyone is searching and seeking more products online as compared to the traditional approach. Due to this, digital marketing has become an essential element for all type of industry or businesses. In this study, we acknowledged that digital marketing is advantageous than the traditional approach. Understanding different type tools, how they can help to boost the sales for the company. These days AI is a prominent technology in digital marketing. It also helps in understanding the behaviour of end users by which we can sell more products to customers. With the help of methodology we able to find the trends of the people are changing towards online due to ease digital marketing. In a nutshell, digital marketing has a lot of benefits in the present as well as in the future but it can be helpful only if the appropriate and efficient technology is used to hit the desired customers with minimum cost and resources.

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