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A STUDY OF DIGITAL MARKETING: SEARCH ENGINE OPTIMIZATION, SOCIAL MEDIA, DIGITAL CAMPAIGNS AND MOBILE MARKETING

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ABSTRACT The new generation Technology and Tools have given birth to digital marketing, social media applications and many more in the pipeline. This paper aims is light on the evolution of various digital media marketing techniques and way of increasing the efficiency to reach the product to the right people. An extensive study of papers on digital marketing is done to develop an understanding of the digital media usage. A discussion on effectiveness of Digital Marketing for various corporate as well as marketing communications, sales enhancement and developing cordial relationships with the customer. This article focuses on the importance of Digital media marketing in the current marketing arena.

KEYWORDS : Digital Marketing; Social media; Mobile Marketing; SEO; Email Marketing

Introduction

Digital marketing is a collection of the effort in various channels such as email, Search Engines, social media, digital data and their websites to connect with their customers. Currently peoples spend twice as much time online as they used in 2 decades before. And while we say it a lot, the way people sale and buy has changed, meaning offline marketing isn't as effective as it used to be. Marketing has always been about connecting with your audience in the right place and at the right time with efficient way. Nowadays, Vendor needs to meet them where they are already spending time.

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

Categories of Online Digital Marketing

- Paid Search
- Search Engine Optimization
- Content Marketing
- Social Media Marketing
- Email Marketing
- Mobile Marketing

Table 1 Technology and Key concept

Technology	Key Feature
Digital profiling	Unique identifiers
	Identity management
	Activity log data
	User maintained attributes
	External intelligence
	Anonymous identifiers
Segmentation	Channel attributes
	Geographic attributes
	Past activity attributes
	Recent interaction attributes
	Digital profile/body language
	Relationship attributes
	Demographic attributes

Website	Security
	Personalization
	Device optimized form factor
	Consistent content (Omni-channel)
	Consistent pricing (Omni-channel)
Search engine marketing	Penetration of different engines in target segment
	Optimization parameters (SEO)
	Localization parameters
	Pricing models (pay per click, other)
Campaign management	Real time location
	Past activity
	Recent activity
	Intelligent forms
	Landing pages
	Lead nurturing
	Lead scoring
	A/B testing
	Integration with sales and service
Content management	Dynamic personalization
	Multi-media
	Localization
	User-generated content
	Quick response codes
	Quality management
	Version control
	Device specific renditions
	Access governance
Social media	Collaboration Integration with other 3rd party applications
	Sentiment analyses
	Word of mouth (WOM)
	Design for engagement
Mobile applications	Integration with other channels
	Pricing model
	Branding
	Device compatibility
	Security
	Ease of updates
	Blogs
Digital collaboration	Live chat
	SMS

Paid Search

Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering. For example, if user bid on the

keyword "Digital Marketing Tool," ad might show up in the very top spot on the Google results page

Figure 1. Example of Google AdWords

Google AdWords is the single most popular PPC advertising system in the world. The AdWords platform enables businesses to create ads that appear on Google's search engine and other Google properties. AdWords operates on a pay-per-click model, in which users bid on keywords and pay for each click on their advertisements. Every time a search is initiated, Google digs into the pool of AdWords advertisers and chooses a set of winners to appear in the valuable ad space on its search results page. The "winners" are chosen based on a combination of factors, including the quality and relevance of their keywords and ad campaigns, as well as the size of their keyword bids.

Search Engine Optimization

Whenever user enter a query in a search engine and hit 'enter' they get a list of web results that contain that query term. Users normally tend to visit websites that are at the top of this list as they perceive those to be more relevant to the query. SEO is a technique which helps search engines find and rank your site higher than the millions of other sites in response to a search query. SEO thus helps to get traffic from search engines like Google, yahoo and live etc.

Figure 2. Phases of SEO Process

The basic principle of operation of all search engines is the same, the minor differences between them lead to major changes in results relevancy. For different search engines different factors are important. There were times, when SEO experts joked that the algorithms of Bing are intentionally made just the opposite of those of Google. While this might have a grain of truth, it is a matter a fact that the major search engines like different stuff and if you plan to conquer more than one of them, you need to optimize carefully.

There are many examples of the differences between search engines. For instance, for Yahoo! and Bing, on-page keyword factors are of primary importance, while for Google links are very, very important. Also, for Google sites are like wine – the older, the better, while Yahoo! generally has no expressed preference towards sites and domains with tradition. Thus you might need more time till your site gets mature to be admitted to the top in Google, than in Yahoo!

Content Marketing

Content Marketing is something that has been around for a very long time, probably since the times marketing has been around. Yet, the term "Content Marketing" has become popular only recently,

along with the popularity of Digital Marketing. Growth of Digital Marketing has provided marketers with so many and quite effective channels to expand their Content Marketing strategy beyond imagination. When the core functions like publishing, sharing and distributing content became so vast and easy to access, it's quite natural that Content Marketing got a life-form of its own. To add to this, Digital Marketing has also made identifying and reaching out, to the right target audience, not only extremely simple and affordable but also virtually limitless. When so much is going on in favour of Content Marketing within the world of Digital Marketing, it's no wonder that content sits right at the centre of any Digital Marketing Strategy worth its salt.
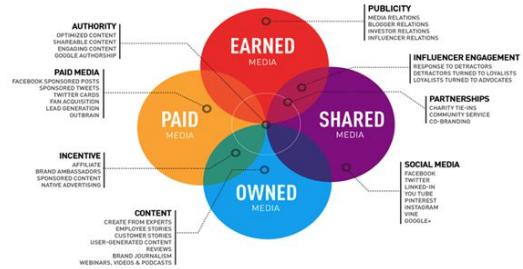

Figure 3. Content Marketing Factors

Social Media Marketing

Social media websites allow marketers to employ a broad range of tactics and strategies to promote content. Many social networks allow users to provide detailed geographical, demographic, and personal information, which allows marketers to tailor their message to what is most likely to resonate with the user. Because Internet audiences can be better segmented than more traditional marketing channels, companies can ensure that they are focusing their resources on the audience that they want to target.

A major strategy used in social media marketing is to develop messages and content that individual users will share with their family, friends, and co-workers. This strategy relies on word of mouth, and provides several benefits. First, it increases the message's reach to networks and users that a social media manager may not have been able to access otherwise. Second, shared content carries an implicit endorsement when sent by someone that the recipient knows and trusts.

Figure 4. Social Media Channels

Social media strategy involves the creation of content that is "sticky", meaning that it will get a user's attention and increase the possibility that he or she will conduct a desired action, such as purchase a product or share the content with others. Marketers create viral content designed to spread between users quickly.

Table 2. List of Social Media Channels

S.No	Name Of Social Media
1.	Facebook
2	Google+
3	Instagram
4	YouTube
5	LinkedIn
6	Reddit

7	Snapchat
8	Pinterest
9	Vine
10	Yik Yak
11	Tumblr
12	Medium
13	Quora
14	Periscope
15	Beme

Email Marketing

Email marketing occurs when a company sends a commercial message to a group of people by use of electronic email. Most commonly through advertisements, requests for business, or sales or donation solicitation, any email communication is considered email marketing if it helps to build customer loyalty, trust in a product or company or brand recognition. Email marketing is an efficient way to stay connected with your clients while also promoting your business.
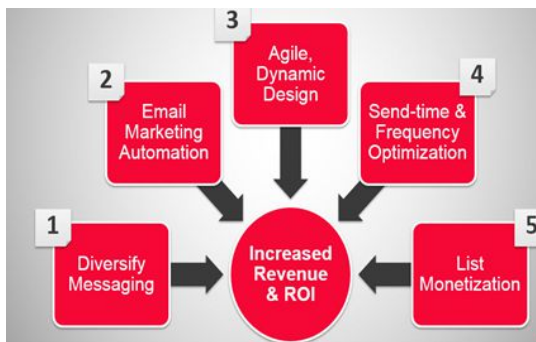

Figure 5. Email Marketing Process

With email marketing, product can easily and quickly reach target markets without the need for large quantities of print space, television or radio time or high production costs. An email list that has been segmented based on several factors including the length of time addresses have been on the list, customers' likes and dislikes, spending habits and other important criteria. Emails are then created and sent out to specifically target members of the email list, providing them with a personalized email detailing information that they are interested in or have requested. This helps promote trust and loyalty to a company while also increasing sales. With the help of email marketing software, email marketing is an effective way to not only reach your target markets but also to stay connected with purchasing base. Through efficient use of email marketing, company can retain current clients while also targeting new markets.

Mobile Marketing

Mobile marketing generally refers to marketing on or with mobile devices. It can include any marketing activities though mobile whether it is an online shopping or sms notification for a product advertisement. It is similar to internet marketing where marketers need user in order to provide services and advertising their products. Mobile marketing includes research to understand mobile user's nature, designing according to mobile platform, and adopting various techniques of mobile marketing strategies. Make sure that people are continuously getting emails, sms, mms, and other means of advertisement in order to get connected with customers.

Mobile marketing is a revolutionary marketing tact in business world. It introduces easier and better way to communicate directly with customers and advertise products. Ecommerce business can be easily enhanced. Marketers now contact users according to their natures and requirements. They can research and find what kind of services or products are being searched by customers and notify them based on this research. Customers can easily get what they are looking for, because marketers notify them with the best deals and

services. Customers can buy and enjoy services with feedback and reviews. These feedback and reviews also seem helpful to other customers as well.

Conclusion

The study started with the aim to analyse the different way of digital marketing techniques and concepts. This study highlights that in order to utilise the digital marketing in an effective way, the companies are required to design an effective platform of their social Medias. The current trends in the digital marketing have also been discussed in the study and it has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. The transition of newspaper from the printed version to the online version has been exemplified the current trends of the digitalisation.

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