



A study of effective Digital marketing strategies in Retail

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ABSTRACT Digital Marketing is a wide area in today's digital era, Selecting the optimum solution to your business need requires a lot of time and money. If we go with normal idea without analysing the requirement and targeted customers, results in too much cost and time. And the solution will be a general one which may not be an optimum solution to your business. The idea of digital marketing is to generate good business, keep the customer, in touch, a better customer interaction, good customer service, offers and advertisements, timely feedback for improvement and should be a cost effective solution with ROI calculations to suit your business. To suit best solution, it's better to understand the product or service, targeted clients, expectations, reach and purpose. Trying all the methods of Digital marketing is commonly done by almost all organisations, but promoting the optimum method to get the result achieved is art in today's net. Focusing on the solutions to suit the ROI is the art. Digital marketing was in existence since 1971 when emailing was started. Now email is a part of our digital life. Apart from email the latest digital marketing advanced with web sites, social marketing, social media marketing, Mobile apps, Internet Advertising, search engine optimization. The type of digital marketing is adapted as per the application and targeted clients. Mobile apps have a personal touch to most of know Groups or interested clients and same gives a negative effect for unknown. This creates a very low value on digital marketing when not having a clear implementation plan.

KEYWORDS : E-marketing, social media, online advertisements, Customer Interaction, Customer Service, Customer Retention, Feedback, Service Evaluation.

INTRODUCTION

Digital marketing is a solution to promote or create awareness of a product or service to customers via digital methods of data communications. Digital Marketing in the retail segment is catching up in large chain retails to understand the customer behaviour over a service or products. It also retains the customer with more offers on their purchases, keep the customer aware about services or products and to collect instant feedbacks from clients. The methods of interacting with the clients depend upon category of clients and their lifestyle. As per the client methods the system of approaching the client differs. In today's digital lead world, it's always advised to be in place towards updating the technology of customer interaction to handle the customer relationship haste free. The main idea is to handle large clientele base for marketing a product or service in short lead time and to have a personal interaction to ensure customer retention.

METHODS OF DIGITAL MARKETING

In today's growing digital work the methods in technology, marketing is keep on improvised. Started with email, the digital activity is highly sensitive with a lot of methods. The usage still depends as per the application and segment targeted.

A. Online Advertising

It also termed as web advertising or online marketing or internet advertising. Mainly suiting for big brands for product or service awareness for internet users. Online advertising is a channelized advertisement for promotion over internet for certain period. It includes social media marketing, search engine optimisation, Referral marketing, Content marketing, Native Advertising, Affiliate Marketing, display advertising or web banner advertising, mobile advertising. Online advertising involves a publisher and advertiser. The publisher holds a place on a site which he owns and the advertiser advertises the content created for a certain period. Email, social media is also a part of internet marketing which differs in the process and content sharing more personalized or to share with a group over in online advertising.

B. Email

World's fastest method of Communication is the email. Email is declared as an official communication in all organisations worldwide. The first email was sent in 1971 at MIT. Email is an easy and fastest way to share details about a product or service to many individuals or a group of people in any part of the world in seconds.

C. Social Media

Observing and creating a gateway to communicate with the customer for interaction, participation and sharing information through digital media to ensure a positive engagement with a company, product and its brands improve commercial value. This can happen in customer's site or company site or a third party site.

Ex: Live chat, Facebook, Tweeter, Likedin, Orkut etc.,

D.MOBILE APPLICATIONS AND ITS EVOLUTION

Mobile application introduced by apple. But this taken a multidimensional growth with the development of parallel companies like Google. Which launched android platform and as an open source so that anyone can code and develop the application for mobiles. Due to the advantages of open source millions of developers started building apps with their own creativity to various needs. Thus now we do have an app for brushing to business development. Use of mobile apps in increasing due to the need of fast growing technology that is the common man activity by simple clicks. Thus the applications for CRM, ERP, Word processing, and millions app are available in the play store for users.

Increasing mobile users on various operating systems in past years

MERITS OF MOBILE APPLICATION OVER OTHER METHODS

1. Appointments over mobile app
2. Offers
3. Special service offers
4. Feedback of service
5. Reminder of next service
6. Referral to clients
7. Offer notification for no of visits/ value billed
8. Shopping through online with option to refill

E.Search Engine Optimisation (SEO) :

SEO is the abbreviation for search engine marketing : Is a process of adding visibility to the website with keywords highlighted through coding and triggered to keep the website on top preference. This is done with and in various search engines like google, Yahoo, yodel, bing.. The mentioned are famous search engines today.

V. DEVELOPING A MARKETING PLAN

Marketing Plan is the activity to create focus towards the targeted segment or market. The plan is to reduce the cost and ensure a process to achieve the desired result in the form of customer attention or prospect or inquiry. Marketing plan needs analysis of various parameters they are :

Situation Analysis

Understand the current situation of need, application, methods, and target. A detailed analysis saves time and money, also results good with focused guidance. Analysis can be done in many ways like discussions with service providers, taking help of a consultant, knowing the status through users or the successful companies using digital marketing.

Budget

Return of investment is the most important factor in digital marketing. A budget allocated to be converted to revenue in a certain period of time. The budget is a financial planning according to revenue expected or generated. Cost analysis is also made for various models and methods available in digital marketing.

Audience

The method of digital marketing depends on the targeted audience. It's very, very important to understand the customer exposure and lifestyle in digital gadgets. The method of digital marketing should be tailor made to ensure the best customer experience which will make a feel for the customer to respond or a positive reaction.

Objectives

Objective of DM to get the right outflow should be defined clearly. Objective. An objective with targeting Specific customer's, Measurable result attainable within the budget, Relevant to the industry and Timely attainable.

Channels

Channels are various modes available in digital marketing. The major channels of Digital marketing.

- **Email Marketing**
- **Pay-Per-Click Advertising (PPC)**
- **Search Engine Optimization (SEO)**
- **Display Advertising**
- **Social Media Marketing (SMM)**
- **Content Marketing**
- **Affiliate Marketing**
- **Online Public Relations**

Action Plan

The action plan is the complete plan focusing toward the outcome of implementation of digital marketing. It's a model plan which is going to guide us step by step or stage wise action to be taken with the plan to be executed.

Measurement

Is a method of measuring the course of action in the stages of the project? Also have to evaluate the progress as it is designed and executed to the need and towards the achievement.

CONCLUSION

In this literature had discussed the opportunities available in today technology and methods in digital marketing. This is not complete a small information is portrayed. By combining these methods we can create an out of box concept, which will be tailor made solution for a particular organization or industry. The above information on this literature is to make anyone understand the basics of digital marketing with methods and application. As the digital world is sky rocketing and common man of any industry is accessing the internet and still growing with a great pace. There still exists a huge place to run around in the digital world. Today, instead of product and promotion the idea, method and concept of delivering the product to customers in the form of advertisement or promotion is the key memory hook to client.

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