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HISTORY AND EVOLUTION OF DIGITAL MEDIA MARKETING

KEY WORDS: History, Digital gadgets, Digital Media, Marketing, Promotions, Facebook, Google, IBM, Yahoo, Adwords

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ABSTRACT

Traditionally, televisions, radios, telephone, and print media were used for advertising, maintaining public relations, branding and identifying target customers. The contemporary marketing strategies are heading towards digital platforms such as smart phones, apps, e-mails, and social media. Digital marketing is not only focused on targeting potential clients, it also aims to interact with them and gather useful data. In the recent years, due to a rapid increase in usage of internet, digital gadgets and social media in India, marketers have been witnessed leveraging the digital marketing potential. This article focuses on overall history and major steps of development of Digital Media Marketing.

1.1.2 History of Digital Marketing:

In 1981 the first PC was launched by IBM and for the first time Channel Net Soft Advertising Group an ad firm which attempted to involve many ad campaigns in soft form with the support of advertising digitalization launched the digital marketing concept which give raise to promotional trials such as Reader Reply Cards predicted in Magazines and in return acquiring the floppy disk which comprises of multimedia content (Kamal, 2016). The below figure shows the evolution and history of digital marketing:

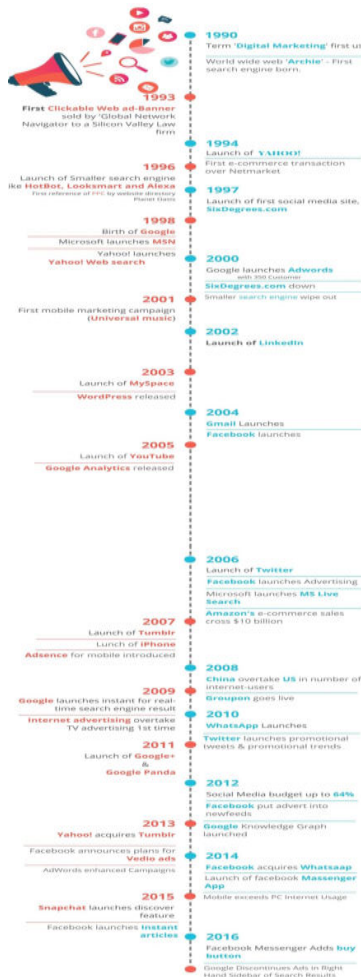


Figure 1; Evolution and History of Digital Marketing
Source; Techflyer, 2016

According to Ignitevisibility (2017) then the history of digital marketing initiates in 1990 because in that year the search engine was initiated, It was known as Archie and it was referred as an index for file transfer protocol sites. Archie did not guide the website because the web had not run off yet and it occurred later in few years. The first clickable web advertisement banner went live on 1993 and it reached to another milestone in digital market evolution. After that a firm named HotWired bought banner advertisement for ads on sites and online ads had appeared. A search engine named Yahoo was launched in 1994 which was the first electronic commerce transaction over Netmarket. In that year only people initiated to browse the web for various information. Later in 1996 several search engines appeared and also tools like Alexa, LookSmart and HotBot made their entrance. The web marketing experts initiated to talk about something known as SEO (search engine optimization) in the same year. SEO was a way to protect their sites which occurred at the top when people browsed for particular phrase. Another social media site named SixDegrees was launched in 1997.

It was stated in Techifyler (2016) that another online firm named Google was launched in 1998 and it became the most familiar search engine in the globe. In the same year Microsoft initiated MSN and Yahoo initiated Yahoo web search engine. In 1990s the cookie technique also occurred. A digital cookie is a code piece which websites leave in people's browser so that they can remember the data about the people. Cookies plays an essential part in digital marketing evolution. The Dot com bubble burst appeared in 2000 and several startups of internet failed. Most of the firms are case studies on how not to initiate a business but the internet was not deceased. The internet marketplace provided huge number of chances to savvy owners of business who took time to spend in up front market research. According to Kapost (2015) in 2000 Google launched Adwords which provided marketers the chance to promote their products with the support of one of the most familiar online sites in the globe. Soon Web 2.0 was launched and marked an essential point in digital marketing history. The sites of Web 2.0 launched user generated and dynamic content which was known as social media. The best instance of web 2.0 early adopted was MySpace. Although the site failed soon but it is regarded as an explorer in social media history. Universal Music the first campaign of mobile marketing was launched in 2001 and LinkedIn was launched in 2002. WordPress was launched in 2003 which was another milestone in digital marketing history. Though WordPress made content marketing simple for several entrepreneurs and at that time not several people thought to utilize it for that purpose.

According to Barker (2016) online ads and marketing brought an almost \$3 billion by 2004. Similarly Google had initiated AdSense which was a service that gave publishers the chance to monetize their sites. Facebook went live and Google went public in 2004. At

that time Facebook was used only by college students. Another milestone in digital marketing was met in 2005 that is Youtube was started. Digital marketers soon invented that Youtube provided them huge number of chances to develop their brand. In the same year the phrase analytics also became familiar when Google started Google Analytics which is a free tool that provides the owners of website a wealth of data about their visitor behavior and traffic sources. The sales of Amazon met \$10 billion in 2006 and Twitter was initiated which also become another essential channel of social media. In that same year facebook initiated ads and microsoft started MS Live Search. After that in 2007 Tumblr was initiated and anybody can become a blogger. Also another essential event occurred in 2007 which was the launch of iPhone. Although the comics on late night told innumerable jokes about how iPhone could perform anything except to make a call through phone, the technology was intended to become familiar. Similarly the sales of iPhone soared and rivalry products were launched. Adsence for mobile was also introduced in 2007. In 2008 China overtook United States in several online users and Groupon goes live on that same year. Google started instant for real time result of search engine in 2009 and also online ads overtook television ads for the first time. Similarly in mediavisioninteractive (2014) On 2010 whatsapp was started and promotional trends and promotional tweets was started by Twitter. Fred Wilson found a new phrase at a conference named native ads and this phrase was used to explain an ad strategy in which businesses create digital information to predict new customers. Another social media channel occurred in 2011 named Google+ and Google Panda. . It never took off social media channels like Twitter or Facebook but it played an essential part in digital marketing evolution. The budget of social media raised to 64 percent in 2012 and Facebook put advertisements into newsfeeds. Google knowledge graph was also started in 2012. Yahoo obtained Tumblr in the year 2013 and Facebook declared plans for Vedio advertisement too. Similarly the campaigns was also enhanced by AdWords. The usage of mobile exceeded the usage of desktop in 2014. This trend reveals no reversing sign. The recent hot technology is the AMP (Accelerated Mobile Pages) which loads pages in lightning rapid time on a mobile site. In the same year Facebook obtains Whatsapp and Facebook Messenger App was started. In 2015 Snapchat initiated discover characteristics and facebook started Instant Articles. Facebook Messenger Adds buy buttom was initiated in 2016 and Google discontinues advertisement in search results right hand side. All of the technologies initiated every year provides the evolution of digital marketing.