

DIGITAL MARKETING

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INTRODUCTION

Digital marketing is the promotion of products or brands using one or more forms of electronic media and differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyse marketing campaigns and understand what is working and what isn't – typically in real time.

Digital marketing is from website to online branding assets through digital advertising, email marketing, online brochures, and beyond -- there's a huge spectrum of tactics and assets that fall under the umbrella of digital marketing. And the best digital marketers have a clear picture of how each asset or tactic supports their overarching goals.

OBJECTIVES

1. To understand the importance of digital marketing.
2. To understand the process of going digital.
3. To highlight on the positive and negative aspects of the digital marketing.

RESEARCH METHODOLOGY

The paper is based on secondary data collected from books and online sources.

PROCESS OF GOING DIGITAL

1. The planning stage.

The plan should look at every aspect of the proposed online business with a critical eye. There is always a need to look at those competitors product and their strategies. List out the types of resources needed by the business. Trained professionals can be employed for web management and temporary employees can be hired to set up the business. Understanding the target audience, fixing the shipping charges and deciding the customer service policy.

2. Developing a marketing strategy

Business should explore a variety of search engines to see which kind of program works best for their products and services. There are several methods to open up a site to new visitors. This can be done through search engines and e-mail communications which have become popular choices in an online marketer's arsenal. There are two approaches to ensure that the links to the company's website appear high on search engine page: 'natural search' and 'paid search'. To rank highly in natural search, the content on the company's website should include the keywords a customer might type to search. For paid searches, companies get to the top of search listings the old fashioned way that they buy their way on the search engine.

3. Understanding technology needs

Business needs to register and claim a URL for a small annual fee. The URL is the address of the business on the web. Numerous commercial hosting services called 'Internet Service providers will rent business space for a nominal monthly or annual fee. Designing of virtual shopping cart must be done efficiently. It must enable the shoppers to select products, Display a summary of products and allow cancelling or changing the products. The navigation process must be simple. Online entrepreneurs have a responsibility to ensure that their websites offer a safe shopping experience. Consumer's fear of identity theft and the aggravation over spam make privacy policies essential for online businesses. They must boldly exhibit their privacy policies on their stores website, with links form the catalogue pages and the shopping cart.

INEFFECTIVE FORMS OF DIGITAL MARKETING

Digital marketing activity is still growing across the world according to the headline global marketing index. Digital media continues to rapidly grow; while the marketing budgets are expanding, traditional media is