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# A Critical Review of Digital Marketing

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**ABSTRACT:** Digital Marketing is an attribute that is spreading rapidly in this era. In this study, we acknowledged that businesses can really benefit from Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games and are becoming more and more common in our advancing technology. It is demonstrated that we all are connected through whatsapp and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Digital marketing is cost effective and having a great commercial impact on the business. Based on this study, it can further be argued that knowing which social media sites a company's target market utilizes is another key factor in guaranteeing that online marketing will be successful. Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers.

**KEYWORDS:** Digital, business, marketing trends, social media, internet, digital marketing.

## I. INTRODUCTION

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones, social media marketing, display advertising, search engine marketing and many other forms of digital media. Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but they can follow what the media, friends, associations, peers, etc., are saying as well. Internet marketing involves the usage of the Internet to market and sell goods or services. Internet marketing utilizes the power of electronic commerce to sell and market products. Electronic commerce refers to any market on the internet. The electronic commerce supports selling, buying, trading of products or services over the internet. Internet marketing forms a subset of electronic commerce. With the outburst of internet growth, internet marketing has started becoming very popular. With growth in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. This paper offers views on some current and future trends in internet marketing and digital marketing. The main purpose of this paper is to recognize the usefulness of digital marketing in the digital media. The main objective is to analyse that the digital marketing is easy to use and understand that the digital marketing is trustable and secure for customer.

## II. RELATED WORK

[1] Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs by Chaffey et al.[2] Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives by Kiani et al.. [3] Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success by Song et al.[4] Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience by Mangold et al.[5] The facts to suggest a change from the traditional Marketing model to Marketing using new technologies on the Internet and especially Digital Marketing by Ambler et al.[6] Internet and Digital Marketing have become important factors in campaigns, which attract and retain



Internet users. This study aims to identify the main ways in which users can be gained and retained by using Digital Marketing. The Delphi method with in-depth interviews was the methodology used in this study. The results of the research show the most important actions for achieving user recruitment and loyalty with Digital Marketing from the opinions of consulted experts by Juan José López García et al.[7] The authors point to the relevance and potentially important role that the deployment of online organizational resources and capabilities play in influencing foreign market selection and entry decisions and international marketing strategy choices, implementation and control by Katsikeas et al.[8] An experiment was designed to examine the effects of motivation to shop and information load on the evaluation of price for a product in an online environment. The results indicated that the interaction between motivation to shop and information load significantly influenced price perceptions by Rajneesh Suri et al.[9] Marketing practitioners and academics have devoted considerable effort to identify the effect of the Internet on marketing. Early pioneering scholarly works envisioned the Internet as a driver so significant that it would transform even the most basic premises of the business environment by Kaan Varnali et al.[10] The interest of higher education institutions in social media as part of the marketing toolkit is increasing, but little is known about the potential of these channels in higher education marketing strategies. Even less is known about the role of social media as influencers of future students in the choice of study and university by Marc Zinck et al.[11] The results contribute to the understanding of small business' digital marketing behavior by finding support for the idea that the technological benefits may not be the only motivators for small business owner/managers who undertake digital marketing. Moreover, and perhaps more importantly, the authors find that the DIY behavior model applies to small business owner/managers who must perform tasks that require specialized knowledge by Ritz,W et al.[12] B2B digital content marketing is an inbound marketing technique, effected through web page, social media and value-add content, and is perceived to be a useful tool for achieving and sustaining trusted brand status. Creating content that is valuable to B2B audiences requires brands to take a “publishing” approach, which involves developing an understanding of the audience’s information needs, and their purchase consideration cycle by Holliman,G et all.

### III. METHODOLOGY

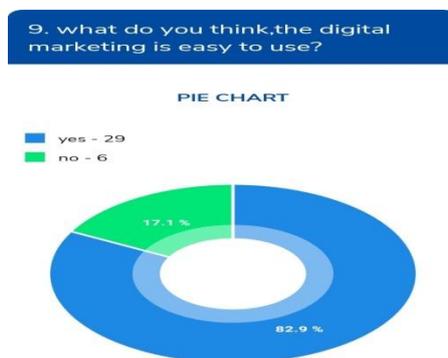
We took an online survey with the help of Google Form. The link of the form was circulated in social media platform. The questionnaires in the form were designed to test the proposed hypothesis and result. Hypothesis:if we use the social media platform then most of the customers will be more interested to buy the product through digital marketing, and they can understand that the digital marketing is easy to use and it is safely and trustable marketplace, and it is best than traditional marketing.

#### A. Data collection:

Total of 35 participants data was collected from different city. All the 35 participant in which 65% male and 35% female. The research concludes that the digital marketing is easy to use, an issue that is mainly surveyed online and involves total thirty-five customers, and try to understand what they think the digital marketing is trustable and secure for customer, and sought their view on the digital marketing is having the best future.

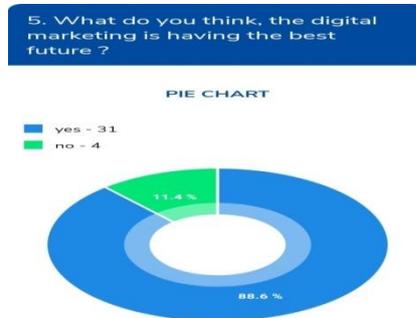
### IV. EXPERIMENTAL RESULTS

Figures shows the result of hypothesis we proved, the data presented here are drawn from survey of customers that is males or females, who enrolled in digital marketing questionnaires. fig(a) shows that how many customers are having easy to use the digital marketing. And in fig(b) shows how many customers are think the digital marketing is having the best future. And in fig(c) shows how many customer are think the digital marketing is trustable and safe to use .



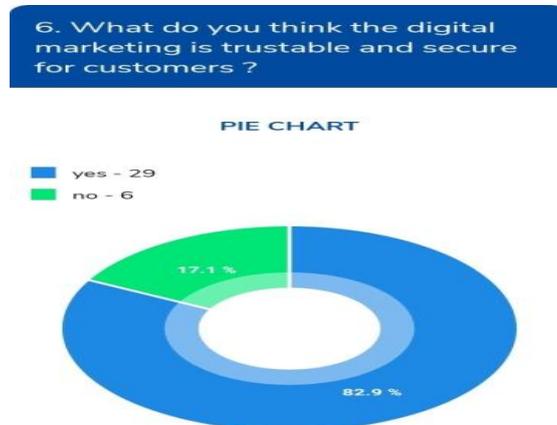
fig(a): the digital marketing is easy to use

According to our survey paper more than 82.9% customers think that the digital marketing is easy to use and very few customers (17.1%) think that the digital marketing is not easy to use.



Fig(b): the digital marketing is having the best future

According to our survey paper more than 88.6% customers think that the digital marketing is having the best future because the digital marketing is a wonderful way of achieving the heights, and Digital marketing is any action carried out using any electronic media towards the promotion of goods and services. This is a primarily internet-based activity aimed at selling goods or providing services and less than 11.4% customers are think the digital marketing is not having the future.



fig(c): the digital marketing is trustable and secure for customers

So, according to our last figure more than 82.9% customers are believe that the digital marketing is trustable and secure for customers. Through the social media platform they can learn about the digital marketing and they can easily buy their product through digital marketing. We proposed the hypothesis based on this figure so the result show that 35 out of 29 customers are trust on digital marketing, and they can safely to use and buy the product through digital marketing.

## V. CONCLUSION

We proposed a digital marketing is trustable and safe for the customer. We experience a radical change in india towards the digitalization. The consumer are looking and searching more on internet to find the best deal form the sellers around india as compared to traditional methods.the purpose of digital marketing is just to advertise your business over the internet in low cost using social media ads, seo, website development, etc. Marketing is all about connecting with

customers in the right place at the right time. It may come as no surprise that the marketplace has become increasingly more digital as technology continues to evolve. The benefits of digital marketing are becoming more prevalent every day. More and more consumers are researching and buying the product through online.

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