AN ANALYTICAL STUDY OF DIGITAL MARKETING TECHNOLOGIES IN THE SMALL SCALE COMPANIES AT DELHI NCR

Ms. Palak Gupta[1] , Dr. Komal Khatter[2] and Dr. Akshat Dubey[3]
[1]Assistant Professor, Jagannath International Management School, Kalkaji, New Delhi.
[2] Associate Professor, Jagannath International Management School, Kalkaji, New Delhi.
[3]Associate Professor, JSBS, Shuats, Allahabad.

ABSTRACT

Marketing is a vital part of any business and therefore deserves utmost attention. With the world changing at the split of a second the marketing methods are undergoing a fundamental transformation. Consumers and businesses are increasingly shifting their attention from traditional marketing media like television, radio, and print publications to the digital marketing media like Internet, wireless devices, etc. Digital marketing is fast gaining popularity and is in many ways more influential than traditional marketing due to enhanced level of efficiency, speed, greater focus on customer, more cost effectiveness etc. Besides social networks and social media, digital marketing are giving a tough challenge to traditional marketing.

Issues such as designing an effective website to gain online success, methods of attracting customers using e-newsletters and pay per click advertising and others that increase customer conversion rates, writing online advertisements with higher click through rates are the need of the hour. Social media managers and blog writers are striving to improve social media tools for digital marketing. However, from the buyer's viewpoint, the inability of shoppers to touch, to smell, to taste, and "to try on" tangible goods before making an online purchase can be a limit of digital marketing over traditional marketing.

This article focuses on the views of marketing executives on the advantages of latest digital marketing tools over traditional marketing. The main area of research and study would be on latest information technology enabled tools, technologies and softwares to support digital marketing and how are they helping in increasing business base of various organizations in Delhi-NCR region. Random Sample of 120 executives of almost 28 organizations was taken.

KEYWORDS: *social media tools, customer conversion rates, digital innovation, digital strategy,*

INTRODUCTION

Digital marketing is the use of digital sources like Internet, digital media as radio, television, mobile phones and digital display advertising for promotion of products and brands to consumers. It may cover Direct Marketing which is traditional marketing by providing the same method of communicating with audience but in a digital fashion. It binds technical and creative aspects of the Internet, including design, development, advertising and sales [Leland and Bob, 2009]. It allows sending email messages for acquiring new customers or convincing them to purchase something immediately or enhance the business-customer relationship to promote and smoothen customer loyalty and repeat business. It facilitates adding advertisements to email messages thus attracting huge mass towards the business. Many organizations are shifting their focus of advertising methodology from traditional text and image advertisements to latest technologies of Adobe Flash and JavaScript. So, companies through effective and impressive ads can connect

to mass audience easily and trace consumer needs, attitudes and feelings towards specific products and services [Will Rowan, 2002].

Since it is digital, a reporting engine can be layered within a campaign allowing the organization see in real-time how that campaign is performing, such as what is being viewed, how long, how often, as well as other actions such as purchases made and responses rates. Digital Marketing is the pratice of promoting products and services using database-driven online distribution channels so as to reach consumers in a timely, personal, relevant, and cost-effective manner [Jared Reitzin, 2007]. Marketing concept is undergoing a shift from the exchange of goods to interactivity, services, connectivity and ongoing relationships [Vargo and Lusch, 2004]. This shift is facilitated by technological innovations, changing media environments and new channels [Bhattacharya and Bolton, 2000] which are making firms to search and implement ways to attract potential customers. There is remarkable cost difference between traditional communication media as sales forces, television etc. and electronic media as Web and email [Reinartz et al. 2005]. The interactivity and cost efficiency of digital channels generate an ongoing dialogue between the customer and the enterprise [Deighton and Barwise, 2000] enabling marketers to be in touch with their customers more frequently and increase interactivity and personalization with reduced cost [Peppers and Rogers, 2004].

TRADITIONAL MARKETING VS DIGITAL MARKETING

Traditional marketing is the process of performing advertising and marketing research to sell goods and services in a way which catches the eyes of customers whereas, digital marketing uses digital tools to create targeted, integrated and measurable communications helping to acquire customers while building deep relationships with them. Both these marketing differ in types of marketing techniques used. Internet marketing uses digital marketing and focuses on every means of getting information to potential customers about products and services a business offer using only the Internet. However, digital marketing uses all the channels available in the digital media like print, television, mobiles and radio to get information to customers, and it does not limit itself to the Internet [Sukhdeep, 2010]. Traditional marketing involves usage of billboards, magazines, TV, newspapers, radio etc. but digital marketing uses technology of mobile marketing, direct mails, bulk SMS, Search engine marketing and display advertising. Traditional marketing uses offline medium to target masses through announcement and brand conscience of new products whereas, digital marketing uses mobile and online medium to analyze the users, focus on target segments and and make suitable strategies to retain them.

DIGITAL MARKETING MEDIA

The digital marketing sector uses different digital marketing channels such as-
➢ Video emails
➢ Banner ads on affiliate websites
➢ Cell phone Short Message Service (SMS) text messages
➢ Voice Broadcast
➢ Really Simple Syndication (RSS) feeds
➢ Outdoor digital displays
➢ Websites
➢ Blogs
➢ Broadcasts

_____
Journal for all Subjects : www.lbp.world

2

_____

Figure 1 Digital Marketing
(Source http://www.boldendeavours.com /191/Digital_Marketing.html)

Types of Digital Marketing

The Internet can be used both to "pull" content serving a banner ad and Pay Per Click search terms, as well as push a message to someone like email, IM, RSS, or voice broadcast. Digital marketing, is therefore, a combination of push and pull Internet technologies to execute marketing campaigns [Megan, 2011]. There are two basic digital marketing techniques used by current and potential customers- pull and push digital marketing**.** Both provide information to customers as follows-

1)   Push Digital Marketing

In this type of digital marketing, the marketer sends the content to the customer as in email, text messages, digital advertisements, cell phone calls and web feeds involving both the marketer and recipients. Here, the marketer has to send the messages to subscribers for their products and/or services. It has the advantage of message personalization, high conversation rate and detailed tracking of customer choices but on the other hand has disadvantage in requiring Can Spam Act 2003 compliance failing which it blocks most customers [Godfrey Parkin, 2009].

2)   Pull Digital Marketing

In this type of digital marketing, the consumer seeks marketing content through web searches as blogs, websites, streaming audio and video media. It requires web browser technology to maintain static content along with additional internet marketing technologies like search engine optimization to attract the desired customer demographic. Here, the customer gets information about the products and/or services by visiting the company's information sources and sending requests to view the specific content. Customers approach the company's website either directly or by a referring website.

Other Digital Marketing Techniques

To hop into the online business bandwagon, the first aspect is developing/ hosting of the website then any one or all of the internet marketing techniques mentioned here can be used [Tarun Gupta, 2006] :

- **Search Engine Optimization (SEO) -** it is a process which improves website or webpage appearance in search engines through "un-paid or natural" search results. Users use search engine keywords and encounter advertisements of different companies. SEO improves websites structure and content to make them more influential.

_____

- **Pay Per Click/ Impression (PPC/I)** - In this type of digital marketing, advertisements for brands, goods and services is done only on predecided websites which in turn helps in generating leads for companies. It is a type of one-to-one approach, where marketers target users browsing alone and then approach personally.
- **Social Media Marketing (SMM) -** Andreas Kaplan and Michael Haenlein defined social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." It makes use of online communities, social networks, blogs and online channels like Orkut, Twitter, You Tube, Facebook, LinkedIn etc. for marketing and sale activities.
- **Paid Inclusion:** In this, user can pay his way up on to the natural listings of search engines. But now, Google has stopped its paid inclusion program.

Digital marketing is promoting the brand through interactive advertisements on Internet using any of the following ways [Ajit Vijay Kumar, 2012]:

- **Banner Advertising:** Banner marketing involves placing the company's advertisement on any third party website. This Ad will link to the website and if the potential customer clicks on the banner, he will be directed to the website. It is an inexpensive means of online marketing targeting potential customers towards the business site.
- **Interactive Advertising:** In this interactive media applications are used to promote products online through right use of audio, video, text, Flash animations, images, etc.
- **Blog/ Article marketing:** It involves use of **a**rticles and blogs to promote marketing campaign. By submitting in various directories like Ezine and Go articles, the company can hope to generate traffic through the link placed on the article directing towards the website. Blogs add a new dimension to corporate communications and provides engagement in the conversation which is absolutely essential for any business's success in the blogosphere.

With indications from Indian government looking to encourage growth, all operators are looking forward to invest in their broadband business. The states have set a truly ambitious target of 10mn broadband subscribers by the end of 2007-09, and that by the end of 2011, there will be just 30mn broadband subscribers in India, accounting for approximately 2.5% penetration, which would still be a minuscule figure for a country of around 1.1 billion inhabitants. This fact is shown in the diagram below-
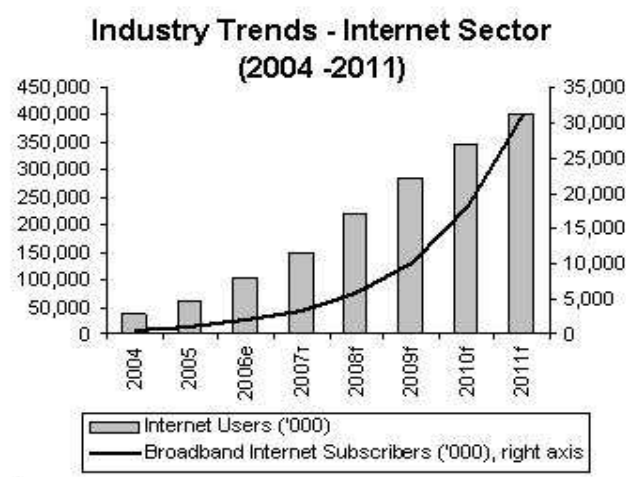

Figure 2 Industry Trends in Internet Sector
(Source http://www.careerconnect international.com/Ecommerce2.pdf)

_____
Journal for all Subjects : www.lbp.world

4

_____

Strategies for boosting Digital Marketing

Digital marketing is influencing offline purchasing behavior more than ever. In fact, 89 percent of consumers who buy in key retail categories in-store have conducted online research prior to purchase (Google, 2010), and offline sales influenced by online research are expected to top 1 *trillion* dollars in 2012 (Jupiter Research, 2007).
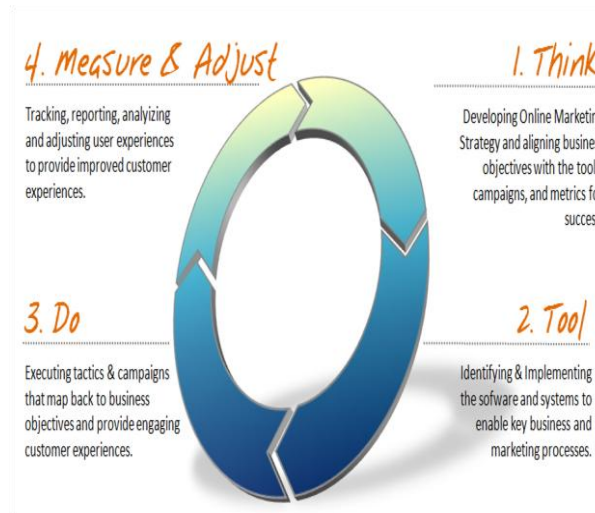

Figure 3 Core Elements of Marketing Strategy
(Source http://www.blog.limaconsulting .com)

Following are the digital marketing tactics that boost offline sales [John Faris, 2011]-

1.   Identification of Brand Promoters

To identify brand evangelists is a crucial first step for any company so as to increase sales and drive word of mouth. If the customer's database is thoroughly updated and suitably maintained, brand evangelists can be easily pinpointed using Net Promoter's Score (NPS) survey which has 0-10 point scaling asking to rank for promoters and their recommendations

2.   Customer Support Community

To increase customer loyalty, companies provide a moderated on-domain customer support community. Not only does a support platform with answers to FAQs reduce customer service costs, but it also creates a significant amount of SEO-friendly user-generated content. In this way, companies increase control on the visibility of brand information to customers.

3.   SMS and email campaigns

These two permission marketing channels are still huge opportunities to cross-sell and up-sell customers and prospects. The marketers should keep proper track of return on investment by using coupons on emails or on mobile or smart phone with proper code.

4. Online reviews

Online customer reviews greatly influence purchase decisions of customers so the more positive reviews the better is for company. So once promoter segments set up in the company's SMS and email databases, the brand advocates try to write online reviews through a standalone message.

_____

_____

5. Brand Search Advertising

While most successful companies engage in pay-per-click (PPC) advertising on search engines, many marketers are hesitant to bid on brand terms in their campaigns. PPC ad headline and description should closely match the predominant offline ad messaging. That way, consumers experience continuity when prompted to conduct a brand search by an offline ad.

6. Social Monitoring and Engagement

It is essential to monitor and engage on external social media networking sites to track and respond to relevant conversations. Engaging with consumers in non-brand-oriented conversations will help personalize the brand and position the company as a credible industry resource. This is by no means limited to responding to customers talking about your brand.

7. Local and Mobile Search Advertising

With the drastic increase in GPS- and mapping-enabled smartphones and the prominence of map results on search result pages, local search is rapidly becoming a critical marketing channel. Ensuring the PPC campaigns are geo-specific and set up properly for mobile. The keywords, ad copy, and landing pages should be concise, as consumers won't spend much time typing or reading on a smart phone.

LATEST TECHNOLOGIES FOR DIGITAL MARKETING

➢ **Efficient Frontier and Auditude to boost online advertising capabilities-**

Efficient Frontier is used by Adobe Systems in order to boost its abilities to power advertising campaigns that use social networks and search engines to reach consumers. [Ricknas, 2011]. Part of Efficient Frontier's product and services portfolio is a marketing solution customized for social network Facebook which lets a potential advertiser model and target Facebook ads for combinations of different user segments, including age, geography, likes and interests and gender. According to Adobe, these capabilities will be integrated with the Facebook ad buying functionality currently available with its own SearchCenter. The company also offers search engine optimization. Its platform enables advertisers to distribute budgets and automate bidding on, for example, keywords for search engine marketing.

Adobe also acquired Auditude in order to enhance its video offerings with an advertising platform. It offers an integrated advertising system for video on tablets, PCs, connected TVs, smart phones, and other products in the home.

➢ **Network Marketing Software and MLM Software-**

It is a custom designed marketing concept by Digital Marketing Specialists to bring one's products and services to the target audience in a compelling delivery that communicates the benefits of ownership [Stevens and Rhinelander, 2011]. Professional Marketing Services are as follows-

- Network Marketing Software
- MLM Software
- Internet Marketing Seminars
- Streamlined customer service response systems
- Digital warehouse tracking
- International Pay Card systems
- Custom Desktop Applications
- Viral Marketing Systems
- Discount Membership Rewards Programs
- iPhone Applications
- Web Design Consulting

_____

_____

- Digital warehouse tracking
- Internet optimized flash and video
- Search engine optimization solutions
- Online digital signature applications

➢ **Kenshoo Digital Marketing Software-**

It is a digital marketing software company that engineers technology solutions for social media, search marketing, and online advertising. Advertisers, agencies and marketing providers use Kenshoo Enterprise, Kenshoo Local and Kenshoo Social It provides following facilities-

- RealTime Campaigns: dynamic updation of search ads based on real-time inventory and merchandising.
- Retargeting: to drive customers back to your site and convert.
- Kenshoo Universal Platform: delivering business intelligence and scale across all channels via integration with 50+ third party data sources from ad serving to web analytics.
- Landing Page Watchdog: it is a unique tool that continuously checks landing page URLs for broken links and maximum relevancy.
- Global Scale: complete currency, language, and search engine compatibility (Google, Yahoo, Bing AOL) with dedicated customer support in every major region.
- Kenshoo Editor: it is a powerful desktop application to manage campaigns across channels offline, anytime, in no time.

➢ **Ektron Digital Marketing Software-**

Ektron's Consulting Services help customers and partners speed implementation, ensure success and accelerate their return on investment. It assists customers and partners in identifying business objectives, planning their web strategy, and providing subject matter expertise for integrating. It provides following features-

- Digital Experience Hub
- Web Content Management
- Marketing Optimization
- Social Collaboration and Community:

➢ **Gator Mail Software-**

It is an Enterprise level Email Marketing Solution of CommuniGator which integrates seamlessly with market leading CRM solutions, including MS Dynamics CRM, Sage CRM, SalesLogix and ACT offering effective CRM email marketing solutions. It provides following features-

- Social Media Integration
- Triggered emails
- Basic Spam Score Check
- Unsubscribe and Bounce Management
- CRM Integration
- Dynamic Content
- Advanced Inbox Checker
- Article Management
- Sending Identity with Domain Mapping

_____

> **Edugems Soft Solutions**
  It caters to following digital marketing solutions-

- Pay-Per-Click (PPC) Marketing- it is a search engine (Google, Yahoo, Bing, etc.) marketing method on major search engines for large number of your business-related keywords. In which no payment is made for Ads shown on the Search engines but only when a visitor clicks on your Ads Charges are derived based on Competition for the keywords and Ad Campaign's Quality score.

- Social Media Marketing (SMM)- Its Analysis & Reporting system enables to determine number of messages sent and user Behavior that is number of users opened it, number of users clicked on it and location of users.

- eMail & SMS Marketing- These are the cheapest and quickest methods of marketing techniques used in contemporary world. They can be sent anytime - 24 hours a day and anywhere to all the potential customers so one does not need to wait for the working hours & week days. This marketing can include Promotional messages, Seminar/Event information, New Brand/Product awareness campaigns and attractive offers and many more.

> **Digital marketing center**
  It is a unique solution by New Media Gateway providing a scalable, robust & integrated outbound marketing platform for any sized organization. The Digital Marketing Center gives marketers the ability to provide more flexibility for the sales staff, to populate the system with customizable marketing collateral and free up marketers to be able to build and execute strategies to reach more targets. Its potential advantages are as follows-

- hours saving by allowing sales staff to customize dynamic, high-impact presentations in mere minutes in contrast to days, utilizing audience specific messaging

- Campaign automation across multiple levels (both digital and print) based on set recipient activity, orchestrated via a "business rule artificial intelligence" system

- 180% in additional online revenue

- Complete administrative control to analyze the utilization and effectiveness of all sales and marketing collateral

- 35% saved in costs associated with print and warehousing

> **Sokrati**
  It is a customized, sophisticated and scalable solution by Media Sphere Communications used for Paid Search Marketing, Social Media Marketing & Display Marketing on various Ad Exchanges. It provides launching campaigns globally with at least 30% more efficiency and 80% lower operational overheads. It offers following digital marketing services-

- Social Media Marketing
- Digital Agency Offering
- Search Marketing
- Universal Tracking Platform

Drivers of Future Digital Marketing
1. Amazon Alexa and Google Home voice assistants used for Search Engine Optimization.
2. Alphabet's Waymo using virtual reality
3. Microsoft's Hololens and Oculus Rift- visual search engine and augmented reality app that provides customers choice range and flexibility.
4. Facebook Messenger and Chatbots- robotic helpers for advertising

_____
Journal for all Subjects : www.lbp.world

8

5. IBM's Watson and Deep Machine Learning- applied on patents and important documents to mine visualization charts and highlight decision making data points.

Objectives of the Paper

1. To know the awareness level of marketing executives about digital marketing.
2. To know the various tools and techniques used by companies for marketing and advertisement now-a-days in the NCR-Delhi region.
3. To know the awareness level amongst the male and female executives.
4. To know the awareness level on the basis of designation or managerial level.

Methodology:

A sample of 120 marketing executives of 28 organisations were taken to test and know awareness level of digital marketing adopted by them in the Delhi NCR region. A close ended questionnaire was designed and convenience sampling method used to complete the survey during the December and January month with the help of post graduate students of my college. Cross tabulation, ANOVA and percentage analysis method was used as a statistical tool. SPSS 19 were used to do the statistical analysis.

Hypothesis:

1. Awareness level of marketing executives was not up to the mark.
2. Very few firms were utilising the latest Digital marketing tools and techniques.
3. Digital marketing techniques were costly.
4. There is no difference between the awareness level amongst the male and female.
5. There is no difference in the awareness level amongst the managerial scale.

Analysis and Interpretations:

Table: 1 Demographic profile of Employees

Demographic Parameters	Frequency	Percent
Educational Qualifications		
Graduation	46	38.83
Post Graduation	25	20.83
Professional Qualification	49	40.83
Total	120	100.0
Age Group		
20-30 years	12	10.0
30-40 years	48	40.0
40-50 years	36	30
above 50 years	24	20
Total	120	100
Gender		
Male	76	63.33
Female	44	36.67
Total	120	100.0
Managerial Level		
Lower Level Management	64	53.33
Middle Level Management	44	36.67
Top Level Management	12	10
Type of organisation		

_____
Journal for all Subjects : www.lbp.world

9

_____

IT	28	23.33
Retail	32	26.67
Banking	22	18.33
Insurance	28	23.33
Consultancy	10	8.34

Table: 1 describes the demographic profiles of the employees undergone for the surveys, 63.33 percent of the employees were male and 36.67 percent employees were female. Maximum respondents in the survey, 53.33 percent were from lower level management. 36.67 percent were from middle level management. Maximum respondents i.e. 40.83 percent employees were having professional qualifications. 38.83 percent were having only graduations as educational qualification and 20.83 percent were having post graduate degree as qualification. Maximum Respondents were from the Retail organisation followed by IT and Insurance sector i.e. 23.33 percent each.

Table: 2 Cross tabulation of Awareness level and Gender

Statement	Male	Female
Awareness Level of Digital Marketing concept	46(60.53)	23(52.27)
Awareness level of Software available for Digital Marketing	29(38.16)	12(27.27)
Digital Marketing is Costly	42(55.26)	35(79.54)

- **Figures in Bracket represents percentage of response**

From table: 2, of the awareness level and the gender of the various executives surveyed, 60.53 percent of the male respondents were aware of digital marketing concepts fully in the Delhi NCR region. 52.27 percent of female executives were aware of the Digital marketing concepts. When it comes to the softwares adopted by companies in digital marketing, only 38.16 percent of male and 27.27 percent of the female were aware of some of the software and tools adopted otherwise complete awareness is not there amongst the employees. There is a great need of training and awareness campaign in this regard as most of the companies are using it successfully. When asked about whether the tools and techniques were costly in comparison to traditional marketing, 55.26 percent of male and 79.54 percent of female employees responded positively. They feel that these tools were costly but in reality it is very much different.

Table: 3   Comparison of Awareness
level of Digital Marketing ways and methods amongst the employees on the basis of Managerial Level

Sources of Variation	Sum of Squares	Df	Mean Square	F
Between Groups	8.864	2	4.432	7.165
Within Groups	72.375	117	0.6186	
Total	81.239	119		

_____

Table 3 describes that during testing the above hypothesis, there is 'no significant difference in the awareness level of Digital Marketing ways and methods on the basis of different managerial level of the respondents. Using analysis of variance (ANOVA) test, null hypothesis was tested which shows that since the calculated value of '$F_{0.05}$' (7.165) is greater than the tabulated value. So the null hypothesis was rejected at 5% level of significance, which reflects that there is a significant difference in the awareness level as far as the Managerial level is concerned. Awareness level is higher when the managerial cadre increases from lower to middle level.

Table: 4 Responses on the various statements on Ways to achieve Digital Marketing

PARAMETER	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
I am aware that Software can be adopted to use it in a way of achieving DM		
S. Agree	24	20
Agree	25	20.83
Neutral	11	8.33
Disagree	32	26.67
S. Disagree	28	23.34
Total	120	100
I am aware that DM tools and technique cannot be achieved by using Social media such as Face Book etc.		
S. Agree	12	10
Agree	13	10.83
Neutral	6	5
Disagree	49	40.83
S. Disagree	40	33.34
Total	120	100
I am not aware of Digital Marketing tools such as Sokrati, Grator Mail etc.		
S. Agree	56	46.67
Agree	45	37.50
Neutral	19	15.83
Disagree	0	0
S. Disagree	0	0
	120	100
I am aware that Digital Marketing enhance online Brand visibility.		
S. Agree	11	9.17
Agree	25	20.83
Neutral	4	3.33
Disagree	47	39.17
S Disagree	33	27.50
Total	120	100
I am aware that Digital Marketing improve Customer retention		

_____

S. Agree	12	10
Agree	15	12.5
Neutral	9	7.5
Disagree	56	46.67
S. Disagree	28	23.33
Total	120	100

In response to the statements in the Table 4 regarding Use of Various tools and techniques to achieve digital marketing almost 50 percent of employees responded negatively which shows high ignorance level of the employees. In response to the query that Digital marketing can be achieved by utilising social media tools like Facebook, orkut etc., during the survey, 74.17 percent of the employees were not aware about it. In response to the query, that I know Digital Marketing techniques like Sokrati, Grator Mail etc., encouraging responses were obtained as 84.17 percent responded that they are aware of it. When asked in detail which techniques are they aware of they all stated about traditional things. Infact, they are not aware of latest techniques and ways.

In response to the query that 'I am aware that Digital marketing improve Brand Visibility', 66.67 percent of the employees showed their ignorance level which is considerably high. In response to the query that 'I am aware that Digital Marketing improves customer retention', 70 percent of the employees were not aware of it which is a high level of ignorance level.

On the basis of above survey some of the benefits of digital marketing were highlighted.
Benefits of Digital Marketing

Digital technology presents genuine opportunities to revamp marketing, customer services and sales [Paul McGarrity, 2012]. Following are the major benefits of digital marketing-

➢ **Enhance Online Brand Visibility-**As consumer use of digital media has grown rapidly from search engines to Facebook, companies and organizations need to invest in growing their brand online.
➢ **Improve customer retention-** Online media allow businesses to significantly improve customer retention and re-market to customers. Email newsletters can be used to update current customers on new products, sales and news about products and services. Email marketing is one of the most popular online marketing methods because it's so successful at encouraging customers to take actions including purchases.
➢ **Learn from Data Insights-** Free web analytics tool such as Google Analytics allows testing the performance of a company's website so as to find out the volume of visitors and their activities on the site. This data analysis yields valuable information including:
• · Which geographic areas visitors are coming from
• · The most popular / unpopular pages on websites
• · Impact of marketing and advertising campaigns
• · How engaging website is with visitors
• · The main sources for internet traffic – social media sites, search engines
➢ **Save money-** digital marketing plays an important role in improving marketing spend efficiency as now businesses can gain a much better idea of how effective their marketing spend is through online channels. Online marketing methods such as Google Advertising, SEO, email newsletters and social media allow measuring the market spend and estimate return on investment.
➢ **Become more globally focussed-** internet marketing strategies including email marketing, search engine optimisation and online channels such as LinkedIn that allow companies to reach diverse and wider markets. While targeting new markets, the main objective is to drive sales so internet retailing, sales software and use of online affiliates has really opened up global retailing opportunities.

_____

Suggestions and Proposed Model for Digital Marketing Process

The marketing landscape has undergone a major transformation as the broad usage of the internet and social media has created a shift in customer behaviour and buying power. The primary means of capturing customer intent is now conversations over social media which are replacing surveys and focus groups. Buyers are now more inclined to trust recommendations from friends, peers and other customers rather than trusting corporate advertising messages. Digital Marketing includes the process steps of Engage, Listen,, Attract, Measure and Monetize but this view is incomplete as Digital Marketing also requires other elements to generate the desired results, specifically Planning, Management and Optimization. Below is the proposed model to illustrate the Digital Marketing process-

Figure 4 Digital Marketing Process
(Source http://www.blogs.msdn.com)

The above figure illustrates following key steps-
- Plan- it involves planning and executing marketing campaigns, providing visibility to budgets and status and coordinating marketing activities.
- Attract- it provides acquiring, placing and delivering media by creating personalized compelling experiences and connecting it across touch points.
- Engage- this step involves both firms and customers to listen to each other and engage in conversations to allow content sharing.
- Monetize- it empowers customers to make buying decisions, sell ads and subscriptions and grow brand loyalty and advocacy
- Optimize- To improve campaign effectiveness by knowing the target audience and tracking the performance.
- Manage- allows content storage and management, interaction monitoring and management and site and layout management.

CONCLUSION

With the advent of digital marketing the scope and prospects of profit reaping has increased for enterprises to a great extent but still it lacks strong customer loyalty as they feel hesitant in adopting something without "taste and feel". It seems that the concept of digital marketing has been used more operationally, while the comprehensive models on the basis of survey pointed out that still lot to be done in this regard. The theoretical understandings of why and how to use different digital channels are still under development process. It incorporates internet marketing, one-to-one marketing and interactive marketing

_____
Journal for all Subjects : www.lbp.world

13

_____

and thus provides cost efficient opportunities for marketers to keep frequently in touch with the customers and improve customer loyalty.

Figures

Tables

REFERENCES
1. Bhattachrya C.B and Ruth N. Bolton, (2000), "Relationship Marketing in Mass Markets", In Handbook of Relationship Marketing Eds. Sheth, Jagdish N. and Parvatiyar, Atul., London U.K.: Sage Publications, 327-354
2. Deighton, John and Patrick Barwise, (2000), "Digital Marketing Communication, Future Media Working Paper, No.00-801, London Business School
3. Faris John, (2011), "7 digital marketing tactics that boost offline sales", media Connection, September 14
4. Gupta Tarun, (2006), "Scope of Internet Marketing In India", EzineArticles.com, December 12
5. Harden Leland and Heyman Bob, (2009), "Digital engagement: internet marketing that captures customers and builds intense Brand Loyalty", Amacom Publications
6. Heuer Megan, (2011), " Technology and the B-to-B Marketer: 5 Actions to Take Now for Better ROI Later", Chief Marketer
7. McGarrity Paul, (2012), "Making a Business Case for Digital Marketing 57", HubPages
8. Parkin Godfrey, (2009), "Digital Marketing:Strategies for Online Success", New Holland
9. Peppers, Don and Martha Rogers, (2004), "Managing Customer Relationships: A Strategic Framework, New Jersey: John Wiley and Sons Inc.
10. Reitzin Jared, (2007), "What is Digital Marketing", mobile Storm, April 26
11. Reinartz, Werner, Jacquelyn S. Thomas and V. Kumar, (2005), "Balancing Acquisition and Retention Resources to Maximize Customer Profitability", Journal of Marketing 69 (January), 63-79
12. Ricknäs Mikael , (2011), "Adobe buys Efficient Frontier to boost its online advertising capabilities", InfoWorld, IDG News, November 30
13. Rowan Will, (2002), "Digital marketing:using new technologies to get closer to your customers", Kogan Page Publishers
14. Singh Sukhdeep, (2010), "Online Marketing", WordPress, September 10
15. Stevens S, St. Rhinelander, (2011), "Network Marketing Software and MLM Software", Digital Marketing Specialists LLC. 130
16. Vargo, Stephen L. and Robert F. Lusch, (2004), "Evolving to a new Dominant Logic for Marketing", Journal of Marketing 68 (1): 1-17
17. Vijay Kumar Ajit, (2012), "Scope of Internet Marketing in India…Is the hype for real?", 1888Articles.com, January 04
18. http://www.digitalmarketingspecialists.com/
19. http://www.kenshoo.com/
20. http://www.ektron.com/

_____

_____

21. http://www.communigator.co.uk/
22. http://www.edugems.com/
23. http://www.newmediagateway.com/marketing-software/dmc
24. http://www.sokrati.com/
25. http://www.boldendeavours.com/191/Digital_Marketing.html
26. http://www.blog.limaconsulting .com
27. http://www.blogs.msdn.com
28. http://www.boldendeavours.com
29. http://www.careerconnectinternational.com/Ecommerce2.pdf

Ms. Palak Gupta
Assistant Professor, Jagannath International Management School, Kalkaji, New Delhi.

_____