



# REVIEW OF RESEARCH

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## THE EFFECTS OF DIGITAL MARKETING IN CURRENT BUSINESS – A REVIEW

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### ABSTRACT

*The current digital era has brought about significant changes in the marketing landscape. Digital marketing refers to the promotion of products or services using digital technologies, primarily on the Internet, but also across other digital mediums such as mobile phones and display advertising. In essence, digital marketing encompasses all forms of marketing activities that leverage digital channels to connect with target audiences, drive engagement, and ultimately achieve marketing objectives. This includes strategies such as search engine optimization (SEO), social media marketing (SMM), email marketing, and online advertising, among others. The goal of digital marketing is to effectively reach and engage consumers in the digital space, driving brand awareness, lead generation, and ultimately, conversions for businesses. This paper focuses on the effect of digital marketing in the current business scenario in India. It aims to explore how digital marketing strategies are shaping the business landscape in India, driving growth, and influencing consumer behavior. By analyzing the latest trends and case studies in digital marketing, this paper seeks to provide insights into the opportunities and challenges that businesses in India face in leveraging digital channels to reach their target audience effectively.*



**KEYWORDS :** Digital Marketing, Internet, Online Advertising, Digital Channels.

### INTRODUCTION :

Digital marketing involves utilizing various digital channels such as search engines, email, social media, websites, and mobile apps to promote products or services. The development of digital marketing has indeed revolutionized the way brands and businesses leverage the internet and technology for marketing purposes. In India, the digital movement has led to the increased integration of digital platforms in marketing and advertising strategies, catering to the changing preferences of consumers who are increasingly turning to online channels for their shopping needs. This shift has created a growing demand for skilled digital marketers who can create effective digital marketing campaigns to reach and engage target audiences. The growth of digital marketing in India can be attributed to several key factors, including the increased internet penetration and the rising number of internet users in the country. This expansion has created a larger audience for digital marketing campaigns, allowing businesses to reach a wider demographic and engage with consumers more effectively. Additionally, the widespread adoption of mobile devices in India has played a significant role in the growth of digital marketing. The surge in smartphone usage has made it easier for marketers

to connect with consumers through mobile channels, enabling them to deliver targeted and personalized marketing messages. These factors combined have contributed to the rapid growth and success of digital marketing in India. Digital marketing provides brands with a powerful platform for building brand awareness and establishing a multi-communication channel where information can be shared globally with just a click. The ease of interaction between brands and customers on digital platforms has transformed the way businesses engage with their audience, making digital marketing an essential tool for modern marketing strategies. According to Pride & Ferrell (2013) Digital marketing refers to “Using all digital media, including the Internet and mobile and interactive channels, to develop communication and exchanges with customers”

## COMPONENTS OF DIGITAL MARKETING

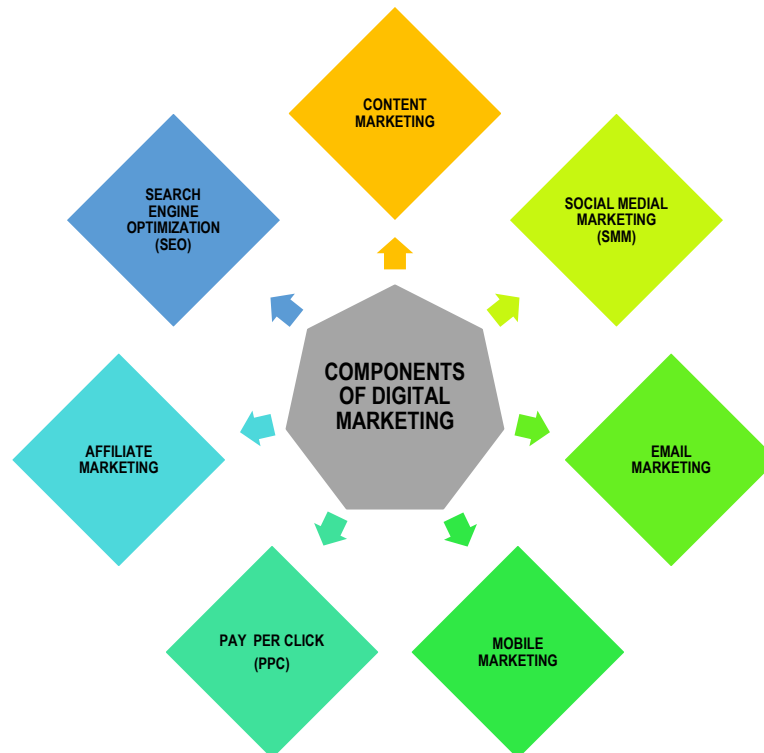


Figure 1: The components of Digital marketing in a heptagon.

### 1. SEARCH ENGINE OPTIMIZATION (SEO)

Search engine optimization is a crucial practice for improving the visibility and ranking of websites, web pages, and content on search engines like Google. By optimizing various types of content, such as web pages, videos, images, and local business listings, Businesses aim to enhance their appearance and usefulness in organic search results. Given that organic search is a primary way for individuals to discover online content, implementing SEO best practices is essential for increasing a website's organic traffic and ensuring that the content is easily found and selected by users.

### 2. CONTENT MARKETING

Content marketing is a sustained strategy that centers on cultivating robust relationships with intended audience through the consistent delivery of top-notch, pertinent content that informs and, in the end, drives sales. It involves creating and sharing valuable and relevant content such as blogs, newsletters, white papers, social media posts, emails, videos, and more to engage with both existing and potential customers.

### 3. SOCIAL MEDIA MARKETING

Social media marketing (SMM) is a type of internet marketing that influences social media platforms as a tool for promoting products, services, or brands. Social media provides organizations with the means to establish relationships with the audience. It offers end users a platform to ask questions, express concerns, and share feedback. Popular social media applications encompass platforms such as Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, and Snapchat.

### 4. EMAIL MARKETING

Email marketing is a tool for businesses to communicate with their existing customers or prospects through promotional messages. Email marketing allows businesses to deliver targeted content, promotions, and updates directly to the inbox of their subscribers, making it a highly efficient and cost-effective way to reach and nurture customer relationships. With the ability to track and analyze email campaign performance, they can optimize their strategies for better results and engagement with their audience.

### 5. MOBILE MARKETING:

Mobile Marketing strategy uses mobile channels, such as SMS, MMS messaging, smartphones, tablets, and mobile apps, to promote products or services to a specific consumer audience. The main goal of this approach is to engage with consumers on their handheld devices, providing a personalized and targeted marketing experience. Essential components for successful mobile marketing campaigns include mobile ads, SMS and MMS messaging, mobile apps, and location-based marketing.

### 6. PAY PER CLICK (PPC)

PPC, or pay-per-click, is a technique used to drive traffic to a website by compensating a publisher each time an ad is clicked. Google AdWords is a prevalent form of PPC, enabling businesses to secure top positions on Google's search engine results pages by paying for clicks on their links. Other platforms where PPC can be utilized include paid ads on Facebook, promoted tweets on Twitter, and sponsored messages on LinkedIn.

### 7. AFFILIATE MARKETING

Affiliate Marketing is a type of performance-based advertising where individuals earn commissions for promoting products or services on their website that belong to another party. Affiliate marketing channels can include hosting video ads through the YouTube Partner Program and sharing affiliate links on social media platforms.

### OBJECTIVES OF STUDY

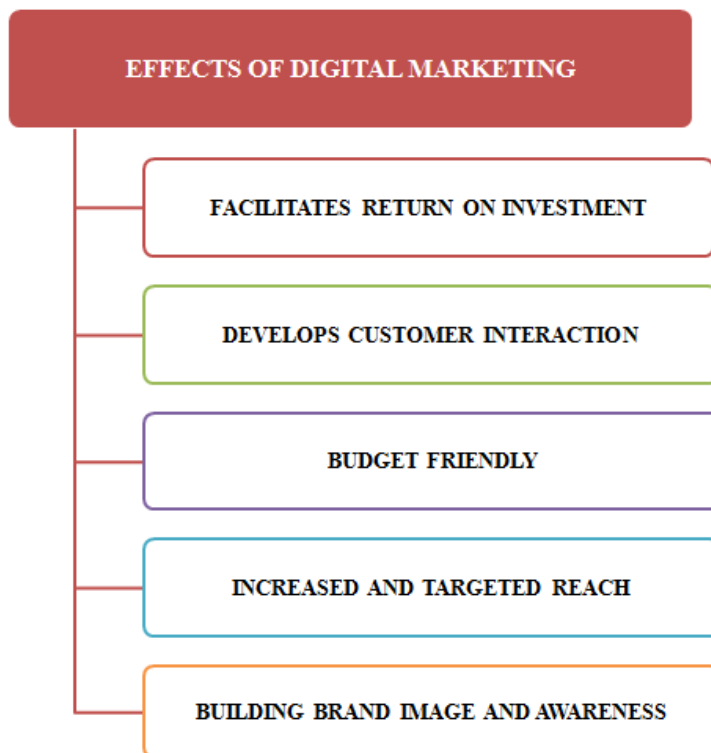
1. To study the effects of digital marketing in current business scenario in India.
2. To analyze the role and effectiveness of digital marketing.
3. To determine the factors associated with digital marketing.

### RESEARCH METHODOLOGY

The research methodology employed in this paper is descriptive and analytical in nature. A secondary data collection technique was utilized for gathering informative data from various sources, including different websites, published research papers and articles.

## THE EFFECTS OF DIGITAL MARKETING

The effect of Digital marketing is outlined in the flowchart below –



Digital marketing has emerged as a highly important tool for promoting business activities on a broad scale in today's era and has shown a positive impact on businesses of any size and nature. By using digital channels and tools, businesses can reach a wider audience, increase brand visibility, drive targeted traffic, and generate leads more effectively than traditional marketing methods. Additionally, digital marketing allows businesses to track and analyze their marketing efforts in real-time, enabling them to make data-driven decisions and optimize their strategies for better results. Whether a small start-up or a large corporation, embracing digital marketing can help businesses of all sizes enhance their online presence, engage with their target audience, and ultimately drive growth and success in today's competitive market.

- **Facilitates Return on Investment:** Digital marketing offers businesses the opportunity to achieve a significant and sustainable Return on Investment (ROI) compared to traditional marketing methods. By the use of various digital channels like search engine marketing (SEM), social media advertising and email marketing, companies can reach a broader audience and optimize their finances. The precision targeting and real-time tracking of digital marketing enable campaigns to be adjusted promptly for improved ROI. This data-driven approach allows businesses to concentrate on the most effective strategies, ultimately leading to increased revenue and profitability.
- **Develops customer interaction:** Through platforms like social media, content marketing, and targeted communications, businesses establish meaningful connections with their target audience. This engagement leads to increased customer loyalty, strengthened client relationships, and encourages repeat business. Real-time interactions facilitated by digital marketing enable businesses to promptly address customer concerns, gather feedback, and enhance their products and services based on customer input.
- **Budget friendly:** Digital marketing offers a cost-effective alternative to traditional marketing methods such as print ads or television commercials. Traditional marketing often requires a huge investment, limiting the reach of small and medium-sized businesses. On the other hand scalable

and affordable digital marketing channels like social media, email marketing, and content creation are accessible. Through digital marketing, businesses of all sizes can effectively target their audience at a minimal cost, leading to a higher return on investment and improved cost-efficiency.

- **Increased and targeted reach:** Digital marketing empowers businesses to expand their reach significantly beyond what traditional marketing offers. Through the online platforms and social media networks, businesses can engage with customers across different regions, cities, and even countries, enhancing their global presence and connectivity. Businesses refine their campaigns to target specific audience segments based on demographics, interests, behavior, and preferences. This enables businesses to deliver personalized messages and offers, increasing the likelihood of conversions and sales.
- **Building brand image and awareness:** Establishing a robust brand identity is crucial for any business. Social media platforms, content marketing, and online advertising offer avenues to cultivate a strong and cohesive brand image. Through the dissemination of valuable content and active engagement with the audience, businesses can enhance credibility and cultivate trust with prospective customers.

### CONCLUSION:

To summarize, the digital era has transformed the business connectivity in India, emphasizing the critical role of digital marketing for new ventures. In today's competitive environment, embracing digital marketing is not merely an option but a vital component for survival and growth of the businesses. In today's competitive business environment, integrating digital marketing strategies has become imperative. With digitally savvy consumers who are increasingly connected online, traditional marketing approaches may no longer suffice. To effectively reach and engage target audiences, businesses must evolve and adapt the dynamic digital realm. By embracing online channels and engaging with their audience in a meaningful way, businesses can stay relevant, connect with customers on their preferred platforms, and position themselves for sustained success and expansion through digital marketing practices. As the digital marketing evolves, promising opportunities will continue to arise for Indian businesses to prosper and grow.

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