



DIGITAL MARKETING: CONCEPTS AND STRATEGIES

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ABSTRACT:

The present era is the Digital Era and the whole market has shifted towards digitalization. The process of digital marketing has made the marketing process very simple, easy and flexible. Today connecting with whole world customers. The rapid expansion of internet connectivity has fundamentally transformed how organizations approach marketing and customer engagement. The research describes a framework for Digital marketing that highlights the concepts, core strategies, challenges and effectiveness of Digital marketing. Artificial Intelligence is an excellent medium used to track the audience at a very fastest speed. The purpose of the paper is to examine the tools of Digital marketing to attract the target audience and main and build Excellent customer relationship.



KEYWORDS: Digital marketing strategies, social media, Advertising, customer centric.

INTRODUCTION

The term Digital marketing was first used in 1990. Digital marketing is the act as an umbrella for promotion of product and service, brand awareness or ideas through digital Channel and leveraging online marketing tactics such as social media marketing, SEO, Email Marketing, Video marketing, Content Marketing. Digital marketing begins and ends with customer value Journey. Today Digital marketing is essential due to customers spending more time on social media platforms for entertainment, work, games, collecting huge wealth of information. Post Covid19 the usage of smart phone and Internet User is more than 95% of Population of the world

The Concept of Digital marketing is based on using Internet enabled technologies to communicate values to customers. It is a broader process that includes understanding customer needs, preferences, taste that is know your targeted audience through digital marketing, creating relevant contents, choosing right digital platform, maintain and rebuild customer relationship.

It is rightly said Digital marketing is the new face of Communication in Present and future era.

REVIEWS OF LITERATURE

Vaishnavi D. and Kanakaratnam S. (2025) author made clear that in today's digital age, using digital marketing to promote a product is very cheap and has a big effect on the customers you want to reach with high-quality content. In the age of social media, digital marketing is an important part of every business's strategy. The digital marketing has enhanced the supply and demand approach in easy way. Yet the same time it has been created direct contact between company and customer.

Azhar N.M (2024) examined that the key to reaching an organizations goals is to have an effective and efficient strategy. To grow the brand in a way that lasts, the company needs to focus on digital marketing to meet challenges and compete in the digital age. In digital marketing, high quality content and live interaction with customers are very important for brand growth.

Smyth {2007} explained digital marketing concept is originated through internet and SEO ranking on Websites, with a network protocol called Gopher for query and search. After the launch of Yahoo in 1994 companies started to maximize their ranking on the websites.

Pradhan P.K. (2024), "digital marketing" is a common phrase among Indian business tycoons. This will help us reach our goal of becoming the third largest economy in the world. This new way of marketing goods and services will have a big effect on India's ability to reach more people around the world. It is a different way to talk that is getting more and more people to buy with high-quality digital presentation

.D U Mitru {2020}: in Artificial Intelligence for Digital Marketing – The study focuses on the concepts of the AI in the Digital marketing concepts. The AI components of the software product should be able to learn to improve itself permanently, machine learning is provided software with the ability to learn these goals can be achieved through algorithm that identify patterns in the data received and depending on artificial software makes implementation to use modern marketing.

OBJECTIVES OF THE STUDY

1. To study broadly Conceptual Framework and Strategies of Digital Marketing
2. To Study the impact of Digital Marketing on Brand Awareness and overall Perceptions of the Company
3. To examine the Social Media Platforms used to attract, maintain and retain Customer Relationship
4. To Examine Various social media used by businesses to Increase Sales and Profits.'

Core Digital Marketing Strategies

The Digital marketing strategies used by many companies to lead market as get high competitive advantages is running ads and posting on social media, editorial platforms. They follow the integrated systems that combines content creator, advertisement and promotions.

- **Search Engine Optimization (SEO):** Optimize your website and content to rank higher in search engine results, increasing visibility and organic traffic.
- **Content Marketing:** Create valuable and relevant content to attract and engage your target audience, building brand loyalty and authority.
- **Social Media Marketing:** Utilize platforms like Facebook, Instagram, and Twitter to connect with your audience, promote your brand, and drive traffic to your website.
- **Pay-Per-Click (PPC) Advertising:** Invest in paid ads on search engines and social media to reach a larger audience quickly and drive targeted traffic.
- **Email Marketing:** Build and maintain a list of subscribers to send personalized content, promotions, and updates, fostering customer relationships

Challenges in Digital Marketing

- **High Competitions:** Most of people are engaged in Content Creating and Digital marketing, so Industries need to work hard to stand and survive in this digital world.
- **Content Saturations:** Audience are exposed to large volume of contents every day so its reducing attention spans.
- **Measuring ROI:** The digital tools provide many matrices, not all engagement directly translates into sales.
- **Dynamics Platform:** Digital Marketing tools and techniques used by the company is not stable these technologies are changing so many company faces the problem of updating themselves with technologies. The cost of Digitalization is also high.

FINDINGS AND RECOMMENDATIONS

1. The percentage of Offline marketing is reducing day by day due to online marketing and home delivery facilities.
2. Through online platform the quality of the products is known only through review or rating. But sometimes the quality of the products is not same as mentioned.
3. Online Digital Marketing connects directly B2C, B2B, C2C through various social media easily.
4. Content Marketing is in boom in almost all social platform.
5. Every business entity is launching its new products through online marketing.
6. Customers are able to collect information, compares various companies products, Discounts, Durability and other features of the similar products and services through online platforms.
7. Advertising, Brand Awareness is easy through digital marketing method of communication.
8. Every Business entity is investing huge fund on Web design, Promotional ads on Facebook, Instagram and other social platforms.
9. Both long and short videos, reels, tutorials explained, brand story telling on you tubes and other digital channels are high in percentage.
10. Through digital Marketing large group of audiences are reached quickly and easily.
11. Collects feedbacks immediately
12. Integrated marketing campaign (Email, Social, Mobile) increases the percentages of sales and profit.

RECOMMENDATION

1. The businesses need to update technology to influence and retain customer
2. The businesses invest only on social media which gives high profit instead of concentrating on multiple platforms.
3. Define clear goals and strategies before launching campaigns.
4. Create original Contents attracts and retains customers easily.
5. Use Analytics to monitor results.

CONCLUSION

Digital marketing channels is dynamic process and modern approach to promotion and advertising the products and services online. Through Social media Businesses and Customers are connected easily and quickly. Now the technology is changing very fast, every organization need to follow the new and dynamic system to promote their product and services in market. In conclusion Digital marketing is a Customer Centric “Brand can’t Sustain without Digital Present”

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