

EMERGING TRENDS IN MARKETING AND ADVERTISING: DIGITAL / WEB MARKETING

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Abstract:

Marketing & Advertising give zest to the corporate and makes a striking difference to the brand and its equity. The ethos of marketing keeps changing with the times. As the customer becomes more knowledgeable, the customer contact through marketing plays a vital role in conversion of businesses. As marketing has become a very important tool for every industry to reach the consumer it's become very complex as to decide what the right medium for marketing is. As the world has modernized dramatically in the last decade digital media has reached every home and hence become a very important vehicle for marketing. Marketing enjoys a dominant position today as can be seen by the success of the current age businesses.

KEYWORDS:

Marketing, advertising, industry, the consumer, businesses, etc.

INTRODUCTION:

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, and television and radio advertisement. The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), accurate targeting and excellent reporting. Simply, the term online marketing refers to using the power of Internet advertising to generate a response from your audience. Also known as Internet marketing or web marketing, online marketing is used by companies selling goods and services directly to consumers as well as those who operate in the business-to-business sphere. Online marketing offers several benefits. It's convenient, affordable, and provides the opportunity for companies to track campaign results. Internet marketing allows even the smallest company to compete in a global marketplace.

SIGNIFICANCE OF THE STUDY:-

The basic purpose of this research paper focuses on understanding trending, observing current trends and gaining knowledge about how new trends in marketing may affect business strategy. It also helps to explain marketing & advertising opportunities as you study the world around you, people, places and things.

RESEARCH METHODOLOGY:-

Research was conducted by studying the marketing initiatives of various businesses. Also, secondary research was conducted through magazines, editorials, text books. The main objective of the research was to understand the changes in the implementation of the marketing strategies in today's businesses and understanding the psychogenic changes of engaging the customers and businesses.

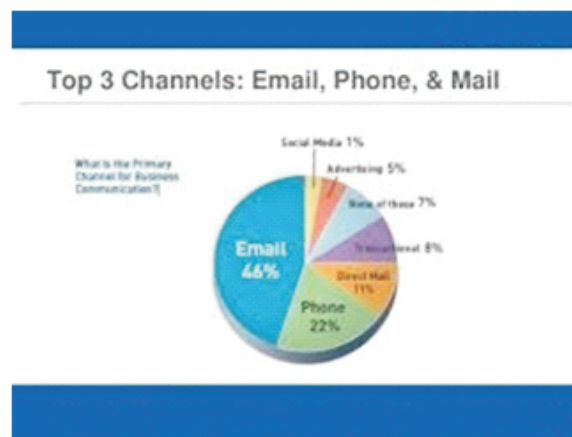
OBJECTIVES:-

The objectives of study were based on:

- 1.To understand about digital & web marketing.
- 2.To understand the advantages & disadvantages of digital & web marketing.
- 3.To know the competitor analysis and competitive strategies in digital/web marketing.
- 4.To know the trends & new techniques of digital/web marketing.
- 5.To know the marketing challenges for a business to overcome.

MEANING & DEFINITION:-

Digital marketing is marketing that makes use of electronic devices (computers) such as personal computers, smart phone, cell phones, tablets and game consoles to engage with stakeholders. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks. Social Media Marketing is a component of digital marketing. Many organizations use a combination of traditional and digital marketing channels.



Web marketing, also called online advertising or Internet advertising, uses the Internet to deliver [promotional](#) marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of [display advertising](#) (including [web banner](#) advertising), and [mobile advertising](#).

ADVANTAGES AND DISADVANTAGES OF DIGITAL/ONLINE MARKETING:-

Advantages:-

- 1.Internet Marketing is inexpensive and there are various methods to choose from.
- 2.Your business can reach a wide array of targeted audiences for a fraction of the cost with other forms of advertising budgets.
- 3.Clients are able to do research and purchase your service or products online.
- 4.Statistics can also easily be measured and tested.
- 5.The results of your campaigns can be tracked almost immediately.

Disadvantages:-

- 1.This form of advertising does require advertisers to use and trust new Internet technology.
- 2.Low-speed Internet connections may hamper your advertising campaigns.
- 3.If your advert is intense, visitors may experience delays in the delivery of the content.
4. You are relying on potential clients to trust your advert and purchase your service or product.

COMPETITOR ANALYSIS AND COMPETITIVE STRATEGIES:-

The Online Competitor Analysis is an in-depth report that details how competitors within your industry are managing themselves in digital environments to reach new customers and drive online user engagement.

1.Learn What Your Competitors Are Doing

The most important part of every Online Competitor Analysis is the insight it provides you about your competitor's online activities. Where they are succeeding, where they are falling short, and where are they directing the most effort.

2.Excel Beyond Industry Standard

Understand what is considered your industry's "norm" helps you to foresee future trends and challenges, allowing you to reinforce your company as a leader by exceeding the industry standard. Rather than do the same thing as everyone else, the Online Competitor Analysis shows you where there's room to innovate and distinguish yourself from competitors. An Online Competitor Analysis is a critical to any organization looking to stand out from the crowd.

3.Improve Efficiency and Reduce Costs

By identifying the strengths and weaknesses of your online competitors, you can concentrate on what will deliver the best results and reduce unnecessary spending.

TRENDS AND NEW TECHNIQUES:-

Online marketing is an ever increasing business that evolves on a daily basis. There are various new procedures and techniques of marketing that are appearing all of the time, so it is essential you keep up with these changes to stay in profit. By adapting to these particular changes in online marketing, your business will be able to move forward with the rest of the marketing world.

To move with these changes you must analyze your advertising methods on a regular basis. Try to gather public opinion on what people actually think of certain forms of online advertising, including what kind of ads they don't like or what actions people are taking to avoid them. By gaining knowledge and awareness about what kind of ads your potential customers are more likely to take notice of, will guarantee you advantage over your competitors.

It is very important knowing exactly how people access your site. One of the most remarkable changes in online marketing involves the ability to track where your website visitors are accessing your site from. One of the biggest mistakes most online marketers make is not measuring their promotional response rates.

Simplicity is an important change to consider with new techniques in online marketing. By making things user friendly, easy to understand, and well organized you will be able to have a successful website that customers will want to return to on a frequent basis.

Marketing Challenges for Businesses to Overcome:-

1. Understanding Marketing ROI (Return on Investment)

The key challenge to overcome is to make sure you analyze and understand your business' marketing ROI. It is important to regularly measure how well your marketing is working for you in order to improve or discard mechanisms that don't work.

2. Turning Marketing Into Sales

Of course the most crucial thing you must do with your marketing is to make people buy the product or

service. This is best done when you truly understand the sale process and the specific behavior of your target market.

3. Too Large Audience

The rise of online marketing has also meant that businesses now face an increasingly larger audience that they are targeting. But for many businesses, especially small businesses, the local audience is still the key to success.

Thus there needs to be enough attention paid to the online marketing strategy for localization of the campaigns. Local SEO is one of the best ways to achieve this and opting to use platforms such as Google Places for marketing purposes is essential.

4. Not Enough Product Development

One thing that even great advertising cannot fix is a really bad product or service. The main focus of a business should always be on product development because marketing a great product is always easier than marketing a substandard product.

CONCLUSION:-

Digital or web Marketing is a very powerful medium of advertising, it targets the correct audience and zones in on promoting your business. It has many advantages; however, people need to be extremely aware of the disadvantages as well. Whatever method of Internet marketing you decide to use, you will soon see that the money you have spent on the campaign is in fact worthwhile in terms of the success of your business.

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