

DIGITAL MARKETING – A VIEW

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Abstract - Digital marketing is the marketing of products or services that use digital technology, primarily on the Internet, but also includes mobile phones, display advertising and any other digital media. The world has transformed into a very digital environment. Magazines are not only digital, we perform many daily tasks, such as online banking, and most of our reading is done on e-readers. Due to the rise of the digital age, investing in digital advertising seems to be common sense. In a digital era, marketing is a highly challenge one for retaining their customer or consumer due to heavy competition. E-CRM having a vital role in digital marketing to sustain the customer or consumer. Nowadays Electronic CRM updated to Virtual CRM.

Keywords: Digital marketing, E-Commerce, CRM

I. INTRODUCTION

The development of digital marketing is inseparable from the development of technology. Digital marketing is also known as "online marketing," "network marketing," or "network marketing." Over time, the term digital marketing has become increasingly popular. Online marketing is still a popular term in the United States. In Italy, digital marketing is called online marketing. Global digital marketing has become the most common term, especially after 2013. Digital marketing is the marketing of products or services that use digital technology, primarily on the Internet, but also includes mobile phones, display advertising and any other digital media. Since the early 1990s and early 2000s, the development of digital marketing has changed the way brands and businesses use technology for marketing. As digital platforms become more integrated into marketing programs and everyday life, and as people use digital devices instead of physical stores, digital marketing campaigns are becoming more common and efficient.

II. E-COMMERCE

E-commerce is an activity that buys or sells products online or through the Internet. E-commerce leverages technologies such as mobile commerce, electronic money transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange

(EDI), inventory management systems and automated data collection systems.

E-commerce companies can also use some or all of the following:

- Retail sales directly to consumers via websites and mobile apps, conversational commerce through online chat, chat bots and voice assistants.
- Provide or participate in online markets to handle third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business transactions;
- Collect and use demographic data through web contacts and social media
- Business-to-business (B2B) electronic data interchange
- Marketing to potential and existing customers via email or fax (eg communication)
- Participate in the launch of new products and services
- Online financial transactions for currency exchange or trading purposes.

III. M-COMMERCE

The term mobile commerce was originally coined by Kevin Duffy at the launch of the 1997 Global Mobile Commerce Forum, meaning "passing e-commerce capabilities directly to consumers through wireless technology." B2B mobile e-commerce is becoming more and more popular. B2B has

different features than B2C's mobile e-commerce. B2C is primarily a classic directory browsing, while B2B's mobile e-commerce requires specific features, including:

- ✓ Display customer-specific prices;
- ✓ Always the latest inventory instructions;
- ✓ Real-time calculated discounts;
- ✓ You can place orders quickly, such as order history or a list based on filtered product sets;
- ✓ Sales agents should be able to represent their customers.

IV. WHY DIGITAL MARKETING NEEDED?

The world has transformed into a very digital environment. Magazines are not only digital, we perform many daily tasks, such as online banking, and most of our reading is done on e-readers. Due to the rise of the digital age, investing in digital advertising seems to be common sense. Although traditional marketing still has a place, it is gradually disappearing in our digital world. For today's businesses, having a website and using the web as a means of interacting with their consumer base is essential. There are some successful traditional marketing strategies, especially if you are exposed to most local audiences, but it is important to use digital marketing to keep up with today's world.

Distribution Channels in Digital Marketing

- Pure clicks or pure companies are those that have launched a website without any pre-existing company.
- Bricks-and-clicks are existing companies that have added e-commerce online sites.
- Click on the brick's online retailer and later open a physical location to complement its online work.

Uses in Digital Era.

Brands can use digital marketing in a variety of ways to promote their marketing efforts. The use of digital marketing in the digital age not only allows brands to market their products and services, but also allows online customer support through 24/7 service to make customers

feel supportive and valued. The use of social media interactions enables brands to get positive and negative feedback from customers and determine which media platforms are good for them. Therefore, digital marketing has become a growth advantage for brands and companies. It is now common for consumers to post feedback about product or brand experiences online through social media sources, blogs and websites. It has become increasingly popular for businesses to use and encourage these conversations through their social media channels to connect directly with customers and manage the feedback they receive appropriately.

Types of Digital Marketing

1. Social Media Marketing
2. Content Marketing
3. Search Engine Optimization
4. Search Engine Marketing
5. Pay-Per-Click Advertising
6. Affiliate Marketing
7. Email Marketing
8. Radio Advertising
9. Television Advertising
10. Mobile Phone Advertising

List of the top digital marketing tools

- Google Trends
- Google Keyword Planner
- Ahrefs
- AppAnnie
- Serpstat
- SimilarWeb
- Buzzsumo
- Facebook Audience Insights
- Facebook Ads
- Google Adwords
- Bing Ads
- Appstore Search Ads
- Manychat
- Pushengage
- Leanplum
- Google Analytics
- Facebook Analytics
- Yandex Metrica
- Google Data Studio
- Webris SEO Report Tool
- Color Picker
- Google Analytics URL Builder
- Tag Assistant

- FB Pixel Helper
- Google Tag Manager
- Data Scraper
- Google Analytics Debugger
- Pocket
- pCloud Save
- Bootstrap Studio
- Canva
- Flatpack
- Marvellapp
- Igloo
- Adespresso ads
- Lapa.ninja
- Behnace
- Dribbble
- Unsplash
- Headreach
- Buzzstream
- Pitchbox
- Active Campaign
- pCloud
- Todoist
- Jira
- Confluence
- Evernote
- Slack
- Sumo.com Blog
- Digital marketer
- Webris
- Neil Patel Blog
- Medium
- Search Engine Land
- Ahrefs Blog
- Jon Loomer Blog
- Hubspot Blog
- Content Marketing Institute Blog
- Buler Blog
- GrooveHQ Blog
- MOZ Blog
- Adespresso Blog

V. E-CRM

As the Internet becomes more and more important in business life, many companies see it as reducing customer service costs, strengthening customer relationships and the most important opportunities, further personalizing marketing messages and achieving mass customization. The company is adopting E-CRM because it improves customer loyalty and customer retention by increasing customer satisfaction, which is one of the goals of e-CRM. Electronic loyalty brings long-term profits to online retailers because of the lower cost of recruiting new customers and increased customer retention. With the creation of Salesman Automation (SFA), electronic methods are used to collect data and analyze customer information, and the upcoming Internet trend can be seen as the basis for e-CRM as we know it today. (Nenad Jukic et al., 2003)

To implement the e-CRM process, the life cycle has three steps:

- Data collection: Information about customer preferences through websites, emails, surveys, active (answering knowledge) and passive (surfing records).
- Data summary: Filter and analyze companies to meet specific customer needs.
- Customer interaction: The company provides them with appropriate feedback based on customer needs.

e-CRM can be defined as the activity of managing customer relationships using the Internet, a web browser or other electronic touch points. Therefore, the challenge we face is to provide the right subject communication and information at the right time to suit the specific needs of the client in the right amount.

VI. STRATEGY COMPONENTS

When companies integrate their customer information, there are three e-CRM policy components:

- **Operations:** Due to the sharing of information, business processes should first meet the needs of customers and be implemented seamlessly. This avoids bothering the customer and the redundancy process multiple times.
- **Analysis:** Analysis helps companies maintain long-term relationships with their customers.
- **Collaboration:** Due to improvements in communication technologies, different departments in the company can achieve more effective collaboration by sharing information (within the organization) or with business partners (between organizations).

VII. CONCLUSION

In a digital era, marketing is a highly challenge one for retaining their customer or consumer due to heavy competition. E-CRM having a vital role in digital marketing to sustain the customer or consumer. Nowadays Electronic CRM updated to Virtual CRM.

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