Creating a digital media marketing strategy for your business

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Abstract:

This chapter provides a technical outline of the basics of online marketing. The outline includes an introduction to digital marketing and strategic planning and development. Our contribution offers theoretical and practical insights relative to this growing marketing area, with information on the main areas for which online marketing is particularly suited: the E-commerce section explores different business models and what techniques are used for their development Web Search Marketing focuses on SEO and SEM, as well as in keyword selection for optimization mail Marketing offers interesting content to develop a successful newsletter; and Social Media Marketing addresses planning and the most important tools used to maximise communication through social media. In a nutshell, this chapter offers an overview of digital marketing and its strategies for an active and effective Web presence.

Keywords: Social Media; Return On Investment (ROI); Reallocation Of Investment; Social Selling; Marketing

Introduction

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering. Advertising is defined by Richard F. Taflinger as "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."

Advertising is normally done by a third party known as advertising agency. An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. Types of ad agencies are

➢ Full service agencies
➢ Creative agencies
➢ Specialized agencies
➢ In-house agencies
➢ Digital agencies or new media agencies

This report is completely discussing about digital or new media agencies. There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the trend has

changed and Digital media has taken its place. Main reason for this change was

➢ Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more.
➢ Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is made (and still then, the statistics are far from exact numbers).

Digital marketing, on the other hand, refers to marketing methods that allow organizations to see how a campaign is performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions.

Digital Media Marketing or Digital Marketing
The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

Digital marketing was defined in Wikipedia as "marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks".

LITERATURE REVIEW

The purpose of doing research in the area of digital marketing is because it seem huge, intimidating and foreign. Businesses are looking for clearer picture to start but do not know where and how to start doing digital marketing. In today's time, social media channels such as

Face book, Twitter, Google and other social media firms have successfully transformed the attitudes and perceptions of consumers and in the end helped revolutionized many businesses. This was done through measurable vast network of customers with trustworthy data with real-time feedback of customer experiences.

It is much more convenient for businesses to conduct surveys online with a purpose to get relevant information from targeted groups and analyzing the results based on their responses. Potential customers can look for reviews and recommendations to make informed decisions about buying a product or using the service. On the other hand, businesses can use the exercise to take action on relevant feedback from customers in meeting their needs more accurately.

Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013).

Marketing has been around for a long time. Business owners felt the need to spread the word about their products or services through newspapers and word of mouth. Digital marketing on the other end is becoming popular because it utilizes mass media devices like television, radio and the Internet. The most common digital marketing tool used today is Search Engine Optimization (SEO). Its role is to maximize the way search engines like Google find your website.

Digital marketing concept originated from the Internet and search engines ranking of websites. The first search engine was started in 1991 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 website

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When the Internet bubble burst in 2001, market was dominated by Google and Yahoo for search optimization. Internet search traffic grew in 2006; the rise of search engine optimization grew for major companies like Google (Smyth 2007). In 2007, the usage of mobile devices increased the Internet usage on the move drastically and people all over the world started connecting with each other more conveniently through social media.

In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely .

Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives.

With the availability of so many choices for customers, it is very difficult for marketers to create brands and increase traffic for their products and services. Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement.

Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results.

More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing.

Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009). Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm & Hanna, 2011).

Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially

for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy Online services tools are more influencing than traditional methods of communication As part of study, it is proven that users experience increase in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional Web experiences affect the mental process of consumers and enhance their buying decision online This study is very valuable for marketing professional as it highlights the importance of digital marketing.

The Internet is the most powerful tool for businesses Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy.

Pakistan has seen tremendous growth in media with 20 million people have access to the Internet but still marketers insist on doing things the traditional way Management and structure in Pakistan are still based on ancient paradigm where customers are moving ahead with their demands and expectations. This gap is widening day by day with limited skills and mindset available in Pakistan to solve the problem for the demanding customers. Companies in Pakistan including the MNC's are going the traditional way and keeping the digital aspect just to show off in tune with the modern trends.

Need for Study:

Any business requires promotion for its growth. Promotion involves communicating the existence of your business to maximum number of people and also to convince them to buy your products and services.

Television, Radio and Newsprint advertisements, Hoardings, Fliers, Leaflets, and Direct Marketing are some of the traditional methods of business promotion.

In the new millenium, the internet is the most powerful medium for business promotion as billions of people have access to it and they are the potential audiences to receive communications regarding your products and services. Have a look at the attached graph; this is data released by World Bank about internet usage.

OBJECTIVE:

PRIMARY OBJECTIVE
➤ The main objective of the study is to understand the consumer buying journey in Digital era.

SECONDARY OBJECTIVES
➤ To know affinity in customers for collecting information before purchase.

➤ To determine out the media, which is most important in creating stimulus in Indians?
➤ To understand the media consumption of Indians.
➤ To figure out how Indian will purchase a product.
➤ To understand post purchase behaviour of Indian

SCOPE

Marketer will do some research to understand the behavior, taste and preference to customers in digital platform. This research may be doing by using paid-tools like ComScore...Etc. Through this research marketer can understanding where T.G is present or what T.G would to do in online. After research marketer will plan new campaigns based on those research reports. These campaigns are more effective to reach the T.G properly.

Digital strategy is the process of specifying an organization's vision, goals, opportunities and initiatives in order to maximize the business benefits through digital media. Strategy will be different for each brand, it will base on the brand objective and target groups interest. It is actual a plan formulated by the marketer to explore the opportunities. Strategy may be short term or long term, but it need to be fit with market situations.

In normal outbound marketing, we will use pull and push marketing strategy. Like that in digital marketing also pull and push are types. Marketer sends a message without the recipient actively seeking the content, such as display advertising on websites and news blogs. Email, text messaging and web feeds with customized contents can also be classed as push digital marketing when the recipient has not actively sought the marketing message.

Push marketing allows you to target your demographics and use your marketing dollars to promote your product to the people you know are interested in what you have to sell. A push marketing campaign can be more expensive when it comes to upfront costs, so you really need to be sure that your marketing is going to reach the right people at the right time. Behavior targeting is good example for push digital marketing.

METHODOLOGY

The **descriptive research design** is used for analyzing and studying the process of Business Development. It is very simple & more specific than explanatory study.

Data Sources:

Primary Data: -
It is a firsthand data which is collected by you only. The different way of collecting primary data is personal interview, questionnaire, survey etc. As my project is descriptive study there is no primary data collected as such.

Secondary Data:-

Secondary data is collected from already existing sources in various organization broachers & records. Secondary data for the study were collected from the magazines, websites & other previous studies.

To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources. Secondary sources were magazines, websites, books, office executives, and company data.

I have also used an online questionnaire to understand the consumer buying behaviour of Indians in digital.A digital marketing plan is a strategic document that takes the current situation of a particular organisation to set some midterm goals and to determine the strategy and means to accomplish them.

This document also describes the responsibilities, the time frame and control tools for monitoring. The aims of a digital marketing plan include discussing organisations and their environment. Likewise, it needs to be a roadmap of how to manage the organisation's marketing strategy, so that resources are properly allocated.

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In fact, this means not only that some specific strategies and tools are to be developed, but also that the volubility of the digital media and its capacity for immediate measurement force organisations to develop a strategy that can be revised in the short term, as well as the iterative process between action and control. An online marketing plan is a document in line with the company's strategic plan that sets goals of an activity in the digital environment, as well as the what, how, when, who and why (6 Ws) of Web presence. There are different options regarding the structure of a marketing plan. We advocate for a four-phase structure as this is simple and clear to plan for any action's strategy .

Fig. 1 Marketing plan. Source Prepared by the authors

Planning a Strategy:

In order to accomplish the planned goals, a specific strategy must be defined. A strategy is the implemented scheme to achieve such goals. This strategy materializes in activities that are the ways planned to achieve such goals. An online marketing strategy is based on the model of a marketing funnel suggested by Strong as a development of the AIDA model (Awareness, Interest, Desire, Action). The transformation of marketing in recent decades and the particularities of the digital world have allowed for a revision of this marketing model so that it captures the conversion strategy, as well as the loyalty strategy, key in the online world.

There are several proposals, such as that by Rogers , who advocates that, apart from Awareness, Consideration, Preference and Action (an update of the AIDA model phases in the current context), two new states must be incorporated:loyalty and advocacy. Like Strong's model, each phase means a higher level of commitment, and therefore, loyalty and advocacy are at the bottom of the model.

However, in the online world, loyalty and support for the brand can lead to change consumers into prescribers, thus increasing the scope of the organisation's action, which could lead to an expansion of its consumer base.In the phase of determining a strategy, means and actions must also be defined.The translation of conventional marketing to the Web, as well as the multiplication of 2.0 platforms and services, has stressed the complexity of the new media reality.
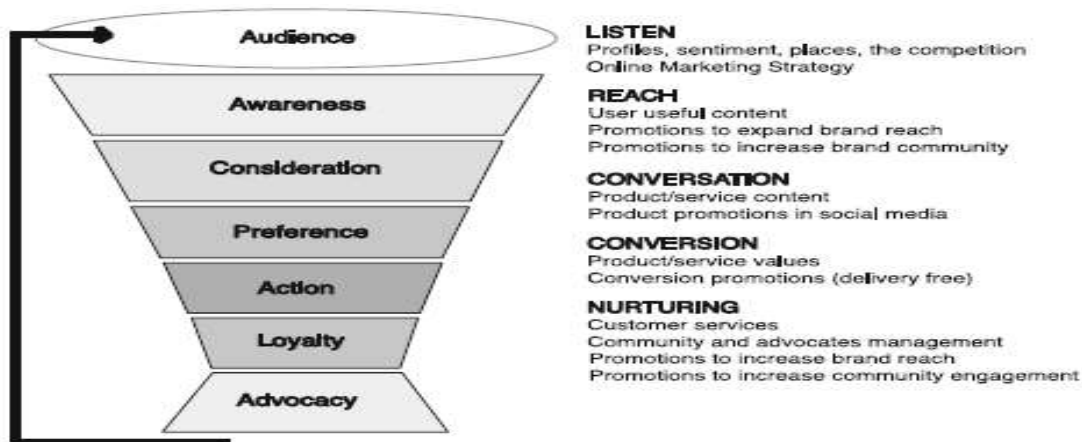
Fig. 2 Marketing funnel review. Source Prepared by the authors based on Rogers

While the classification of paid, earned and owned media has been a constant in marketing, in the past differences in the three categories were clearly defined. Most marketing initiatives focused on paid media, while owned and earned media were used to reinforce and amplify advertising messages. Loss in efficacy in advertising and the appearance of the social Web has led to rethinking this model by blurring the lines between different media types.

Their convergence is taking root in digital channels, rapidly moving from one type of media to another. Companies must know and combine the three types of media in order to ensure greater effectiveness in the building process of their own audiences.

LIMITATIONS

Given the scarcity of studies systematizing the information conveyed by the research done thus far on the field of social media marketing, we carried out this systematic review of the literature on this theme. The results show that the majority of studies have hitherto focused either on analyzing the consumer perspective on social media marketing in an attempt to perceive how they react to these means or on how companies are able to extract the maximum possible value from recourse to such channels for managing their relationships with clients. However, more studies are necessary to explore the perspectives of companies as they engage in social media marketing, especially in terms of understanding the key barriers and obstacles to their usage. The results also point to the need for qualitative studies to better grasp recourse to social media marketing utilization within the framework 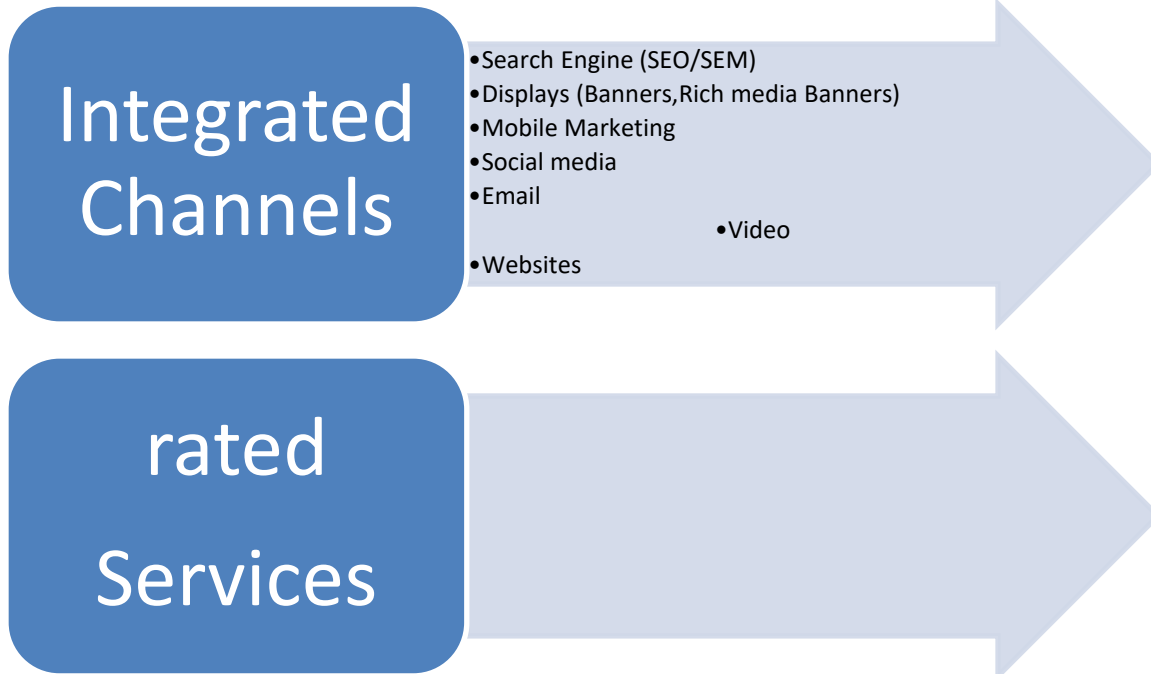of marketing strategies. The main limitation of this study would be the fact that the research was limited to the term "social media marketing,"considering only the Web of Science database, and only including articles in journals. Therefore, complementary analysis including other databases would be necessary to confirm this study's conclusions

DATA ANALYSIS

Digital marketing is the promotion of your business, organisation or brand using channels such as the Internet, mobile devices, television and radio in addition to using creative online advertising, video, podcasts and other such methods to communicate your message.[17] Internet marketing in particular plays a huge part in any digital marketing strategy and is becoming the core of many organisations overall marketing strategies, particularly with regard to social media and viral marketing.
Digital marketing ecosystem is not only concerned with internet marketing and social media marketing, in introduction we discussed that peoples have a belief that internet or social media marketing are same but not same, be clear from beginning itself. Digital marketing ecosystem consists of internet marketing and social media marketing. They are just a channels for communication, digital ecosystem consist of integrating channels and integrating services.

Digital Ecosystem

Integrated Channels
- Search Engine (SEO/SEM)
- Displays (Banners,Rich media Banners)
- Mobile Marketing
- Social media
- Email
- Video
- Websites

rated Services

➢ **Search Engine**
Search engine optimisation (SEO) is the art of getting a website to work better with search engines (like Google, Bing & Yahoo), and to look for achievable, profitable, ranking opportunities through keyword research. It is a quest for increased visibility in search engines via relevant copy, quality links, domain trust, social popularity and search engine connectivity.
Search engine marketing (SEM) is a broader term than SEO, and is used to encompass different options available to use a search engine's technology, including paid ads. SEM is often used to describe acts associated with researching, submitting and positioning a website within search engines. It includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site.

➢ **Displays**
Display advertising is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. In periodicals, display advertising can appear on the same page as, or on the page adjacent to, general editorial content. Normal banners, Rich media banner, Interstitials and pops are example of displays.

Mobile Marketing
Mobile marketing is used in reference to any marketing efforts on or with a mobile device. It involves planning, creating, and implementing a mix of initiatives to bring together sellers and buyers via mobile devices. Mobile ads, Mobile websites, Apps and Games are some of examples for mobile marketing.

➢ **Social Media Marketing**
Social Media refers to any software tool that enables and encourages engagement in conversation or sharing. Popular forms of social media include Facebook, Twitter, LinkedIn, YouTube, Interest, Google + and blogs. Now all days social media become platform for marketer to make conversation with customers. Brands are now engaging customers through social media.

➢ **E-Mail Marketing**
eMail Marketing is a type of direct marketing that involves sending personalized, targeted messages to a specific audience. eMail Marketing is easy to use, low cost, and effective. Most of the B2B business in present era in following email marketing, but in B2C also email marketing is productive.

➢ **Video**
Marketers are now use video to make customers aware of brands and to sharing the experience of other customers. YouTube ads are too popular in video ads. In social media platforms also brands are sharing video.

➢ **Analysis**
Analytics is the practice of evaluating data, and the process by which a company arrives at a most advantageous decision. Here marketer analysis the integrate channel to understand the effectiveness of communication. Analysis may be based on numbers of visitor or like in social media pages..Etc.

➢ **Content Management**
After analysis the integrate channels marketer can able to understand the problems with current contents. Later he can manage the content to increase the engagement rate, content may be text in banners, images or websites.

➢ **Advanced Targeting**
Advanced targeting are techniques involving the sending of targeted messages to a specific audience. It is used to increase the effectiveness of a marketing campaign. Behavioural targeting is also a part of advanced targeting, here marketer can target the customer based on their past behaviour in online. Marketer can put ads in other webpage where customer is going.

➢ **Creative**
Creative is the artistic component of an ad or website. It usually includes an image and copy present in ads or website. Marketer can make those contents attractive to customers. Marketer will sometimes change the entire design of websites, apps..Etc.

FINDINGS AND SUGGESTIONS:

➢ Indian customers are highly information seekers. They collect more information about quality, price and refer customer's experiences before purchasing a product.

➢ Advertisements have high impact for creating stimulus in Indian customers. But this stimulus will get in to action only through opinion leaders.

➢ Indian consumers have high tendency to go for online purchase. They have high affinity to go online for electronic products and apparels.

➢ One of the current trends in Indian youth and young Indians are watching the T.V programs via online portals. May be the main reason is convenience of time, they can watch programs which they had skipped due to some reasons.

➢ The same thing is happening for the newspaper also, people have more affinity towards online news portals. Here's the reason may be they can get news updates very early; they don't need to wait for daily newspapers.

➢ From the first part of this research itself, we know that customers are highly information seeker. It may be the reason for high trust in online ads. They can search for more information after seeing an ad or online is the only two way communication channel for customers.

➢ Most of the Indians prefer to purchase from a retail shop only, but before going to retail shop they will seek information about the product through an online platform. Here is actually change happens in consumer buying journey, early times consumer belief a product only after seeing the product in a retail shop.

➢ But now Indian customers want to get conviction about a product before going to retail shop. So from a marketers view they want to convince their customers before going to a retail shop.

➢ Brands want to build a cool presence over digital platforms because the customer will do research about the product after seeing an ad or after getting stimulated.

CONCLUSION

The successful completion of this project indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers.

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch

points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

The research focused on the consumer buying behaviour shows that, Indian consumers are highly information seeker and they will do research about a product before going to a retail shop. So brands want to give platforms to consumers to understand their product or to get a really feel of that brand.

I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies.

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