

A Review to find the Best Tool for Promoting Brands in India using Digital Marketing

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ABSTRACT

Social media become an inseparable source that has been influencing the lifestyle of millions of people especially youth. Almost all the businesses are doing marketing digitally to promoting their products. Business executives are investing a part of money in digital marketing over the traditional marketing. This paper is to discuss the advantage of digital marketing. The main objective of this paper is to understand about the various tools of digital marketing and to find the most preferred tool. Using social media as a platform this work identifies their searching patterns. This tool proposed to make business people to invest and promote targeted products to the people.

Keywords

Keywords: Social media, digital marketing, searching patterns, SEM, SEO, Social Media Marketing

1. INTRODUCTION

People aren't just watching videos and posting selfies on social media these days. Many rely on social networks to discover, research, and educate themselves about a brand before engaging with that organization. Moreover, people's use of social media is increasing day by day^[4]. For marketers, it's not enough to just post on the company's Facebook and Twitter accounts. One must also weave social elements into every aspect of marketing and create more peer-to-peer sharing opportunities. The more the audience wants to engage with published content, the more likely it is that they will want to share it. This ultimately leads to them becoming a customer. And as an added bonus, they will hopefully influence their friends to become customers, too. These insights could help business people to better understand the similarities and differences in digital marketing tools. The main objective of digital marketing is to attract customers and allowing them to understand the features of the brands through digital media. This paper discusses various advertising tools available for digital marketing.

2. ADVANTAGES OF DIGITAL MARKETING

2.1 Digital marketing is the most powerful form of marketing.

Digital marketing has the potential to transform the way for businesses to reach and engage the customers. With the right strategies and effective implementation, small businesses can increase their reach, acquire new customers^[14] and conversions in just a matter of months.

2.2 Using digital marketing tactics is the most cost-effective way to market the business.

When it comes to traditional marketing, it's very difficult for small businesses with limited budgets to compete with larger businesses for ad space. While traditional marketing tactics also often come with various hidden costs, the only cost to digital marketing is time. SEO, content marketing, and social media engagement take time to work their magic. However, there are still digital marketing tactics such as pay-per-click, display, and social media advertising that can produce quicker results.

2.3 Digital marketing is the most measurable form of marketing.

Digital marketing analytics takes the guess work out of determining whether digital marketing is actually working. By measuring the digital marketing campaigns in real-time, a digital marketer can see which tactics are working and which are not. Then, the campaigns can be adjusted for greater success. The insights that the marketer gained from this process can also be used to improve future campaigns

2.4 One of the greatest benefits of digital marketing is that it allows one to target one's ideal buyers.

With digital marketing, one can ensure that the right consumers are viewing the business's content. By improving targeting, the marketer can work to get more for allocated marketing budget and resources. With sophisticated targeting abilities, digital marketing tactics allow one to take comfort in knowing that marketer is focusing marketing efforts on strategies that actually work.

2.5 Most people are starting their buyer's journey online.

This presents a great opportunity for small businesses to connect with potential customers and educate them during the beginning stages of the buyer's journey. By creating relevant and engaging content that's optimized for the search engines, one can improve the business's visibility online and reach customers when it matters most.

2.6 Customers are on social media, and digital marketing helps reach them.

No matter what industry the business is in, there's a good chance that the product's buyers are spending their time on social media channels like Facebook or Twitter. One-third of the earth's population uses social media platforms regularly

2.7 Digital marketing helps connect with mobile customers.

Yet another one of the many benefits of digital marketing is that it allows the marketer to connect with consumers who are browsing and consuming content on their mobile devices. Over half of all online users are accessing the web from a mobile device. Digital marketing can help reach people on mobile devices, tablets, and desktop computers.

3. CATEGORIES OF DIGITAL MARKETING

3.1 Search engine optimization (SEO)

Search engines are answer machines. When a person performs an online search, the search engine scours its corpus of billions of documents and does two things: first, it returns only those results that are relevant or useful to the searcher's query; second, it ranks those results according to the popularity of the websites serving the information. It is both relevance and popularity that the process of SEO is meant to influence.

3.2 Search engine marketing (SEM)

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings. A major economic benefit of SEM is the increased online conversion rate^[13].

3.3 Social Media Marketing (SMM)

It's one of the most powerful tools in digital marketing. Social media marketing provides a powerful opportunity to engage the target audience directly and generate buzz around a brand or content. The content will increase website traffic. The traffic generates leads. The leads obtain more social shares on the content. In turn it will expand brand reach and awareness. It helps to build up social communities. This will lead the business people to target their ideal demographic more efficiently. Then the digital marketers create meaningful relationships with customers and gain a better understanding of their audience

3.4 Pay-per-click advertising (PPC)

Pay-per-click marketing is a way of using search engine advertising to generate clicks to the business's website rather

than

4. ANALYSIS AND INTERPRETATION OF STUDY

Out of the four categories of the digital marketing tool, the most popular among the youths are Social Media Marketing (SMM). The success of promoting brands digitally is the more the audience wants to engage with the content, the more likely it is that they will want to share it. This ultimately leads to them becoming a customer. Impression, sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor or displayed once on a social media. The number of impressions of a particular advertisement is determined by the number of times the particular page is located and loaded. The College that was used in this study tried to promote post graduate courses MCA, PGCS and PGIT in digital marketing through Google Ads and Face book Ads. The age group targeted was 18 to 24. In this target group, the study focused on undergraduate students. The reach of the advertisement was high - it reached around 18000 customers in 30 days. There were 1,714,650 impressions made by the digital marketing tool. Conversion rate was high for the google display advertisements.

Table 1: Result of FB ads on PG course promotion

Ad	Leads	Impression	Cost	Cost / conv.	Conv. rate
MCA	60	39096	9756.53	162.61	0.07%
PGCS	38	18380	9758.02	256.79	0.05%
PGIT	120	99072	19700	164.17	0.07%

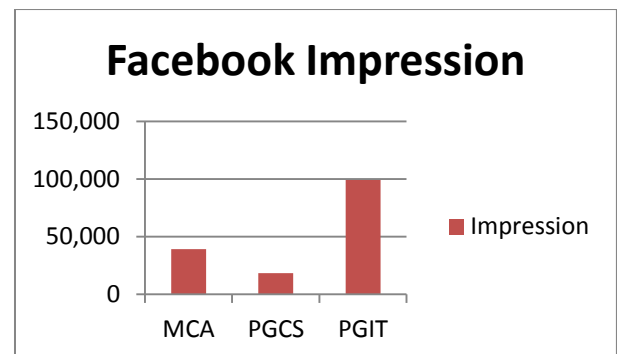


Fig 1: Facebook Impressions

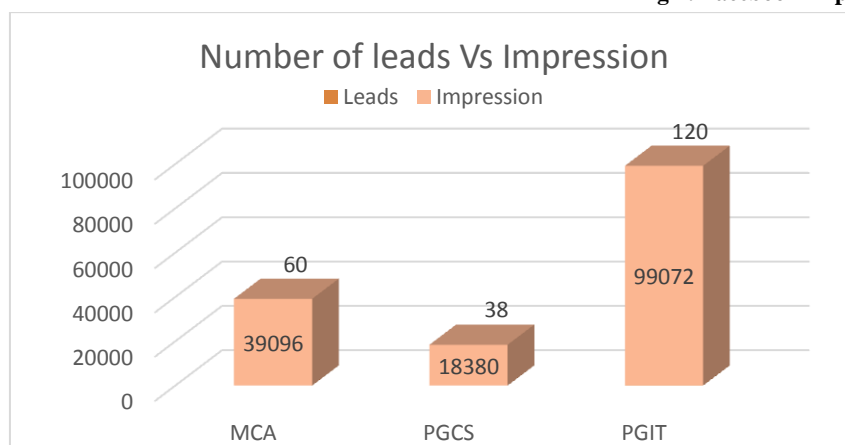


Figure 2 Number of Leads vs Impressions

Table 2: Conversion analysis for digital marketing

Ad group	Currency code	Default max. CPC	Ad group type	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
MCA	INR	3.00 (enhanced)	Display	5,254	627,054	0.84%	2	10496.76	184	56.87	3.51 %
PG-CS	INR	3.00 (enhanced)	Display	7,128	424,737	1.68%	1.5	10712.26	247	43.3	3.47 %
PG-IT	INR	3.00 (enhanced)	Display	5,431	506,311	1.07%	1.91	10373.57	204	50.51	3.78 %

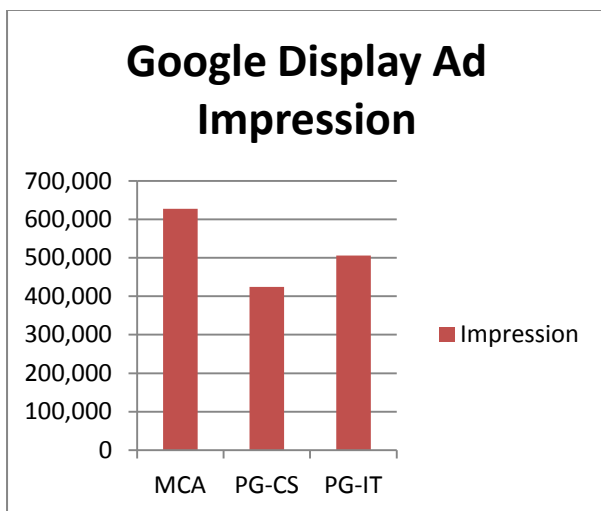


Figure 3 Google Display Ad Impression

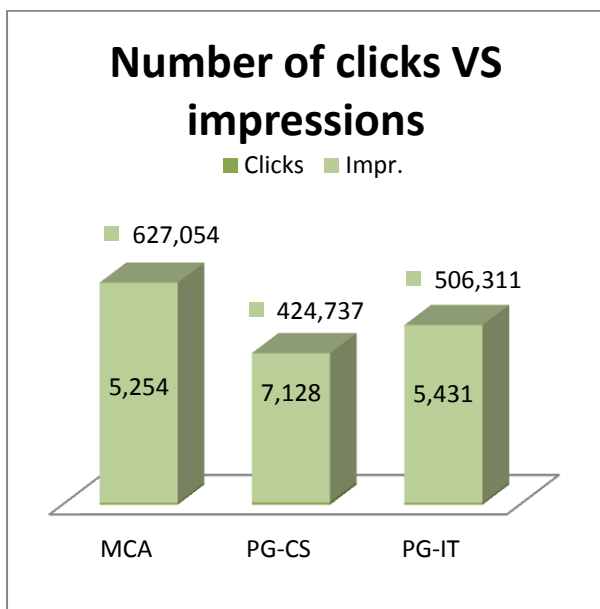


Figure 4 Number of clicks vs impression

5. CONCLUSION

Around the world people prefer to use internet on high frequency and look for information on multiple sources that too through digital medium of information. Hence, it proves that because of high access to internet amongst public, the concept of being digital and digital marketing is popular. It

can be concluded that digital marketing is the most effective mechanism of marketing due to various benefits provided by digital marketing. Moreover, youngsters preferred marketing activity while being on social media through social marketing.

SEM and SEO are both searches that use keywords that retrieve searches based on the exact keywords^[14]. The statistics show clearly that social media is not a mere trend but is here to stay for the long term. Corporates are increasingly converting marketing, advertisement and CRM business processes to social media. As a matter of fact, during recessions, it has been observed that while SEO and digital market budgets see an industry-wide decline, social media use remains the same^[12]. When the categories of digital marketing are analyzed, Social Media Marketing appears to be the most powerful channel for businesses to reach customers and promote brands.

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