

DIGITAL MARKETING: NEW PROSPECTS TO CULTIVATE CUSTOMER RELATIONSHIPS

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Abstract

Customer is a valuable asset for every business or for any organization. Every business aims at satisfying their customers as far as possible. There are number of techniques through which customer is made aware about the product. Traditional marketing makes the use of old techniques which has lot of limits, to cover that limits digital marketing is cable of making things more easier and beneficial to current busy customers. Social media marketing is an important component of digital marketing. Number of organizations makes the use of traditional and modern (digital) marketing channels to connect with the customers.

Keywords : Digital, Marketing, Social Media, Customer, Edifying

Introduction :

In simple words marketing is the action or business of promoting and selling products or services, including market research and advertising. Scope of marketing is vast. It includes all the activities and processes which are included in satisfying needs of customer. Marketing identifies unfulfilled needs and desires. Marketing is the process of teaching consumers why they should choose your product or service over your competitors; if you are not doing that you are not marketing.

Marketing as a process includes key processes as (1) opportunity identification, (2) new product development, (3) customer attraction, (4) customer retention and loyalty building, and (5) order fulfillment.

In order satisfy the different needs of busy and edifying customers digital marketing plays an important role. In simple terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that

it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

Digital marketing makes the use of various and different promotional techniques used to reach customers via digital technologies.

Traditional marketing techniques are used by many business owners, executives, and marketers. Traditional forms of marketing such as radio, TV, print, and billboard ads. These marketing channels generally increase business which is why they are still used by many companies. However, there are two major shortcomings to traditional marketing.

Firstly, traditional methods are expensive compared to digital marketing,

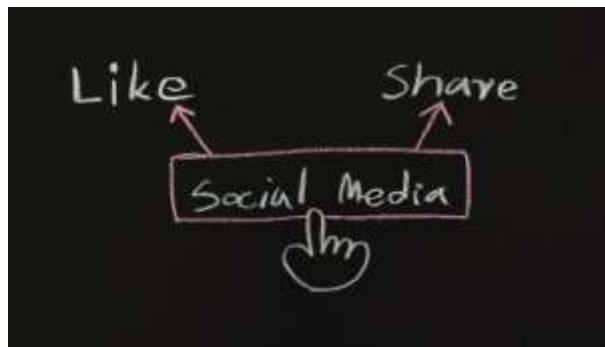
Secondly, traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action.

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.



<http://www.wordstream.com/social-media-marketing>

Social Media Marketing is one of the most important components of digital marketing. Social media marketing *is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes.*



Digital marketing and traditional marketing are used to attract qualified customers and build brand awareness in your market, and they work together to power successful marketing results.

Objectives :

- To overcome the limits of Traditional Marketing.
- To reach worldwide customer at a time.
- To make product and service available on 24*7 hour basis.
- To increase market share.
- To achieve cost efficiency and brand development.
- To measure real time data.
- To become SMART i.e. S-Specific, M-Measurable, A-Achievable, R-Realistic, T-Timely.

Research Methodology:

There are number of method through which research can be done. They include

- 1) Interview
- 2) Questionnaire
- 3) Record Review
- 4) Observation

For our research customers using digital marketing are interviewed in which we come to know that FlipKart.com is one of the most widely used sites for digital marketing. And the other method used for research is questionnaire which is attached at annexure.

Purpose of study :

The main purpose of carrying out research is to know what benefits we receive by using digital marketing. With little cost investment you can achieve lots of return on investment such as real

time data related to number of customers visiting sites, their choices, preferences, and most important brand development, area to be covered etc. With the help of this we come to know the difference between traditional marketing and digital marketing.

Data Used :

There are basic two types of data i.e. primary data and secondary data. Primary data is one which generated from the actual source. In this case it is customers which are using digital marketing. Through interview technique we gathered required data and by questionnaire method through answers of questions we receive required data.

Secondary data include use of internet, news-papers, magazines, through which required data is collected.

Even though traditional marketing is used by many organizations there is lot of difference between the two which can be narrated as:

➤ **Traditional Marketing:-**

- IT focuses on media like print, television, radio, and direct mail.
- Traditional Marketing is not cost-effective.
- Traditional Marketing uses the media like television, radio, print media and the Yellow Pages.
- In traditional marketing it's not easy to know how many people heard your radio spots or read your newspaper advertisement.
- Traditional Marketing is useful for brand development but as digital marketing it is not so impressive and powerful.
- When was the last time you heard of a printed sales flyer going viral - spreading around your target market like wildfire? Compare to digital marketing traditional marketing has less potential in reaching customer.
- With the use of traditional marketing techniques it is not always possible to reach only your prospects buyer for product. For example when you place a banner for your product it is seen by everyone not only by prospects buyer.
- Traditional marketing takes more time in reaching finished products to ultimate customer. It goes through numerous steps, each takes some times. Even, when it has been delivered to the customers, it cannot get into customers' hands simultaneously

- **Modern Marketing :-**

- It focuses on the web.
- Digital marketing is more cost-effective.
- Digital marketing uses social media along with internet.
- In digital marketing you can find out exactly how many times your digital marketing messages were displayed to local customers, how many times they were clicked, which web pages they visited after clicking, how long they looked around, and many more.
- Digital marketing is terrific for brand development.
- Digital marketing has the potential for reaching exponentially more customers than traditional marketing. When your website content and digital ads appear on Google, Bing and Yahoo, plus social networks like Facebook, Twitter, etc. your message and brand can be seen by many more potential customers, making your investment more valid.
- With digital marketing and with Online you can target your marketing campaign to show marketing messages only to prospective customers who are ready to buy today which is not possible with traditional marketing.
- Digital marketing takes almost instantaneous time. It also can get into the customers simultaneously.

Digital Marketing helps the businesses in number of ways. With the help of digital marketing businesses are able to achieve:

Any business can compete with any competitor regardless of its size with a solid digital marketing strategy and technique. Traditionally a smaller retailer would struggle to compete with larger competitors.

With digital marketing your business can develop its online marketing strategy with little cost and can potentially replace traditional & costly advertising channels such as Yellow Pages, television, radio and magazine, newspapers.

With digital marketing you can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them, buy them and provide feedback which is visible to your market.

Most people hate receiving sales mailshots or phone calls at inconvenient times, they have little interest in. Online people get the choice to opt in or out of communications and often it are relevant because they were the ones searching for it in the first place.

How often do your sales flyers get passed around instantly to your customers and prospects? Online, using social media share buttons on your website, email and social media channels enables your message to be shared incredibly quickly. It is very effective in sharing breaking news.

With digital marketing your business can be seen anywhere in the world.

Digital Marketing enables you to refine your strategy at any point in time and see any improvements or opportunities for further refinement almost instantaneously.

The traditional marketing mix included the four Ps of product, price, placement and promotion: on the other hand modern/digital marketing includes six Cs, which are contact, connect, conversation, consideration, consumption and community along with four P's.

Though Digital Marketing helps business to grow and expand still it goes through certain limits such as:

- Now days because of increasing cyber crimes it becomes risky to pay online. Many users still don't trust in the electronic methods of paying and give up buying online because of this.
- One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds.
- Other disadvantage is the cash on delivery system, since it doesn't guarantee the 100% purchase of the product.
- Sometimes what you look your product online that might not be the case in actual.
- There are some fake web sites.

Digital marketing is essential in today's world. With both competitors and potential customers constantly online, digital marketing is the only way to stay ahead. Still the businesses have to implement strategies to grow and expand their business.

Setting with a solid goal : - Lot of things needs to be considered in digital marketing. Starting and setting with a solid goal greatly increases your chances of success. Digital marketing is a great way for small businesses to prosper, but going into the process blindly can leave you with a messy.

Selecting effective channel: - It is amp through which you will travel to reach your destination i.e. customer. Selection of appropriate channel is important in which awareness, interest, desire, and action are the factors needs to be considered.

Awareness - customer is aware of your product or service?

Interest- They are actively expressing interest in a certain type of your products or services.

Desire- They have taken an interest in a specific product or service.

Action- Taking the next step towards purchasing of product.

A call-to-action- A call-to-action is an image or text that prompts visitors to take action, such as subscribe to a newsletter, view a webinar or request a product demo.

An Effective direct inducement- It can be used with channel or call of action. Supply them with something relevant to your product or service that the customer wants.

Other strategies include:

- Create a Facebook page, Twitter account, LinkedIn account.
- Google AdWords campaign.
- Advertise your business in relevant industry trade magazines.
- Regularly release quality press releases.
- Start a rewards program for loyal customers.
- Upload demo videos on how to use your product or service.
- Create a blog.
- Leave helpful comments on industry blogs.

Conclusion :

Digital Marketing helps the business in terrific way to expand. Digital Marketing helps to buy and sell products and services on 24*7 hour basis. As today's world is of computer, qualified customers are making the best of it. It overcomes all the barriers of traditional marketing. It is the one way you can reach all worldwide customers at single glance. Businesses are able to have real time assessment of their customer regarding their feedback, their preference, market trends etc. Even though it provides lots of benefits it goes through some limits because every coin has two sides.

Annexure:

Questionnaire :

- 1) What are the difficulties you face with Traditional Marketing?
- 2) Why you prefer Digital Marketing?
- 3) Is it safe?

- 4) Do you believe that all sites are really worthful?
- 5) What problems you face while using Digital Marketing?
- 6) Name any one site which is widely used for Digital Marketing?
- 7) Which is best? Traditional Marketing Or Digital Marketing?

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