

# Digital Marketing in Business; Overview and Analysis

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**Abstract:** *It is very important for businesses to get consumers. Even after offering a good product or service but relying only on traditional forms of advertising and marketing, they can end up at a small scale. In this modern era, a business should consider the global marketplace they can achieve through online medium. Hence, digital marketing is an essential investment for businesses. In this research paper we will study digital marketing and analyze it with respect to business.*

**Keywords:** Digital, Business, Marketing, Online, Promotion

## 1. Introduction

Digital marketing uses online and internet technologies such as laptops, tablets, phones, computers and other digital platforms. It is used for promoting and marketing products or services. It is also used to advertise and connect customers using the forms of digital communication. As a local small business owner to a multinational company taking advantage of digital marketing is the key to success. The barriers of entry into the marketplace are minimized when compared to traditional forms of marketing [1]. So, one can take advantage of the digital space easily. The use of digital marketing can be very useful as the total number of people who have access to social media, internet and phones is huge and rapidly increasing. It is more than half of the human population.

### 1) Role of Digital Marketing in Business

Digital marketing helps garner new traffic, leads, and sales for business by reaching people looking for your products and services. It is important to market a company online to gain prospective leads and high - value consumers. Online marketing plays a vital role in helping business grow. Considering that over 4.3 billion people are on the web and two billion of them are online shoppers, there are dozens of opportunities to reach people who can be interested in a company. Digital marketing strongly and positively impacts a business. Investing in digital marketing can play a critical role in driving success. Marketing has evolved from the conventional way and is gaining more popularity in the digital segment. There are different types of brand promotion one can do online, using various platforms and techniques. Digital marketing has also proved to increase the number of sales and revenue in business. It has shown the most positive outcomes for small businesses. Even the future of digital marketing is very promising and seems to rapidly rise in the industry. Digital marketing levels the playing field, it helps you earn an impressive ROI, it allows you to reach people where they are and allows you to track its effectiveness [2].

### 2) Digital Marketing and Conventional way of Business

Digital marketing targets customers globally, whereas the conventional way provides a limited range of customers. Digital marketing is cheaper and faster as compared to the

old way. Digital marketing can provide better customer support and for longer times. Digital Marketing has facts and data which are available on various analytic tools making it very convenient to analyze and interpret it. For market analysis traditional marketing depends on surveys or experimentation and it is complex to analyse the result and does not provide accurate data [3]. Digital marketing is done through social media, websites and online platforms, whereas the conventional way includes posters, billboards and various types of material.

### 3) Types of Digital Marketing for Business

First is SEO (Search engine optimization). The goal of SEO is to optimize content and a website in a way that makes it appear among the first results on a search engine results page (SERP). [4]. Second is Ecommerce. It is the art of buying and selling of products online without going to a store. Amazon is a very successful ecommerce business. Third is SEM (Search Engine Marketing). This is used to increase the engagement of the product and bring the search results at the top. Websites are used to rank and increase their visibility by paid advertising (Both SEO and SEM can be beneficial for a business as customers will have a direct contact with the website easily). Fourth is social media marketing. Use of different social media platforms are done to advertise or promote a product. Everyone is using social media such as Instagram, Facebook and other apps today. So, this can be a great way of targeting the audience correctly. Fifth is affiliate marketing. A business can use third - party to generate leads and traffic. This can be very beneficial for both of them. Sixth is content marketing. It is used to create, distribute different media types such as videos, podcasts, articles. Content marketing can be a great way of capturing what a business identifies themselves. Seventh is email marketing. It includes sending a commercial message to people or individuals via an email. This is a great way of interacting with customers and giving them regular updates about offers, schemes and other things.

### 4) Increasing Business Sales through Digital Marketing

With all the clutter and distraction of the digital world, getting the attention of the audience is an increasingly difficult task. Properly managed digital advertising campaigns are a fast and efficient way to drive new leads and sales to business [5]. Creating a value of the brand is

essential. Each business should possess their own style to establish an image to their customers. Choosing the appropriate customers is important as audience targeting is one of the best digital marketing ideas. Business should continue making strategies and should not stay stagnant. Using different digital platforms is a good way of reaching the customers; this can be through social media, content, email, affiliate marketing, etc. Usage of PPC (Pay Per Click) is a criterion that every business should incorporate during search engine marketing. Making of advertising campaigns should be both succinct and creative at the same time.

### 5) Small Businesses

Since digital marketing is booming, the small businesses are the most benefited. Earlier it was not easy for independent, self - employed and small businesses to thrive when large companies could simply outrun them. But now it is much easier for small businesses as they do achieve a lot of things on the personal level itself. All the small businesses no matter how new they are should never overlook the digital channels as they can easily gain customers. Small businesses can easily expand from a scale to a big one by generating leads slowly through online systems. These owners can even earn enough money for a living whereas it was impossible earlier due to the heavy competition that big companies gave. Growth in business is very certain if the business has a good product or service and with correct digital marketing tactics, it can achieve huge success. Small businesses have seen a global impact as both the consumers and marketers have benefited. The multinational companies and well - established big businesses can easily defeat these small businesses but due to the presence of digital marketing these small businesses are able to cater the needs of their consumers better. This is because they are only focused on one product or service which increases their reach, efficiency and customer loyalty.

### 6) Jobs

Due to the rapid rise of digital marketing, it has led to the generation of numerous jobs. Businesses are now employing people for various digital roles. Be it a seo expert, social media manager or content marketer. People are gaining different skills as digital marketing is a very wide field and one can easily enter into one of its domains. From this, most of the businesses have flourished and increased the number of jobs open. Almost all businesses require at least one person for digital marketing tasks be it a contract or a full - time role. This has led to a shift from the other jobs to digital ones. This has led to an increased number of jobs and is one of the highest growing industries. This has led to a major contribution to the economy as well.

### 7) Downside of Digital Marketing in Business

Even though digital marketing has shown positive results when it comes to businesses, everything always has pros and cons. So, here are some points discussing that: Employers and staff should have correct knowledge and skills to do digital marketing with success. Digital tools and platforms keep on updating so one always needs to be prepared with the technologies. If there are bad comments or negative feedback about the business' product or service, it will be visible everywhere. This is a huge letdown for the company's brand value and name. Digital marketing has

opened many avenues for businesses but this has also led to a huge competition between the sellers. Even for one product or service there are several businesses present which can also lead to losses. Security and privacy issues - there are a number of legal considerations around collecting and using customer data for digital marketing purposes [6]. Creating campaigns, making advertisements and working on different digital platforms at the same time is complex and time consuming. Moreover, in presence of a deadline it can become very stressful to market the business correctly.

### 8) Future in Business

The future of digital marketing is very promising and secure. All the businesses are currently spending more money and time on digital marketing. So, even for the longer run, digital marketing is going to stay for long. Consumers are increasing and more marketers are required than ever before to complete the tasks for business. Everything is online and the future is going to be of a digital era. It is getting easier to market and fulfil customers' needs online only. It has ample opportunities in the future. To complete these requirements companies and businesses will use innovation, digital transformation and marketing. So, businesses will rely on this more and more as time goes by because digital marketing is never going to become obsolete or stagnant. It will only rapidly increase.

## 2. Conclusion

Everything is digitizing, so digital marketing seems to evolve and rapidly increase in the future. It has a great importance in business. Different digital platforms provide a better way to promote and advertise. It has led to an increased number of sales and revenue for businesses. It is easier for small businesses to expand and flourish even with the huge competition faced by the multinational companies. It has generated several jobs and given employment to a lot of the people. This has contributed to the economy as well. Even with some downsides the result will still stay to be positive when it comes to digital marketing. Businesses require it and would continue to do so. Hence, when both business and digital marketing run together it can achieve milestones.

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