



EMERGENCE OF DIGITAL MARKETING AFTER DEMONETIZATION

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ABSTRACT

Digital marketing forms the backbone of today's economy. It is a skill that everyone should have irrespective of their job profile. Sometimes it is natural to feel that digital marketing is one of the many professions in the world. Just like data science, programming, finance, etc., digital marketing may look like just another profession that you can choose from a wide array of career options. Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The term digital marketing was first used in the 1990s, but digital marketing has roots in the mid-1980s, when the Soft Ad Group, now Channel Net, developed advertising campaigns for automobile companies People sent in reader reply cards found in magazines and received in return floppy disks that contained multimedia content promoting various cars and free test drives. In 2000 a survey in the United Kingdom found that most retailers had not registered their own domain address. Digital marketing became more sophisticated in the 2000s and the 2010s, when the proliferation of devices' capability to access digital media at almost any given time led to great growth. Digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that

provide digital media, such as mobile phones (SMS and MMS), call back, and on-hold mobile ring tones. We cannot ignore digital marketing , I want to detail digital marketing even if you do not plan to have a career in core digital marketing. In today's world, digital marketing has become like language and medium of communication. We've never had this power before; today all of us spread information through digital channels. Digital marketing activities should never be constrained to the digital marketing team alone. Digital marketing runs through the entire organisation.

KEYWORDS: Digital Marketing, Brand awareness, Developments and strategies, Multi-channel communications, Competitive advantage etc.

INTRODUCTION

Digital Marketing involves understanding what the customer wants and digital marketing helps with that. Marketing and communication is inbuilt in the product creation process. If someone makes a product that no one understands how to use, the product will fail. Marketing is also the responsibility of the support team because if the support team does a good job, they get appreciated. This increases brand affinity, word of mouth referrals, and ultimately more customers for the business. And on the other side of the coin, if the support team is bad, then someone could tweet negatively about the company and that would affect the brand image of the company and reverse all the progress done by marketing and branding activities. So, it doesn't matter where you fit in the organisation, your digital marketing skills is going to help the business grow. Previously, TV, newspaper, and radio companies had the power to publish and since they had the power to spread ideas and information, they were the only ones creating information. The other type of content creator is the person who writes in his/her journal every day but not many of us were motivated to do that because no one would read it because there was no way to spread that content easily. For the first time in the history of mankind, a single individual has the power to publish something that the whole world can see. In Italy, digital marketing is referred to as web marketing. In the UK and worldwide, however, digital marketing has become the most common term, especially after the year 2013. You cannot ignore digital marketing. Though digital marketing may look like just one more subject and one more career option, it forms the backbone of today's economy. Digital marketing is a skill that everyone should have irrespective of their job profile. Once you start observing how the behavioural of the people around us has changed because of the internet, you will see that digital marketing is everywhere and everyone is a digital marketer. Digital

media growth is estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioural Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection. Though digital marketing may look like just one more subject and one more career option, it forms the backbone of today's economy. Digital marketing is a skill that everyone should have irrespective of their job profile.

OBJECTIVES

- To study the Digital marketing strategy in India.
- To study Multi-channel communications in India.
- To study Demonetization effects on Digital Marketing in India.
- To Study Competitive advantage of Digital marketing in India
- To Study the process of Digital marketing in India
- To Study the Demonetization Impact on Digital Marketing in India.

DIGITAL MARKETING STRATEGY PLANNING SYSTEM

Digital marketing planning is a term used in marketing management. It describes the first stage of forming a digital marketing strategy for the wider digital marketing system. The difference between digital and traditional marketing planning is that it uses digitally based communication tools and technology such as Social, Web, Mobile, Scannable Surface. Nevertheless, both are aligned with the vision, the mission of the company and the overarching business strategy. The Dr Dave Chaffey's approach, the Digital Marketing Planning (DMP) has three main stages; Opportunity, Strategy and Action. He says that any business looking to implement a successful digital marketing strategy must structure their plan by looking at opportunity, strategy and action. This generic strategic approach often has phases of situation review, goal setting, strategy formulation, resource allocation and monitoring.

OPPORTUNITY

To create an effective DMP a business first needs to review the marketplace and set 'SMART' (Specific, Measurable, Actionable, Relevant and Time-Bound) objectives. They can set SMART objectives by reviewing the current benchmarks and Key Performance

Indicators (KPIs) of the company and competitors. It is pertinent that the analytics used for the KPIs be customised to the type, objectives, mission and vision of the company. Companies can scan for marketing and sales opportunities by reviewing their own outreach as well as influencer outreach. This means they have competitive advantage because they are able to analyse their co-marketers influence and brand associations. To cease opportunity, the firm should summarize their current customers' personas and purchase journey from this they are able to deduce their digital marketing capability. This means they need to form a clear picture of where they are currently and how many resources they can allocate for their digital marketing strategy i.e. labour, time etc.

STRATEGY

To create a planned digital strategy, the company must review their digital proposition (what you are offering to consumers) and communicate it using digital customer targeting techniques. So, they must define online value proposition (OVP), this means the company must express clearly what they are offering customers online e.g. brand positioning. The company should also (re)select target market segments and personas and define digital targeting approaches. After doing this effectively, it is important to review the marketing mix for online options. The marketing mix comprises the 4Ps - Product, Price, Promotion and Place. Some academics have added three additional elements to the traditional 4Ps of marketing Process, Place and Physical appearance making it 7Ps of marketing.

ACTION

The third and final stage requires the firm to set a budget and management systems; these must be measurable touch points such as audience reach across all digital platforms. The Action and final stage of planning also requires the company to set in place measurable content creation e.g. oral, visual or written online media. After confirming the digital marketing plan, a scheduled format of digital communications e.g. Gantt chart should be encoded throughout the internal operations of the company. This ensures that all platforms used fall in line and complement each other for the succeeding stages of digital marketing strategy.

PROCESS NON-LINEAR MARKETING APPROACH:

Exchanges are more non-linear, free flowing, and both one-to-many or one-on-one. The spread of information and awareness can occur across numerous channels, such as the

blogosphere, YouTube, Facebook, Instagram, Snapchat, Pinterest, and a variety of other platforms. In an ever more complex retail environment, customer engagement is essential but challenging. Retailers must shift from a linear marketing approach of one-way communication to a value exchange model of mutual dialogue and benefit-sharing between provider and consumer. Retailers are increasingly focusing on their online presence, including online shops that operate alongside existing store-based outlets. The "endless aisle" within the retail space can lead consumers to purchase products online that fit their needs while retailers do not have to carry the inventory within the physical location of the store. Solely Internet-based retailers are also entering the market; some are establishing corresponding store-based outlets to provide personal services, professional help, and tangible experiences with their products. Online shoppers are increasingly looking to purchase internationally, with over 50% in the study who purchased online in the last six months stating they bought from an overseas retailer. Using an omni-channel strategy is becoming increasingly important for enterprises who must adapt to the changing expectations of consumers who want ever-more sophisticated offerings throughout the purchasing journey.

BRAND AWARENESS

Social segregation plays no part through social mediums due to lack of face to face communication and information being wide spread instead to a selective audience. This interactive nature allows consumers create conversation in which the targeted audience is able to ask questions about the brand and get familiar with it which traditional forms of Marketing may not offer. The key objective is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications. Users with access to the Internet can use many digital mediums, such as Facebook, YouTube, Forums, and Email etc. Through Digital communications Digital marketing creates a Multi-communication channel where information can be quickly exchanged around the world by anyone without any regard. Brand awareness has been proven to work with more effectiveness in countries that are high in uncertainty avoidance, also these countries that have uncertainty avoidance; social media marketing works effectively.

DIGITAL MARKETING BENEFIT

There are a number of ways brands can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era not only allows for brands to market

their products and services, but also allows for online customer support through 24/7 services to make customers feel supported and valued. The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them. As such, digital marketing has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs and websites on their experience with a product or brand. It has become increasingly popular for businesses to utilise and encourage these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive appropriately. The potential reach of social media is indicated by the fact that in 2015, each month the Facebook app had more than 126 million average unique users and YouTube had over 97 million average unique users.

DEVELOPMENTS AND STRATEGIES

One of the major changes that occurred in traditional marketing was the "emergence of digital marketing" this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing. As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.

SEGMENTATION

This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Sales force CRM. Many universities now focus, at Masters level, on engagement strategies for influencers. To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients. more focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.

COLLABORATIVE ENVIRONMENT

Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. UGC is low-cost advertising as it is directly from the consumers and can save advertising costs for the organisation. A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications. Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called User Generated Content.

ADVERTISING DATA-DRIVEN

Without exposing customers' privacy, users' Data can be collected from digital channels (e.g.: when customer visits a website, reads an e-mail, or launches and interact with brand's mobile app), brands can also collect data from real world customer interactions, such as brick and mortar stores visits and from CRM and Sales engines datasets. The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender and interests of whom they would like their targeted post to be seen by. Furthermore, based on a customer's recent search history they can be 'followed' on the internet so they see advertisements from similar brands, products and services, This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era.

CONTENT MARKETING

The Content marketing can be briefly described as "delivering the content that your audience is seeking in the places that they are searching for it". It is found that content marketing is highly present in digital marketing and becomes highly successful when content marketing is involved. Differentiation is one factor that can make an advertisement successful in digital marketing because consumers are drawn to it and are more likely to view the advertisement. This is due to content marketing making your brand more relevant to the target consumers, as well as more visible to the target consumer. Marketers also find email an effective strategy when it comes to digital marketing as it is another way to build a long term relationship with the consumer. Interesting mail titles differentiate one advertisement from the other. This

separates advertisements from the clutter. A strategy that is linked into the effectiveness of digital marketing is content marketing.

CUSTOMER ESTABLISHMENT

A list of customers and customer's details should be kept on a database for follow up and selected customers can be sent selected offers and promotions of deals related to the customer's previous buyer behaviour. This is effective in digital marketing as it allows organisations to build up loyalty over email. In order to get the full use out of digital marketing it is useful to make your advertising campaigns have low technical requirements. This prevents some consumers not being able to understand or view the advertising campaign. The lucrative offers would always help in making your digital campaign a success. Give some reward in the end of the campaign. This would definitely invite more engagement and word of mouth publicity.

BALANCING SEARCH AND DISPLAY

Balancing search and display for digital display ads are important; marketers tend to look at the last search and attribute all of the effectiveness to this. This then disregards other marketing efforts, which establish brand value within the consumers mind. Com- score determined through drawing on data online, produced by over one hundred multichannel retailers that digital display marketing poses strengths when compared with or positioned alongside, paid search. This is why it is advised that when someone clicks on a display ad the company opens a landing page, not its home page. A landing page typically has something to draw the customer in to search beyond this page. Things such as free offers that the consumer can obtain through giving the company contact information so that they can use retargeting communication strategies .Commonly marketers see increased sales among people exposed to a search ad. But the fact of how many people you can reach with a display campaign compared to a search campaign should be considered. Multichannel retailers have an increased reach if the display is considered in synergy with search campaigns. Overall both search and display aspects are valued as display campaigns build awareness for the brand so that more people are likely to click on these digital ads when running a search campaign.

MOBILES MODE OF DIGITAL MARKETING

Apps provide a big opportunity as well as challenge for the marketers because firstly the app needs to be downloaded and secondly the person needs to actually use it. This may be

difficult as 'half the time spent on smart phone apps occurs on the individuals single most used app, and almost 85% of their time on the top four rated apps. Mobile advertising can assist in achieving a variety of commercial objectives and it is effective due to taking over the entire screen, and voice or status is likely to be considered highly; although the message must not be seen or thought of as intrusive .Disadvantages of digital media used on mobile devices also include limited creative capabilities, and reach. Although there are many positive aspects including the users entitlement to select product information, digital media creating a flexible message platform and there is potential for direct selling.

MEASUREMENT OF CROSS-PLATFORM

The number of marketing channels continues to expand, as measurement practices are growing in complexity. A cross-platform view must be used to unify audience measurement and media planning. Market researchers need to understand how the Omni-channel affects consumer's behaviour, although when advertisements are on a consumer's device this does not get measured. Significant aspects to cross-platform measurement involves de-duplication and understanding that you have reached an incremental level with another platform, rather than delivering more impressions against people that have previously been reached . An example is 'ESPN and com-score partnered on Project Blueprint discovering the sports broadcaster achieved a 21% increase in unduplicated daily reach thanks to digital advertising' .Television and radio industries are the electronic media, which competes with digital and other technological advertising. Yet television advertising is not directly competing with online digital advertising due to being able to cross platform with digital technology. Radio also gains power through cross platforms, in online streaming content. Television and radio continue to persuade and affect the audience, across multiple platforms.

TARGET MARKET

Many ads are not seen by a consumer and may never reach the right demographic segment. Brand safety is another issue of whether or not the ad was produced in the context of being unethical or having offensive content. Recognizing fraud when an ad is exposed is another challenge market face. This relates to invalid traffic as premium sites are more effective and detecting fraudulent traffic, although non-premium sites are more problem. Targeting, view ability, brand safety and invalid traffic all are aspects used by marketers to help advocate digital advertising. Cookies are a form of digital advertising, which are tracking tools within desktop devices; causing difficulty, with shortcomings including deletion by web browsers,

the inability to sort between multiple users of a device, inaccurate estimates for unique visitors, overstating reach, understanding frequency, problems with ad servers, which cannot distinguish between when cookies have been deleted and when consumers have not previously been exposed to an ad. Due to the inaccuracies influenced by cookies, demographics in the target market are low and vary. Another element, which is affected within digital marketing, is ‘viewability’ or whether the ad was actually seen by the consumer.

MULTI-CHANNEL COMMUNICATIONS

Digital marketing is facilitated by multiple channels, As an advertiser one's core objective is to find channels which result in maximum two-way communication and a better overall ROI for the brand. There are multiple online marketing channels available namely.

AFFILIATE MARKETING

Affiliate marketing is perceived to not be considered a safe, reliable and easy means of marketing through online platform. This is due to a lack of reliability in terms of affiliates that can produce the demanded number of new customers. As a result of this risk and bad affiliates it leaves the brand prone to exploitation in terms of claiming commission that isn't honestly acquired. Legal means may offer some protection against this, yet there are limitations in recovering any losses or investment. Despite this, affiliate marketing allows the brand to market towards smaller publishers, and websites with smaller traffic. Brands that choose to use this marketing often should beware of such risks involved and look to associate with affiliates in which rules are laid down between the parties involved to assure and minimize the risk involved.

DISPLAY ADVERTISING

As the term infers, Online Display Advertisement is deals with showcasing promotional messages or ideas to the consumer on the internet. This include a wide range of advertisements like advertising blogs, networks, interstitial ads, contextual data, ads on the search engines, classified or dynamic advertisement etc. The method can target specific audience tuning in from different types of locals to view a particular advertisement, the variations can be found as the most productive element of this method.

EMAIL MARKETING

Email marketing in comparison to other forms of digital marketing is considered cheap; it is also a way to rapidly communicate a message such as their value proposition to existing or potential customers. Yet this channel of communication may be perceived by recipients to be bothersome and irritating especially to new or potential customers, therefore the success of email marketing is reliant on the language and visual appeal applied. In terms of visual appeal, there are indications that using graphics/visuals that are relevant to the message which is attempting to be sent, yet less visual graphics to be applied with initial emails are more effective in-turn creating a relatively personal feel to the email. In terms of language, the style is the main factor in determining how captivating the email is. Using casual tone invokes a warmer and gentle and inviting feel to the email in comparison to a formal style.

SEARCH MARKETING AND NETWORKING

SOCIAL MEDIA MARKETING

The term 'Digital Marketing' has a number of marketing facets as it supports different channels used in and among these, comes the Social Media. When we use social media channels (Facebook, Twitter, Pinterest, Instagram, Google+, etc.) to market a product or service, the strategy is called Social Media Marketing. It is a procedure wherein strategies are made and executed to draw in traffic for a website or to gain attention of buyers over the web using different social media platforms.

GAME ADVERTISING

In-Game advertising is defined as "inclusion of products or brands within a digital game. The game allows brands or products to place ads within their game, either in a subtle manner or in the form of an advertisement banner. There are many factors that exist in whether brands are successful in their advertising of their brand/product, these being: Type of game, technical platform, 3-D and 4-D technology, game genre, congruity of brand and game, prominence of advertising within the game. Individual factors consist of attitudes towards placement advertisements, game involvement, product involvement, flow or entertainment. The attitude towards the advertising also takes into account not only the message shown but also the attitude towards the game. Dependent of how enjoyable the game is will determine how the brand is perceived, meaning if the game isn't very enjoyable the consumer may subconsciously have a negative attitude towards the brand/product being advertised. In terms

of Integrated Marketing Communication "integration of advertising in digital games into the general advertising, communication, and marketing strategy of the firm is an important as it results in a more clarity about the brand/product and creates a larger overall effect.

VIDEO ADVERTISING

This type of advertising in terms of digital/online means are advertisements that play on online videos e.g. YouTube videos. This type of marketing has seen an increase in popularity over time. Online Video Advertising usually consists of three types: Pre-Roll advertisements which play before the video is watched, Mid-Roll advertisements which play during the video, or Post-Roll advertisements which play after the video is watched. Post-roll advertisements were shown to have better brand recognition in relation to the other types, where-as "ad-context congruity/incongruity plays an important role in reinforcing ad memorability".

COMPETITIVE ADVANTAGE

To reach the maximum potential of digital marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioural patterns of clients and feedback on their needs. By using Internet platforms, businesses can create competitive advantage through various means .This means of content has shown to have a larger impingement on those who have a long-standing relationship with the firm and with consumers who are relatively active social media users. Effective use of digital marketing can result in relatively lowered costs in relation to traditional means of marketing; Lowered external service costs, advertising costs, promotion costs, processing costs, interface design costs and control costs. Relative to this, creating a social media page will further increase relation quality between new consumers and existing consumers as well as consistent brand reinforcement therefore improving brand awareness resulting in a possible rise for consumers up the Brand Awareness Pyramid. Although there may be inconstancy with product images; maintaining a successful social media presence requires a business to be consistent in interactions through creating a two way feed of information; firms consider their content based on the feedback received through this channel, this is a result of the environment being dynamic due to the global nature of the internet.

DEMONETISATION IMPACT ON DIGITAL MARKETING IN INDIA

It was a day of great turbulence in India's financial world on 8th November 2016, 20:15 IST, as the government announced demonetization of Indian high-value currency notes. The consequent media frenzy, the furore of rumours, arguments, and counterarguments has been yet to abate. India's economists have taken a widely divided stance on the efficiency of this move and its impact on the country's black money situation. According to different sources, the country's black money can be anywhere between 23-75% of India's GDP. The switch to the digital economy has its myriad benefits but the question remains. The common man of India ready to accept the move from cash to cashless transactions. By demonetizing the five hundred and thousand rupee notes India hopes to flush out considerable amounts of black money as well as to encourage a switch to cashless state within the mainstream economy. Therefore, this new move will definitely have a huge impact on the digital marketing horizon in India. It encourages people to be involved in fewer cash transactions and to use the electronic or plastic money. Apart from the most obvious boosts in terms of tax income, financial analysts reckon this move will have many benefits in the Indian economy. Some of the obvious beneficiaries of demonetization are banks, micro-financing companies, NBFCs and digital financial operators. Indians are traditionally inclined to use cash transactions and therefore some may feel compelled to object the transition into a cashless economy. The more digital savvy Indians have already embraced the opportunities of demonetization. Paytm Wallet, a popular mobile e-commerce website based in India has tripled its user base on the announcement on November 8th. However, there are many more steps the Indian government has to fulfil in order to facilitate a seamless transition to a digital economy. India already has an impressive annual growth rate of internet users with the latest statistic showing a remarkable 32%. With over 350 million internet users, the country has the second largest registered internet user rate in the world and is second only to China. As a digital agency, GBIM has a big role to play in the aftermath of Demonetisation. It is our responsibility to facilitate as many convenient places where people can digitally sign up to transact with their money as they wish. E-wallet companies will have the upper-hand in this new financial environment in India. This is evidenced by the fact that even small local roadside stalls are now setting up payment acceptance through e-wallet companies like Paytm.

EFFECTIVENESS OF DIGITAL MARKETING

Although the ultimate criteria to evaluate any business initiative should be its return on investment or any other financial metrics in general, the evaluation criteria and metrics for

the digital marketing campaigns can be discussed in more details. The criteria and metrics can be classified according to its type and time span. Regarding the type, we can either evaluate these campaigns "Quantitatively" or "Qualitatively". Quantitative metrics may include "Sales Volume" and "Revenue Increase/Decrease". While qualitative metrics may include the enhanced "Brand awareness, image and health" as well as the "relationship with the customers". Shifting the focus to the time span, we may need to measure some "Interim Metrics", which give us some insight during the journey itself, as well as we need to measure some "Final Metrics" at the end of the journey to inform use if the overall initiative was successful or not. As an example, most of social media metrics and indicators such as likes, shares and engagement comments may be classified as interim metrics while the final increase/decrease in sales volume is clearly from the final category. the correlation between these categories should exist. Otherwise, disappointing results may happen at the end in spite of the illusion of success perceived early during the project.

INEFFECTIVE FORMS OF DIGITAL MARKETING

This section needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Non sourced material may be challenged and removed. Digital marketing activity is still growing across the world according to the headline global marketing index. Digital media continues to rapidly grow; while the marketing budgets are expanding, traditional media is declining Digital media helps brands reach consumers to engage with their product or service. in a personalised way. Five areas, which are outlined as current industry practices that are often ineffective are prioritizing clicks, balancing search and display, understanding mobiles, targeting, view- ability, brand safety and invalid traffic, and cross-platform measurement. Why these practices are ineffective and some ways around making these aspects effective are discussed surrounding the following points. Data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time a much more personal communication, highly relevant to each customer's moment and actions. An important consideration today while deciding on a strategy is that the digital tools have democratized the promotional landscape.

CONCLUSION

At present, companies are more into hiring individuals familiar in implementing digital marketing strategies and this has led the stream to become a preferred choice amongst individuals inspiring institutes to come up and offer professional courses in Digital

Marketing. A disadvantage of digital advertising is the large amount of competing goods and services that are also using the same digital marketing strategies. For example, when someone searches for a specific product from a specific company online, if a similar company uses targeted advertising online then they can appear on the customer's home page, allowing the customer to look at alternative options for a cheaper price or better quality of the same product or a quicker way of finding what they want online. Some companies can be portrayed by customers negatively as some consumers lack trust online due to the amount of advertising that appears on websites and social media that can be considered frauds. Another disadvantage is that even an individual or small group of people can harm image of an established brand. One, digital marketing is useful for specific categories of products, meaning only consumer goods can be propagated through digital channels. Industrial goods and pharmaceutical products cannot be marketed through digital channels. Secondly, digital marketing disseminates only the information to the prospects most of whom do not have the purchasing authority/power. And hence the reflection of digital marketing into real sales volume is sceptical.

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