



TO STUDY OF NEW TOOLS AND TECHNIQUES OF DIGITAL MARKETING

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Abstract:

Digital marketing typically refers to online marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

Did you know nine-in-ten U.S. adults go online on a daily basis? Not only that, 41% are online “almost constantly.” As a marketer, it’s important to take advantage of the digital world with an online advertising presence, by building a brand, providing a great customer experience that also brings more potential customers and more, with a digital strategy.

A digital marketing strategy allows you to leverage different digital channels—such as social media, pay-per-click, search engine optimization, and email marketing—to connect with existing customers and individuals interested in your products or services. As a result, you can build a brand, provide a great customer experience, bring in potential customers, and more.

Keywords: Digital Marketing, Techniques, tools, brand, mail

Introduction:-

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Essentially, if a marketing campaign involves digital communication, it's digital marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Marketing refers to the activities a company undertakes to promote the buying or selling of its products or services. Marketing includes advertising and allows businesses to sell products and services to consumers, other businesses, and organizations.

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Dr. Philip Kotler defines marketing as “ The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires.

Digital marketing and inbound marketing are easily confused, and for good reason. Digital marketing uses many of the same tools as inbound marketing—email and online content, to name a few. Both exist to capture the attention of prospects through the buyer’s journey and turn them into customers. But the two approaches take different views of the relationship between the tool and the goal.

Digital marketing considers how individual tools or digital channels can convert prospects. A brand's digital marketing strategy may use multiple platforms or focus all of its efforts on one platform. For example, a company may primarily create content for social media platforms and email marketing campaigns while ignoring other digital marketing avenues.

Any type of marketing can help your business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5.45 billion internet users globally as of July 2024.

Definition of Digital marketing

Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services.

Objectives of the study:-

1. To study of the concept of digital marketing.
2. To study the importance of digital marketing.
3. To Study of the new tools and techniques of digital marketing.

Research Methodology:-

The primary source of data collection in this research paper is the secondary data. The available information on Electronic data and M-Banking has been extensively used to complete the research paper. All the available Journals, Related books, Web, Articles, Publish and unpublished information and Papers provided necessary information to the finalize the research paper.

New Tools and Techniques of Digital Marketing:-

In today’s wired world, it’s impossible to overstate the importance of digital marketing to the success of your business. Strong, successful companies are carving out virtual space to respond to customers, to create connections with industry leaders, and to tell the story of their brand in a creative, genuine, and visually-engaging way. Digital marketing offers the invaluable opportunity to assess which elements of your strategy are working – or bombing – in real time. Simple new digital marketing techniques give every company – be it a four person startup or a multinational corporation – the chance to make an impact online. With that in mind, here are 5 new marketing tools and techniques to help you get started.

1. Content marketing techniques: - One of the most frequently dropped buzzwords in digital marketing, content marketing is essentially storytelling for your brand. “Content” can be virtually anything with a clear message: a series of attention-grabbing images, videos, blog posts, or news items. Content marketing differs from traditional marketing tools in its



resistance to overt calls-to-action or purely product- or service-based ads and smart consumers have developed a nose for sussing out quality content from gussied-up advertising. Like a good story, good content is original, dynamic, and shareable. Truly effective content marketing uses an accessible voice to tell genuine stories that gain the trust of the consumer and build a positive reputation for the brand. Content marketing is also inherently flexible. Consider ways to reframe your story or message to target different consumer groups with whom you may not have an instinctive one-to-one relationship. Once your content is in play, tools like Outbrain Amplify can help you distribute that content to a larger audience. Regardless of how wonderful your content is, it simply won't be truly effective if it isn't being widely seen.

2. Tools for social networking :- You're likely already using at least one form of social media as a way to connect with your customers – and if not, what are you waiting for? Social media is one of the best marketing tools for humanizing your brand and connecting with your customers in real time. A strong digital marketing strategy incorporates all social media forums appropriate to your organization, including Facebook, Twitter, LinkedIn, Google+, Pinterest, and Instagram . These tools have different purposes: Twitter has become a virtual telephone, a way for customers to lodge complaints or ask questions, whereas image-driven social media – such as Instagram and Pinterest – are a great way to get viral with visual storytelling. It's also vital to stay connected to new trends, such as LinkedIn's recent Influencers program, which promotes industry insiders as thought leaders and offers them a forum to share wisdom.

3. Go mobile:- More and more of us are accessing information on-the-go. Having a website that uses responsive design for various mobile formats – smartphones, tablets, etc – gives your company a competitive edge. Many marketers are now taking mobility a step further by using location data garnered by customer check-in tools like Foursquare or Facebook, or data provided by Adwords and GPS, to target marketing campaigns and build an ever more complete picture of who your customer is, where she goes, what she wants, and when she wants it. Understanding the context of your customer's desires and behavior is key to targeting your offerings to maximize what is actually needed. These mobility marketing techniques allow you to work outside of the in-office “vacuum.”

4. Retargeting:-One of the most interesting new marketing techniques, retargeting (or remarketing) tracks customers through cookie placement and continues to show them ads for products they've viewed in the past across a network of websites. Since only 2% of traffic converts on a first visit, retargeting is a simple, powerful way to keep your brand and product in the minds of potential customers and requires little effort on the part of the company. As the technology for retargeting improves, flexible brands will stay on top of the trend to find ever more organic ways to raise brand profile.

5. Community building:-The common thread in these best new digital marketing techniques is the need for brands to cater to the desire of consumers to be seen as individuals, and not just as a number. Consider the recent viral WestJet campaign that secretly fulfilled fliers Christmas wishes. With this campaign, WestJet managed to give an airline a warm & fuzzy personality (no easy feat) and to demonstrate responsiveness. Brands need to prove a genuine interest in the personalities of their dynamic customer base and to treat communication as a



way to build an authentic, like-minded community. As we grow more digitally-driven, the physical community of neighborhood commerce is giving way to more fluid and larger communities online. Even brick and mortar companies are now global participants. Digital marketing offers a way to move beyond your field and into the world at large.

Conclusion:

Mobile marketing is a digital marketing strategy that allows you to engage with your target audience on their mobile devices, such as smartphones and tablets. This can be via SMS and MMS messages, social media notifications, mobile app alerts, and more.

Digital marketing has become prominent largely because it reaches such a wide audience of people. However, it also offers a number of other advantages that can boost your marketing efforts. These are a few of the benefits of digital marketing.

A broad geographic reach :-When you post an ad online, people can see it no matter where they are (provided you haven't limited your ad geographically). This makes it easy to grow your business's market reach and connect with a larger audience across different digital channels.

Digital marketing not only reaches a broader audience than traditional marketing but also carries a lower cost. Overhead costs for newspaper ads, television spots, and other traditional marketing opportunities can be high. They also give you less control over whether your target audiences will see those messages in the first place.

With digital marketing, you can create just one content piece that draws visitors to your blog as long as it's active. You can create an email marketing campaign that delivers messages to targeted customer lists on a schedule, and it's easy to change that schedule or the content if you need to do so.

When you add it all up, digital marketing gives you much more flexibility and customer contact for your ad spend.

Digital marketing allows you to gather customer data in a way that offline marketing can't. Data collected digitally tends to be much more precise and specific.

Digital marketing lets your customers take action immediately after viewing your ad or content. With traditional advertisements, the most immediate result you can hope for is a phone call shortly after someone views your ad. But how often does someone have the time to reach out to a company while they're doing the dishes, driving down the highway, or updating records at work?

With digital marketing, they can click a link or save a blog post and move along the sales funnel right away. They might not make a purchase immediately, but they'll stay connected with you and give you a chance to interact with them further.

Digital marketing helps build brand awareness and drive product sales with new or existing audiences. An important aspect of digital marketing is how marketers can focus their efforts to reach specific audiences, compared to traditional marketing, which reaches wider audiences.

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