

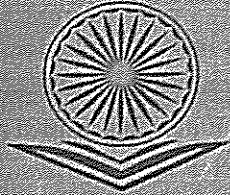
ISSN 2277 - 5730  
AN INTERNATIONAL MULTIDISCIPLINARY  
QUARTERLY RESEARCH JOURNAL

# AJANTA

Volume - VIII Issue - I Part - I January - March - 2019

Peer Reviewed Refereed  
and UGC Listed Journal

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING  
2018 - 5.5

[www.sjifactor.com](http://www.sjifactor.com)

❖ EDITOR ❖

Asst. Prof. Vinay Shankarrao Hatole  
M.Sc (Maths), M.B.A. (Mktg.), M.B.A. (H.R.),  
M.Drama (Acting), M.Drama (Prod. & Dir.), M.Ed.

❖ PUBLISHED BY ❖



**Ajanta Prakashan**  
Aurangabad. (M.S.)

*M. Hatole*



## CONTENTS OF PART - I



S. No.	Title & Author	Page No.
1	Poverty and Unemployment in India: A Critical Analysis <b>Dr. Ahmad Shaamshad</b>	1-12
2	An Investigation on Digital My APCC App initiative by Adar Poonawalla with Reference to Pune City <b>Prof. Deshmukh Sachin</b> <b>Dr. Shavaji Madan</b> <b>Prof. Soumyakant Dash</b>	13-19
3	Provisions of Merger and Amalgamations under Companies Act 2013 <b>Dr. Dattatray Maruti Khune</b>	20-24
4	Occupational Stress and Burnout among Bank Employees in Malappuram Municipality <b>Dr. Aravind J.</b> <b>Priyalakshmi P. N.</b>	25-31
5	Climate Change: Impacts and Adaptation in Developing Countries <b>Dr. Pramod P. Waghmare</b>	32-38
6	Web Application Security <b>Miss. Mrunal Milind Pandit</b> <b>Prof W. K. Sarvade</b>	39-42
7	Changing Face of the Legal Industry <b>Asst. Prof. Adv. Manisha Alex Britto</b>	43-48
8	Goods and Services Tax (GST) in India: Problems and Prospects <b>Dr. Md. Rahmatullah</b>	49-56
9	New Techniques of E-Learning and E-Teaching <b>Dr. Vijayalaxmi S. Pawar</b> <b>Prof. V. V. Malagi</b>	57-65
10	Attitude towards Computer Aided Instruction (CAI) and Academic Achievement of M.Com Students in Commerce <b>Dr. Roopa B. Bidnalamath</b> <b>Dr. Raghavendra R. Gurjal</b>	66-71
11	India Faces Worst Water Crisis <b>Dr. Rajendra P. Nabade</b>	72-76

**CONTENTS OF PART - I**

S. No.	Title & Author	Page No.
12	E-Banking in India: Scope and Challenges <b>Shejul Mahesh Namdeo</b>	77-80
13	Eco-Sensitivity in the God of Small Things and Select Short Stories <b>Carlton Fernandes</b>	81-87
14	Application of Robotic Technology in Increasing Construction Sector Productivity Using Drone Automation <b>Siddesh Pai</b>	88-94
15	Social Integration Problems: An Analytical Study of Mulk Raj Anand's Novels <b>Gh Mustafa Mir</b>	95-100
16	Supply Chain Management Practices in the Hotel Industry of Goa: An Overview <b>CMA Dr. Oscar Braganca De Melo</b>	101-107
17	Digital Marketing Trends <b>Prin. Dr. Arun Mokashi</b> <b>Prof. Yogita Mahesh Zope</b>	108-102
18	Ecological Study of Arbuscular Mycorrhiza with Respect to Growth of Jowar and Cotton Crop <b>Prof. Dr. Ramesh B. Khaire</b>	113-115
19	Manuscripts and Records: Preservation of Unprecedented Archival Heritage <b>Dr. Jisha D Nair</b>	116-122
20	The Learning Community and Teaching Strategies <b>Dr. Ashokkumar B. Surapur</b> <b>Sri. Shankarappa Chalawadi</b>	123-128
21	An Effect of Parenting, Self Concept, Style of Learning and Thinking on Career Aspirations of Urban Pre-University College Science Students <b>Kum. Arshiyataranum Kotnal</b> <b>Dr. Ashokkumar B. Surapur</b>	129-138

## 17. Digital Marketing Trends

Prin. Dr. Arun Mokashi

Research Guide, S.P. Pune University, T. J. College of Arts Commerce and Science.

Prof. Yogita Mahesh Zope

T. J. College of Arts Commerce and Science.

### Abstract

The rapidly emerging digital economy is challenging the relevance of existing marketing practice, and radical redesigning of the marketing curriculum consistent with the business needs of the 21<sup>st</sup> century is required. To reach maximum customer in the world is necessary to market by using the technology. Digital marketing is the term for marketing for using digital technologies i.e. internet mobile phones, display advertising and other digital medium. After an overview of recent marketing trends, online marketing plays a vital role in overall marketing mix of an organization, as the percentage of internet consumers spending grows, more and more business are allocating portions of their budgets to online advertising.

**Keywords:** Digital marketing, online advertising.

### Introduction

Digital marketing is 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. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, 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), callback, and on-hold mobile ring tones.

**Objectives**

- To increase engagement amongst the audience related to your domain or business.
- To motivate your audience to take action.
- To replace traditional channels
- To show various advantages of digital marketing to the customer

**Traditional marketing verses digital marketing**

Traditional Marketing	Digital Marketing
Marketers can easily reach their target local audience.	Not only target local audience can be reached, but as well as the audience from all around the globe.
Printing materials can be expensive and you need to hire people to distribute these. Businesses have the need to invest money for this marketing strategy.	Digital marketing is cost-efficient. The use of social media websites is free of charge. Though some invest on paid ads online, the cost is still cheaper if you compare to traditional marketing.

**Elements of digital marketing**

• **E-Mail Marketing**

E-Mail which stands for electronic mail is used as a form of marketing strategy in order to reach potential customers via electronic mail. The process entails sending the emails, and enhancing the relationship between clients and customers, building a strong brand loyalty. Further use of such strategy is to acquire new customers or convince a current one for new purchases. E-Mail can also be used for simple advertising through the mail.

• **Mobile Marketing**

Digital Marketing can be done in numerous ways, but direct interaction is perfect way to approach a customer. Mobile marketing in one of such direct methods, as the response time from any customer through smartphone is quite high. You might have received on an average five to six messages daily from different companies regarding various offers and production promotions through text messages. In short, mobile have changed the way of digital marketing.

• **Pay-per-Click (PPC)**

PPC goes with all type of content, the company bids on the certain focus keywords and optimizes its websites in the search engine index. In simple terms, companies pay search engines in order to get placed at the top of the list. Not to get excited, there are certain deciding factors on

which this PPC works. The amount of money that the company is bidding, keyword status relevancy with its websites and products and how optimized is the landing page.

- **Search Engine Optimization (SEO)**

SEO is the optimization which utilizes all the available resources in order to optimize the overall performance of a website. It is one of key elements of digital marketing. The functioning of SEO is not as complicated as it seems, it's far much easier if and only if it is implemented properly. The search engines scans out the content and decide its prioritization depending on the quality as well as the keyword placement in the context.

- **Social Media Marketing**

Almost 80% of the world population is on social sites, this medium is helping people to get in touch very easily. As social media is getting more popularity, marketing on such platforms is more preferred.

#### **Actual examples of digital marketing campaigns**

A digital marketing campaign is known as the online marketing effort forwarded by company or brand to drive traffic, leads, revenue, conversions & engagement. You must have seen Facebook ads on Facebook News Feed, or followed top brands on Instagram for videos and posts. They are the digital marketing campaigns. Here are some best digital marketing campaigns from India to get inspired from.

- 1) **KFC:** As per the results of the social media campaign, KFC was featured by Social Baker as among the top 5 socially devoted brands. Using Radio, Facebook on internet as digital marketing tools, KFC established its brand in India.
- 2) **Flipkart:** It is a popular eCommerce store ran a promotional campaign to promote latest offers on the site & get more conversions.
- 3) **Ola:** It is a popular Indian cab service provider.

#### **Advantages of digital marketing**

1. **Cost-efficient:** You can easily plan a successful online marketing strategy within your budget by the use of digital marketing that offers an inexpensive technique in comparison to other advertising channels such as radio, TV and more.

2. **Better exposure:** Reach numerous prospects by switching to a digital marketing campaign within a small investment. Be found where your audiences are looking for you. You will notice long term results by using digital marketing.

3. **Save Time:** Digital marketing provides real time results within no time. Time is precious for all of us, so why waste even a Nano second. Advantages of Digital marketing offers you an opportunity to see the number of visitors to your site, what is the conversion rate, what is the peak trading time, how many subscribers have added you in a day and more.

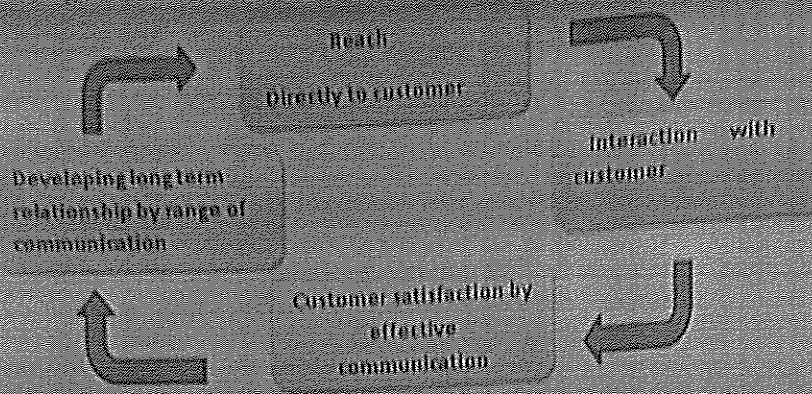
4. **Available 24/7:** Online promotion is a good trick for today's world. It is good enough because World Wide Web never rests. So, your product will be available for the viewers for 24 hours.

5. **Brand Building:** Brand building is what every business tries to accomplish and digital marketing helps develop your brand by promoting it on several platforms, the more viral your brand goes, the more reputation your brand will earn in the eyes of search engines as well as users.

#### Future of digital marketing

- **Artificial Intelligence** can analyze consumer behavior and search patterns, utilizing data from social media platforms and blog posts to help businesses understand how users and customers find their products and services. For example, Facebook messenger bots can help you automate and optimize your customer service.
- **Visual search** can take the user experience to a totally new level. With visual search, users can upload an image to conduct a search and get more specific results.
- **Agriculture digital marketing** has become quite important these days as the gap between the farm and the non-farm sectors are merging due to digital marketing platforms and consumers are also becoming aware of the quality of the farm produce. On the other hand today's smart farmers are also looking out for services online that they require for their business like agri product transportation, storage, processing, packaging, fertilizers, farm equipment's, machinery and repair services. Mobile apps like future farming to help farmers sell directly to consumers. The new move will eliminate the need for farmers to sell through retailer and therefore will help increase profits. It also allows consumers to shop locally and from the comfort to their own home. Some Application are already there in India like Kisan Yojana, Kisan Suvidha, myAgriGuru.

### Framework for digital marketing



1. Reach directly to the customer online through various websites, mobile apps, social media etc.

2. Interaction with customer by requesting query, quotation or information etc. to process further towards desired goal.

3. Make customer satisfied with clarification or information required about product & turn them into payment either through online ecommerce transactions or offline.

4. Developing long term relationship by a range of communications (online or offline) within social media pages, emails etc. Also use "customer satisfaction scores" or "rating" as a further marketing strategy.

### Conclusion

Digital Marketing as a subject or as a career line can be molded in your desired shape to give you the required direction to achieve measurable success for your business or brand. The importance of Digital Marketing is far more than just a realization. Today, people have adapted to digital means for almost everything.

References: [www.google.com](http://www.google.com) , [www.digitalvidya.com](http://www.digitalvidya.com), <https://scholar.google.co.in>