

PalArch's Journal of Archaeology of Egypt / Egyptology

A STUDY ON DIGITAL MARKETING CHANNELS

Sai Marisetti¹ and Dr. K. Sreekanth²

¹*Assistant Professor, ICBM-SBE, Hyderabad*

²*Assistant Professor, Gitam University-Hyderabad*

SaiMarisetti and Dr. K. Sreekanth: A Study on Digital Marketing Channels -- Palarch's Journal of Archaeology of Egypt/Egyptology, ISSN 1567-214x

Keywords: IBM, SMM, BBM, Traditional Marketing, Internet.

ABSTRACT

It is important for companies to understand about the public and their way of thinking in order to observe and analyse the marketing situations to achieve the benefits and growth of the organization. This paper illustrates a study on "Digital Marketing Channels", how they communicate with the help of Internet Based Marketing (IBM), Brand Based Marketing (BBM), and Social Media Marketing (SMM). These Communication plays an important role to interact with the people who are engaging in internet. It could be more effective to the companies with all generations of people rather than Traditional Marketing.

INTRODUCTION

Now –a – day's majority of the people are engaging with intent in day to day life. People really living in e-world and they are enjoying the e-life. So, all types of companies especially e-commerce, product based and other sector organizations are improving their marketing communication towards digital. Because, from since last few years the usage of internet is very high and also the technology plays a key role in improving the Digital Marketing Communication [Mangold and Faulds 2009]. With the effective use of Digital Media the way of communication, advertising, Branding about a product is very easy and can related to majority of audience rather than traditional marketing

DIGITAL MEDIA COMMUNICATION

Exchange of ideas, emotions, are defined as communications. Now - a – days the same are doing with the help of Digital Media Marketing and Social Media Marketing. SMM is a part of DMC and it influences a large Global Market (Mihrat 2012). Companies tend to identify the efficient way to deliver the communication to the audience in an easy and user-friendly way (Clow and Baulk 2010). The DMC plays an important role for a business to success. Today, every organization using the DMC to easily reach the audience about their products and features (Shrimp 2003)

INTERNET BASED MARKETING

Before Internet Based Marketing Traditional marketing such as advertising, Sales promotion, public relations, personal selling are done. But now a days the Internet

Based Marketing changed the behaviour of marketing. The main aim of IBM is defined as the application of “Internet with complete information and related Technology”. Which can easily understand by audience [Chaffey et al (2000)]. [Chaffey 2007] defines the online marketing as Applying Digital technologies through Digital Marketing Channels. Because technology provides user friendly nature and the internet resources are very high. IBM is also known as “Search Marketing” with the help of search marketing there is possibility to understand the audience from mass level to high level with the help of key words, what they typed in the search bar, so that they can observe the ads about their keywords. The technology behind Internet marketing is SEO [Search Engine Optimization]

BRAND BASED MARKETING

Brand Based Marketing also called as Display Marketing. This is one of the widely developed Digital Marketing Channel. In the traditional marketing if an organization want to make an ad in newspaper it is high-cost. Once up on a time banner ads are available. But now – a – day’s online display plays a key role it includes many audio features with customized content. Majority of the organization and audience shows a lot of interest and engaged to display advertising with the help of Display Marketing. Companies advertise a variety of ads on their products to audience. It conveys a commercial message visually using logos, animations, photographs.



SOCIAL MEDIA MARKETING



Now – a – days SMM is a tool and the biggest communication channel to the e-world. Lot of Social Media platforms like Facebook, Instagram, and Twitter all these

platforms shaking the e-world with less cost for marketing and generate high ROI. Every organizations are improving their marketing with the help of SMM. It is a modern innovative way for doing business. This is the best tool to communicate the messages to public and also there is a choice to share their opinion with 2 way communications. Lots of new products, brands are introduced using SMM. Here, e-wom also plays vital role in Digital Communications. From since 2004 Facebook creates a dynamic platform to the marketers, billion no of users for communication. Number of social media users in world-wide from 2017 to 2025 is 4.41 billion users [www.stastia.com]. Social Media increases awareness, improved communication, regular growth, essential support and better engagement and other key points to improve the market share, growth and profit.

OBJECTIVES

- To study and understand the role of DMC
- To study and understand the role of IBM
- To study and understand the role of BBM
- To study and understand the role of SMM

RESEARCH METHODOLOGY

This study is based on Meta-Analysis of various previous research articles to understand the role of DMC and how it improves the marketing techniques rather than Traditional Marketing.

IMPORTANCE OF THE STUDY

The importance of the study can be noticed through the stunning development of DMC in the recent times as well as the ability of affecting the Marketing techniques

LITERATURE REVIEW TRADITIONAL VS DMM





Once upon a time Traditional Marketing from newspaper, Radio and Television public are waiting about a particular ad with traditional advertising methods. But now a days companies with the help of DMM sharing their advertisement with lot of platforms to customers in an attractive manner with audio, video and animation types. So that public can easily connect what they want with in very less time. The above pic speaks about Traditional vs DMM from 1950s to 2002s

KAPLAN A.M. AND HANLEIN M. [2010] 'USERS OF THE WORLD, UNITE! THE CHALLENGES AND OPPORTUNITIES OF SOCIAL MEDIA', BUSINESS HORIZONS VOL 53. NO 1, PP59-68

Introducing the Social network sites like Facebook in 2004 led to the popularity of DMM. The new way of using the internet as a platform to increase the marketing techniques with the use of Digital era. Here, the way of communication by two ways and can also be modified.

ADVANTAGES OF DMM

- Low cost ad
- 24*7 visibility
- Customer engagement on SMM
- Search Based Marketing
- Related ads as per customer search

DISADVANTAGES OF DMM

- Fake websites
- Fake reviews
- -ve user generated content
- Less ratings

Here, public are maintain the Trust, loyalty, relationship with brand using this DMM. Because brand means an emotion. So with e-WOM, like, share, writing a message on a blog, user generated content in brand website, rating and all factors are influencing the DMM. The communication channels are playing key role in maintain the factors to provide the best to their loyal customer.

FINDINGS

DMC improves the Marketing rather than Traditional methods

SMM improves the Marketing with new, latest methods and customer interaction.

CONCLUSION

The Digital Marketing Channels improve the Marketing, Brand using Digital technology are the new features and scope in the market. Soon it creates a tremendous growth in the market for companies and gain huge profits, public interaction with availability of all services.

REFERENCES

1. Adopting television as a new channel for e-commerce. The influence of interactive technologies on Consumer Behaviour Springer Science+ Business Media New York 3rd August 2013
2. Consumer Brand-Relationships in Social Media –July 2014| www.researchgate.net/publication/271195451
3. Digital Media Platforms and the use of TV Content: Binge Watching and Video-on-Demand in Germany Media and Communication (ISSN:2183-2439) 2016, Vol-4 Issue-3
4. Finding the right role for social media in innovation March-2016 www.researchgate.net/publication/308675764
5. <https://www.thinkwithgoogle.com/consumer-insights/the-role-of-digital-in-tv/>
6. <https://www.bcg.com/publications/2016/media-entertainment-digital-revolution-disrupting-tv-industry>
7. <https://uhurunetwork.com/social-media-vs-traditional-media/>
8. <https://www.ukessays.com/essays/marketing/effect-of-social-media-sites-in-consumer-behaviour-marketing-essay.php>