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**“THE NEW ERA OF DIGITAL MARKETING: A LITERATURE REVIEW”**

**Mr Adheer Goyal<sup>1</sup>, Sakshi Bhong<sup>2</sup>, Pranav Kumbhare<sup>3</sup>, Riya Bharadkar<sup>4</sup>**

**<sup>1</sup>Research Scholar, Assistant professor, Dean Admissions & Outreach, School of  
Commerce & Management, G H Rasoni University Saikheda District –  
Chhindwara, Madhya Pradesh**

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**ABSTRACT**

Digital marketing is the core concept of marketing. It is all about selling services and goods through the internet. It helps to reach a targeted audience to analyse their demands to promote their goods and services through digital platforms. In India, digital marketing has a vast scope in the future. So, as a result, many organizations had to shift their marketing strategies as it directly impacts consumer's purchasing process. India has always been accepting innovating new technologies and ever since the Digital India scheme has launched the usage of online platforms in India some different methods and strategies must go hand-in-hand to get success in digital marketing. For example, SEO (search engine optimization) of your website to get rank proper in Google searches. As a result of anyone searching in the team of keywords, then you get organic traffic on your website SMM (social media marketing) Social media platforms like Instagram and Facebook have a vast audience. So, many companies do focus on spreading awareness of their brand to boost their sales. Considering these many companies are shifting their focus towards digital marketing rather than being switched to traditional marketing.

**Introduction**

Digital marketing is a core concept of marketing that uses the internet and other online platforms like Instagram and Facebook for promoting their products and brands for sale and to create a proper customer base.

Concept of the digital marketing  
was developed during the 1990s and 2000s

Digital marketing is broadly classified into 7 main factors which are:

Search engine optimization

- (SEO)
- Pay-Per-Click
- Social Media Marketing
- Content Marketing
- Email Marketing

- Mobile Marketing
- Marketing analysis

Nowadays digital marketing is playing a vital role in profit maximization for most businesses. Digital marketing targets more consumers than traditional marketing as it reaches customers irrespective of where they live.

In today's

competitive world every businessman thinks of expansion of their business and focuses on the market target and brand awareness and through digital marketing, both objectives are being fulfilled without any limitation.

Digital marketing promotes customer interest as many businesses rely on customer statistics 56% of customers buy from the same brand again and again if personalized products are offered

Digital marketing can raise the profits of the organization as it may turn into aggressive marketing.

Customers believe in what they are coming across daily through ads and reviews so, digital marketing is transparent to customers as many businesses keep their social media handles public for more reach, and from that customer can know what your product and services are all about.

Overall digital marketing has impacted businesses and has provided them to reach more and more customers, explore new ideas, providing customers personalized products and services, and also given a new platform to both organization and customer to stay connected. Digital marketing has also provided ease to everybody and enhanced the standard of living of the people

### **Why digital marketing is important**

Digitalization integrates the conventional records and files in a digitalized way. Creative digital solutions help in providing the customers all over the world. The digital way of marketing promotes brands and services through the internet. Digitalization is important to avail SEO services to be on top of the organic search. Many of the companies have adopted digitalization for the growth of their business. Digital marketing became a saviour for all types of businesses in today's world. It improves the continuity of business growth.

As you can see, digital marketing is crucial in the survival of today's business Digital marketing is so powerful that it can help revive the economy and create tremendous opportunities for government to function more efficiently. The reason why digital marketing services are becoming more popular among marketers is their wide ability to track down your Return on Investment (ROI).

Digital marketing is beneficial not only for marketers and advertisers but also for consumers. Consumers are satisfied through digital marketing. People find it safe for online purchases.

Digital marketing is set to the prospect of Modern age marketing, and it seems most likely that digital media will replace traditional forms of marketing very soon.

### **1.Industry is open for disruption: -**

No matter in which industry you are in nowadays everyone is susceptible to disruption. All thanks to digital technologies that new and existing players can revolutionize the way people perceive products and services. making what the companies offer in that

company in the current situation.

If there's some issue that is bothering your customer, organization, or staff of the organization which is involved in a particular issue should respond.

Only one way to prevent your business from falling is to only follow industry trends very closely, subscribe to almost every channel which is gaining popularity, keep eye on what your customers, partners, competitors are doing and talking about.

This channel and ideas of this channel can become excellent sources of new ideas, thinking, and ways to help your target market.

Next important thing is to take every competitor and partner seriously.

## **2. It leads to Improvement daily**

Doesn't matter how capable you are today, there is always a space for improvement thanks to new technological solutions.

As in today's world, everybody is concern about developing their ideas and inserting new technologies simultaneously. But no matter how developed businesses are they have to face new challenges because technologies are getting updated gradually. And to maintain efficiency it is very important for businesses to go with the flow to hold their rank or position in the competitive world.

## **3. Personalized products to customer**

Businesses indulged in digital marketing focuses on the particular audience which is leading towards high expectations and to fulfil consumer's wish businesses are focusing more on customized products. for example, skinkraft the renowned beauty product brand focuses on customer's desires. And for that, it asks their customers about their skin type, hair type, etc. and through that their experts suggest the customers the suitable type of product and if the customer agrees the terms and conditions of skinkraft allows their experts to start working on customized products which overall leads to consumer satisfaction.

## **4. FOCUSING ON MOBILE USERS**

If organizations are involved in digitalization but not focusing on mobile phone users they are at loss. For the past few years, people are fascinated by smartphones and during this COVID-19 situation, everybody knows the importance of cell phones. And people are more convenient to use mobile phones as 70-80% of people browse links and applications through phones rather than using laptop or tablet.

People spend half of the day working, attending classes, and shopping via phones. if businesses want to create awareness about their products and services they need to focus on mobile users

For example, inshorts focuses on daily news related to every field and provides an overview of news in less than 60 words. In shorts readers can be built their general knowledge, can improve their vocabulary, etc. So, in short has proven its existence to the public and was featured best application in 2015 by google and awarded as the most innovative application of 2015

## **5. Shorter chain of supply**

Digitalization has made it very convenient for industries to take every function in their acknowledgment as nowadays customers are connected with organizations directly

through social media platforms, official websites so there is now distributor retailer in between its just between two parties customer and producer.

### **Conclusion**

Digital marketing is important for every business in today's digital world as most of the customers believe in online shopping and also businesses are focusing on targeted marketing and digital marketing believes that customer is a king. Therefore, people now are getting more aware of what is available online and they enjoy round-the-clock shopping.

### **Pros and Cons of digital marketing**

Digital marketing benefits businesses by giving access to the market at an affordable price. Digital marketing comes with several challenges of which you should be aware. Pros of digital marketing:

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and quantifiable way. Other digital marketing advantages include brand awareness and online sales.

### **The Benefits of digital marketing includes:**

**Brand Development:** Businesses can focus on digital platforms to build their organization's brand.

They can build your customer's loyalty and create a reputation for being easy to engage.

**Global Reach:** Digital marketing allows the small start-up to compete globally and give global exposure to the world.

In digital marketing, we can advertise globally and reach thousands of customers anywhere in the world.

**Low Cost:** Digital marketing is cost-effective as compared to traditional marketing. In traditional marketing, it becomes difficult for marketers to invest millions in marketing and advertising. But here in digital marketing business can get desirable results through proper planning, strategy, and campaigning.

**Measurable:** digital marketing tools give you every measurable result like audience retention rate, conversions rate, products purchased, products reached, etc. other online metric tools that make it easier to establish how effective your campaign has been done. You can obtain detailed information about how customers use your website and give feedback on your advertising.

**Analytics:** you can reach your targeted audience according to country, education, age group, job profiles, interests, etc. This increases customer engagement in real-time. Due to this marketing professionals can enhance and grow their website.

**Personalization:** If your targeted customer's database is linked to your website, then someone whenever visits the site, you can address them with targeted offers. The more products they buy from you, the more you can clarify your customer profile and market.

**Accessibility:** The advantage of digital marketing makes the brand accessible to the audience as there is a chance that the existing customers may want to leave critique for a good experience and place an endorsement for their friends. Thus, digital marketing allows the platforms to the customer to express their reviews.

**Cons of digital marketing:**

Drawbacks and challenges of digital marketing you should be aware of includes:

**Skills and training:** You need to ensure that your staff has the right knowledge and expertise to carry out digital marketing with success.

**Time Consuming:** Tasks such as optimizing online advertising campaigns and creating marketing content that takes lots of time.

**High Competition:** In digital marketing, marketers have to compete globally. Customers browse through the internet thoroughly, comprehensively to get the best possible product, they have more and more options which creates more barriers for marketing professionals.

**Negative Feedback:** Issues, claims directly connected to other customers. From one or two customers entire company's reputation gets spoiled.

**Security and Privacy Issues:** Collecting and using customer data for digital marketing purposes there are several legal considerations. You should be aware to comply with the rules regarding privacy and data protection.

**Dependability on technology:** Digital marketing is overall based on technology. When the link may not work this leads the customers to switch to other brands. To avoid this, a test of the website is important to make sure that the campaigns must work on its targeted recess becomes necessary.

The pros and cons of digital marketing show the importance of being online and having a clear, precise message. You'll be able to increase your chances of experiencing a successful crusade.

Why most organizations move towards digital marketing compare to traditional marketing.

Traditional marketing is nothing new as it is a conventional way of marketing that helps us to reach out to a targeted audience with different offline ads and promotional methods. Traditional marketing may have progressed over the past few decades, but the basics features remain the same. Traditional marketing is the one-way method where organization disperse or gives information to their targeted audience about their products and services.

Today, technology has grown and is authorizing businesses through digital marketing or online marketing which refers to market-related work. As technology grows and the new digitalized ideas made the digital marketing world grow with it. Successful digital marketing necessitates the business to connect with the customers in the best feasible way.

**Traditional marketing VS digital marketing**

The main difference between digital marketing and traditional marketing is through which an audience experienced a marketing message. Traditional marketing strategy uses traditional media like newspapers and magazines, while digital marketing strategy uses digital media, such as social media or websites.

Traditional marketing focuses only on products and its objective is maximum profit, whereas digital marketing focuses on customers' needs and its objective is maximum customer satisfaction. Traditional marketing strategy is a narrow concept while digital strategy is a broader concept.

In traditional marketing, subdivisions are developed by product portfolio where digital marketing subdivisions are developed by differencing between the customers.

### **Which type of marketing strategy should be used?**

The key to a great marketing crusade to find the correct balance between traditional and digital marketing. Both play a crucial role in a marketing strategy, but they are uplifted when used simultaneously.

Making decisions between traditional and digital marketing comes down to what your targeted audience is looking for in your marketing strategy. To determine whether to focus on digital or traditional marketing, you must make research about your audience in detail.

When deciding between traditional and digital marketing, it's not necessarily true that one is simply better than the other as it provides different purposes. You need to understand your audience to pick the marketing strategy that is better for you.

Most the successful marketers use digital and traditional marketing in concurrence to serve the best marketing experience for their targeted audience. Both digital marketing and traditional marketing can work for you, as you know what your audience wants.

### **How we sell our products by digital marketing**

First of all to sell our products through digital marketing, marketing professionals must understand the tools of digital marketing and marketing strategy.

You have to make sure that staff recruited have right knowledge and expertise to carry out digital marketing with success, Tools, platforms and trends changes rapidly and it's important that you have to keep information up to date.

Explore the target audience, analyse their actions and choices. Besides this SEO (search engine optimization) have a crucial role in digital marketing. It is all about helping potential customers to find their product. Research shows that maximum web traffic is received by websites on the first search engine result page. That's why having your website at top of SERPs is important. Initially the ranking will be low but growing up with great and quality content increases your ranking.

Social media and social media influencers have a huge impact on customers. Also, they have large following in niche market.

Your content should be unique to reach out to targeted customers as now-a-days quality matters. And website should be user friendly and have clear navigation

Email marketing and mobile marketing is another effective way to make profit. Building right relationship act as your portal to success.

Digital marketing is a form of marketing that uses electronic gadgets or internet. It's a proven method and a way to market one's product. Digital is the key to success to choose the right method on how to sell the product in the right way. Many simple and affordable hacks are there to market online products.

Effective ways on how to sell out products by digital marketing are as follows:

#### **1. Facebook Ads:**

- About 2.85 billion people all overuse social media and half of them use Facebook.

- Facebook has been used by 2.06 billion monthly active users and daily active users are 1.78 billion.

- Around 79 percent of people use Facebook online.

- Facebook users look for interesting content and some of the people use

Facebook for professional use.

The target of your market is bound to be using Facebook from one form to another .so get your launching product in front of them through Facebook ads and posts. Now, you can always see that Facebook is a great place to sell almost any type of product as long as it is legal and go against the policy of Facebook as an advertising company. So, make sure you take advantage of this and join the campaign and use this method in learning how to promote your product in Facebook ads. with many types of users, you can get sure that their taste, purchasing behaviour are just varied. Many products that get the most numbers of clicks on Facebook are as following: -

- Retail
- Fitness
- Apparel
- Health
- Beauty
- Tech

## 2. Google Ads:

- Google Ads helps your business to be approved on the first page of search engine results.

- Google Ads double the investment to advertise on these platforms.

- Google Ads complements the other Marketing efforts.

Google AdWords or Google ads is another useful method to use when learning or promoting a new product.

After all goggle ads have become Google's main source of earning.

The google ad is a type of paid advertisement in which the advertiser pays the ad publisher each time when a new lead clicks on the ad. And this type is called pay-per-click i.e. (PPC).

## 3. E-mail Marketing

- It is one of the methods that help to learn how to sell a product in the right way.

- Email is a great way to reach out the potential as well as existing customers.

## 4. social media platform

**Instagram obviously has its place at the start of this section. As it is influential platform and is highly popular among social media platforms**

According to statistics social media users are increasing day by day and are almost at 3.78 billion at present.

The first thing to do on social media is to create a post about your product, talk about the characteristics of your launching product, how it can help people to make their lives better.

Another most important thing is to make a hashtag which should be unique and different from the others.

Customers, people, and many more will be able to find the information which is related and important to your product using the new hashtag. Add some BTS content about your product through which people will get excited. These may be posts, photos, videos showing interesting pieces of stuff which cannot be shown in public.

You can also use social media polls, contests, and giveaways to pump up the attention of your followers and to interact between you and your follower. This is the funniest and best way to engage with the audience and to gain more followers. You can also use social media ads and can get the advantage of this.

Social media ads are published by your advertiser which thousands of people can see them. different social media handles optimize for different purposes as well.

### **SEO (search engine optimization)**

Seo is the most important factor in digital marketing it is term as Search engine optimization. Seo works for website ranking and search results but working on SEO is not easy it has sub-factors like inserting proper keywords as the most important factor while focusing on SEO similarly proper meta tag, title tag description and many more are important in SEO. Given below are the most essential part of digital marketing and also SEO expert says SEO is the heart of digital marketing as it drives organic traffic and gets leads without paying any amount Essentials factors of SEO are as follows: Proper keyword research for SEO -: keywords research is one of the essentials SEO tasks it is inserted in the head of the website source code google bot crawl the keywords and rank the website better and get more visitors. Keywords lead the people to the organic search result and ultimately to the website where they find what they are looking for. Meta tag description -: it describes your page content to search engines and website visitors The meta tags appear only in the page's code, and everyone can check them via a website's source code. Title tag -: title tags are an important factor as we insert them in the source code of the website. It is important for a search query. It is the title of the webpage. Unique content -: unique content is important for every website as some expert digital marketers say that content is a king and for ranking the website on top, there should be particular keywords used as your content should be unique and impressive because google creates some algorithms to rank website. Content that is unique and relevant to the intent of the keywords search will rank higher than short content that does not satisfy searcher intent If we use copied content then google penalize our website and remove our website from the top. So, while creating unique content do remember to check plagiarism as it tells us that content is copied or not and if it's copied change the content to avoid future circumstances Advantages of SEO 61% of marketers say that improving their SEO and improving their online presence is a top priority. Your SEO strategy should be unique as it helps businesses to compete with their competitors. Quality traffics when you focus on attracting users who are actively looking for relations related to your industry, products, and services, you will be much more effective in reaching your target audience. But when it comes down to it your valuable spot in the search result is free of charge. with SEO, you have the potential to avoid paying this amount and earn traffic to your site with ongoing costs at all. Advantages of SEO it improves website user experience it increases brand awareness it is the largest source of site traffic it provides great insights it does not involve paid ads it helps to attract long term strategy SEO helps in high ROI and conversions SEO gets more click than PPC Although PPC ads appear above organic rankings 71.33% of searches result in a click on an organic result on the first page. but regardless of the reasoning behind it, the fact is that the majority of the click for any given search go to an organic result. What is PPC Marketing? PPC is termed as Pay-per-click marketing and it is a form of advertising marketing where advertisers accrue costs where users click their ads.



Advertisers bid on the specific keywords to highlight their ads on particular keywords and get high traffic on their website PPC is used for all types of campaign goals that include: Increasing sales Generating leads Promoting brand awareness PPC is all about relevance. Users are searching for some information or services. Advertisers can show target ads. for example, if a user searches for “denim shirts” advertisers can show an ad speaking to “denim shirt” even advertisers can target their audience by city and other things like democracy, City, and the area also so basically advertiser make perfect target audience relevant to their business. Also, we can start a PPC campaign with a small amount not necessarily to invest a big amount. Using a pay per click you get specific targeted audience traffic to your website and increased sales, Leads for your business. Google AdWords features a nice set of tools for managing your pay-per-click, brand awareness, sell products, and other ad campaigns.

Social media marketing (SMM) involves social platforms and it is part of digital marketing to promote a product and service. Social media marketing is becoming popular for the researchers as well as partitioners also. Social media platforms enable companies to track their progress and success of ad campaigns. The goal of SMM is to improve the communication between users and businesses and it enhances interaction between both consumers and organizations which includes interactive sessions and feedbacks from customers. Social platforms can be used as a means of SMM are as follows:

- Facebook
- Twitter
- LinkedIn
- Google
- YouTube
- Instagram

Each social platform has its own terms of use. Most of the people are familiar with social media platform.

### **Social media marketing**

SMM Or Social media marketing is the process of promoting your business to potential customers through social media platforms. However, to be truly successful you have to promote the interest of your customers. There are over 2 billion people that use social media every day. They are spending large part of their day on social media for at least 3-4 hour a day. Social media marketing increases the interaction, communication and engagement with users. Marketers listen to them; try to understand what they are looking for and offer them solution. In this digital world more and more advertisers are using social media to grow their business. SMM increase visibility and building brands of product.

- There are many variations of social media marketing. It is very important to differentiate them and understand each.

Original component of SMM is Social Media Management. It's the process of creating, publishing, promoting and managing content. Content in social media platforms like Twitter, Instagram, LinkedIn, Pinterest, Facebook etc. Goal of this function is to reach target audience and built trust through posting relevant content.

Another component of SMM referred to as Social Media Advertising. It is the process of advertising on social media platforms to direct traffic to an external destination. It

allows you to reach anyone virtually and gain immediate exposure.

Social media marketing gives lots of features to interact consumers with brands (organization) through comments like if any organization announce their new product, then consumers ask about the products also give feedback directly so brands (organization) can improve their services or products effectively

Similarly, organisations can market their products via social media as it has an advertisement platform from that you can set campaign relevancy like if we want to increase the sales then you can set campaign according to your budget also many features are available in that like you can target the via interest, age group, city specific area and democracy and it has higher conversion rate.

In comparison of traditional marketing social media marketing is cost effective and more beneficial in every way.

Traditional marketing restricts marketing ideas within boundaries whereas, digital marketing helps businesses to reach out to the world without any geographical restriction.

### **Brand awareness**

Brand: - A brand is a name given to a specific product, company, or organization, which takes on identity by itself.

Brand Awareness: - It is a marketing term that recognizes your business. Creating brand awareness is a step to promote a new product or reuse of old product with some minor changes and with the new name. Preferably, brand awareness includes the qualities which distinguish the product from its competition.

Customers will not purchase a product until they are aware of the product category and brand category. Awareness does not mean to recall any specific brand or product name but should recognize the difference between the products before purchasing them.

Brand awareness is of two types: -

1. Brand recognition.
2. Brand recall.

Many research and studies have shown that these two types are very different from each other in many ways as brand recall is memory retrieval and brand recognition involve entity (object) recognition.

Both brand recall and recognition play a vital role in consumer's purchases, decisions, and marketing communications.

Social media has now become the most important tool in the awareness of brands.

How does brand awareness work?

Mostly, people believe to buy a famous brand product rather than an unfamiliar one. As the products and organizations which has maintained a high level of brand awareness are always on top and generates new sales in no time.

### **Why brand awareness is important?**

Brand awareness is related to consumer's memory i.e., how consumers can remember your brand.

Brand awareness should leave an impact on people even after the brand changes its name. And consumers should identify brands under many conditions.

Brand awareness is grown rapidly due to the quality of the brand, customer reviews,

evaluation of customers, etc. According to customer reviews, brands start focusing on customer satisfaction, advertisement to increase their brand awareness.

Brand awareness is a key sign of a brand's market performance. As in the market, there is more competition between brands, they invest in global advertising, uploading photos on social media, etc. for consumer's attention and awareness.

As there is more competition in the market, brands have to continuously monitor awareness levels. If these levels fall to unpredictable ones, the advertising and promotional effort need to boost up until awareness returns to the desired level.

In brand awareness, it is important to promote advertisements and set objectives to motivate customers to purchase given brand products. Brand awareness is the major brand advantage that adds many values to the product, service, or company.

### **Brand equity**

Brand equity is the total sum of recommendations and responsibilities which relate to a brand, its name, and logo.

The ups and downs are the value of the product which is offered by the product/service/company/company's customers. Recommendations and responsibilities of the products can affect brand equity as it is related to the name and logo of the brand.

If the logo and name of the brand change, it can have a positive and negative impact on both assets and liabilities of the brand.

### **Types of brand awareness**

As earlier discussed, there are two types of brand awareness: -

1. Brand recall: - (also known as occasionally spontaneous recall)

It refers to instant recollection of the name of brand when brought about by the product, service or any association of it.

It is a component of brand awareness and ability of customers to remember the name of brand.

2. Brand recognition: - (also known as aided recall)

It refers to the ability of customers to check whether they have ever seen or heard the name of their brand before. This concept is mostly used in advertisement and marketing. When the brand is recognized by visual and auditory cues such as logo, slogans, packaging etc. Rather than being clearly exposed to a company's name.

### **Content marketing**

Content marketing is a strategy of marketing focused on plan for building an audience by creating, publishing, relevant and consistent content to turn strangers into fan and fan into customers. Content marketing shares informative content that is interesting and useful to target the audience. When customers make the decision of purchase, they start showing interest in your content. It starts to identify the customers need. Content marketing is a term which means that it can be used for various reasons (for example: it enhances working of SEO, leads to brand awareness etc) The most critical mistake in content marketing is focusing on content strategy too much and not seeing the overall goals anymore.

Content marketing is a new marketing technique used to create and publish valuable, beneficial content on the web for users to promote business. Content is anything that you create for users to interact with. Types of content include

blogs, videos, infographics, emails, podcasts, microsites, etc.

- Why content marketing is the most effective form of marketing exists today?

Content marketing is ten times cheaper than all other forms of marketing. After all, content is a king, content is immortal. Content gives your brand voice, quality content can increase your search engine's reach, content can build dialogue, content allows you to illustrate knowledge, content can increase the chances of visitor's engagement. Roper's Public Affair study concludes that consumers prefer to get information from the companies they buy products from rather than ads. (80% prefers articles, 20% prefers ads)

- Quality content is important in content marketing.

Everyone thinks that they have to create a million pieces of content to be successful at content marketing, but what you need is quality content. There is evidence that there are over 2 million blog posts published every single day. The world is not searching for quantity content what they want is quality content. When you upload quality content people start to trust your content and associate you as an expert, you effectively eliminate your competitors and things like pricing don't matter.

The next question arises, why is content marketing so hard for most people to grasp their business?

It's probably because content marketing is very slow to work, sometimes tricky to measure. The organization today wants instant results and fails to realize the long-term impact of content marketing. They take a short-term mentality towards it, when it doesn't work, they give up. This is the reason most companies fail to adopt it.

### **Digital marketing analysis**

Digital marketing analysis assesses the working of an organization, targeted audience to build a proper marketing strategy. Using digital marketing strategy organization can provide proper information to target customers and it's the voice of the organization which conveys detailed information to concerned customers for their preference

Digital marketing analysis comprises of certain step which is as follows:

- It surveys your organization's objectives, planning, and strategies
- Keeping eye on competitor and their strategies and targeting customer
- Investing in targeted audiences' online preferences, interests, etc
- Reconstructing new strategies based on your researches

If your organizations do not offer immediate service, then digital marketing analysis services may include:

- Evaluation of your business progress and its objective.
- Analysis of both offline and online competitors to identify the threats.
- Investigate and modernize your targeted audience.
- Generating your marketing channels and strategic guidance.

Every online marketing analysis must include a comprehensive assessment of your organization. Your service provider may ask questions about your company and also about your marketing strategies like:

- What are the objectives of your company?
- What are the topmost selling brands and services of your company?
- What is your company's aim regarding the marketing strategy?
- How do your marketing objectives support your company's overall objective?
- What are the expectations you have from this analysis?

A first-rate digital marketing analysis organization will ask few questions before you hire them. Signing an agreement with the company that asks valid questions and reveal an interest in your business will set you towards success when it comes to your online marketing analysis.

Competitor analysis is an important factor for a digital marketing analysis, where your organizations look towards your company's topmost online and offline competitors. Researching your top competitors helps your service provider to evaluate your master plan, and contrast it to your competition. It locates opportunities regarding your online marketing strategy and detects your competitors targeted audiences.

Without competitor analysis, your organization cannot allow knowledgeable and actionable guidance for your online marketing strategy. So, it is very necessary to focus on the service provider which includes a competitor analysis in their digital marketing analysis services.

Importance of digital marketing analysis:

A digital marketing strategy is an important tool for your business. Elaborating on a digital marketing plan helps you in identifying, what makes your business individual and how to communicate with your targeted audience through various digital platforms.

To set your digital marketing strategy you can disclose new opportunities and enlarge your capabilities. Focusing on a particular audience and recognizing that audience's needs, interests, and deficiencies help to provide a most virtual plan in attaining your marketing goals.

Advantages of analytics tools:

- Digital Analytics mention tools or platforms that examine the data from your online marketing strategy. The objective of using such analytic tools is to improve customer occurrence, attract new audiences, and turn more of the consumers you are engaging with towards the paying customers.
- Analytics might manufacture the perception you acquired from activity on your website, social media platforms, or various marketing channels used by your business.
- Using information from your analysis to traces how your content is performing, obtaining perception from your audience, and determine how to change or intensify the content you are creating.
- Digital Analytics should give useful intuition. Because they consist of many variables and much more data that can be stated.

## **Conclusion**

The study started with the aim to analyse the different aspects of digital marketing. Simply digital marketing is the method of sales and promotion through digitalization. We acknowledged that digital marketing has a wider scope in the future. Digital marketing enhances brand awareness, the brand promotes social media connectivity, it creates a forum for customers to interact and share information about the brand whereby consumers act as brand ambassadors themselves.

Besides this it is required to study the advantages and disadvantages of digital marketing otherwise you won't get the best out of it. Digital marketing. The great thing about digital marketing is that it offers several resources for an immediate study of impact, also it has a global reach, more competitive, and requires skills and training than traditional marketing. Compared to traditional marketing it is more efficient and

omnipresent. Digital marketing is a cheaper way of marketing than traditional marketing.

SEO (search engine optimization). It's the process of making a web page creative, well defined compared to other web pages. A successful campaign of SEO will lead to an incredibly profitable company. There are many crucial processes in SEO that need expert attention like content marketing and link building.

In today's world, content marketing is the most effective technique to provide valuable and quality content on the web. Content is mostly shared through media and modern companies like Twitter, Facebook, Instagram, LinkedIn as it proliferates rapidly. Social media marketing is the most powerful platform on the internet where an organization can get in touch with countless people.

Therefore, digital marketing had become a very essential element for everyone. Businesses are shifting towards digital marketing to reach out to as many as people they want and consumers are getting an end number of options in what they want to buy and also, they can communicate with businesses and share their views, feedbacks and suggestions through their social media handles. And no doubt after few years digital marketing will rule and will play an important role for businesses (small or large) all over the world.

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