

A Study of Online Marketing & Digital Marketing

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Abstract:

The article talks about digital marketing and internet marketing. Majority of the population thinks that digital marketing and internet marketing are the same but they are not. As digital marketing is gaining a lot of importance as a marketing technique, it is important to understand the difference between the two of them. It is necessary to understand that they might be related to each other but there is a subtle difference between the two of them and this is what the article explains. The article concludes by stating that internet marketing is only a subset of digital marketing and the scope of digital marketing is far beyond internet marketing. The article gives certain examples of different channels under digital marketing, and also elaborates about some of the channels under internet marketing. Overall it explains the concept of digital marketing and internet marketing in detail, which would help in understating the difference between digital marketing and internet marketing.

Keywords: Digital marketing, Internet marketing, online marketing, Offline markets.

1. INTRODUCTION

Digital marketing is often referred to as internet marketing, online marketing, or web marketing. With the increasing use of digital media, the term digital marketing and its impact has also grown. Digital marketing is one of the most convenient and effective way of marketing these days and with the development in technology, its technique and scope is also developing. When digital marketing evolved, it was mostly only on the internet and that was the reason it was started to be referred as internet marketing, web marketing or online marketing. Even today many of the countries still refer digital marketing as internet marketing, and a large proportion of the population still think that they mean the same. But it is very important to understand that digital marketing and internet marketing are not the same things. A detailed explanation of the two is given below. Digital marketing is the marketing using both online and offline digital technologies, and internet marketing is marketing only using online technologies or on the internet. So fundamentally internet marketing is only a subset of digital marketing, but digital marketing has a lot of other channels under it. It is essential to understand the difference between digital marketing and internet marketing because it might help us in shaping our overall marketing strategy. This article studies the two in detail, and later concludes by identifying the difference between them.

2. DIGITAL MARKETING

Digital marketing, as the term says, refers to marketing through digital technologies. With the increasing use and importance of technology globally, digital marketing has become more common and its importance and effectiveness in increasing rapidly with time. Digital marketing uses all the channels of electronics or electrical gadgets or the electronic media for marketing or promotion of products, services or brands. Digital marketing also helps organizations or institutions in the analysis of their marketing campaigns as they help to keep a record of all the campaigns thus helping to measure the effectiveness of each campaign. Digital marketing keeps a record of the number and duration of views of any particular ad, post, etc. and the effect of it on the sales, thus measuring the total impact of it. Some of the channels associated with digital marketing are SMS marketing, digital print ads, television marketing, radio advertising, etc. internet marketing, which includes email marketing, search engine optimization, social media marketing, pay per click, display ads on websites, gaming advertising, search engine marketing, call back or hold-on mobile ring tone, etc. These channels can be divided into two parts, i.e. internet and non-internet channels. Internet marketing is one of the most expensive channel of digital marketing.

Digital marketing has both advantages and disadvantages, and if handled in the right way, it can be a boon to the company else it can also be a bane. The major advantages of this are, it reaches a large number of customers in very less time and is also cheaper, thus it saves the cost of the company and also increases the number of people reached. Digital marketing also helps to keep a record of the consumer behavior which includes their preferences, responses to various products, services and brands, etc. so the company can make or plan its further marketing strategy based on these observations, they can also decide their future product offering by looking at the customer behavior. At the same time, digital marketing not only allows the customer to interact with the company but it allows them to interact with each other, because of which the customers now will not only know what the company wants them to know about their products or services but will also know what the other users or customers say about the company. This serves both as an advantage and disadvantage. The company has to keep its offering flawless and the best in order to maintain an image in the market as the news or the message spreads extremely fast with the help of these technologies, but at the same time if the existing customers like the offerings of the company, this serves as an advantage because it will attract more and more customers. Another major challenge faced because of digital marketing is the extremely tough competition because of its cheaper cost. As the cost is cheaper and it reaches more customers which serves as an advantage, it attracts many companies as well. Companies from every scale use the technique of digital marketing, and this makes it extremely competitive, which is a disadvantage for the companies as it becomes harder to attract the customers' attention, and also the customers miss out on a lot of relevant data.

All these advantages, disadvantages, and the general impact of digital marketing are applicable on all the channels of digital marketing. As stated above there are various channels of digital marketing, and it can be divided into two parts, i.e. internet marketing and non-internet marketing. A detailed explanation of internet marketing is given later in the article, but a brief explanation of internet marketing and various channels of non-internet digital marketing is given below for a better understanding of the concept.

Internet marketing:

Internet marketing is a subset of Digital marketing. Internet marketing or online marketing refers to marketing using various channels on the internet. This includes, search engine optimization, pay per click, social media marketing, e-mail marketing, web banners, digital online advertising, online marketing platform, mobile marketing (apps), content marketing to some extent, etc.

Offline digital marketing:

Video marketing: It refers to making a video advertisement and circulating it throughout. The circulation can be both online and offline. These videos could also be shown in the beginning of the movie, or other places.

SMS/MMS marketing: Sms/mms marketing refers to the various promotional messages from different companies regarding the latest offers, trend, or the new products or services being offered.

Banners: This refers to the banners, billboards or hoarding on the roads with all the attractive offers, products, or brands.

Placement in movies or TV shows advertising : Placement of many products is seen in movies or TV shows, where celebrities talk about the product to promote it or are shown using that product, or boards are shown on the roads in the movie or TV show.

Print advertising: This includes all the brochures, pamphlets, or ads in the magazines or e-books which is also by the use of electronic media.

Game advertising: Game advertising refers to advertising through video games or computer games. This is done through various banners or billboards on the side of the roads in sports games. It might also be done by printing the brand name on certain product that exist as gaming status symbol, like cars, gins, clothing, etc.

Television advertising: This refers to the commercials that are broadcasted on the television in between the programs and other shows that are only for the purpose of marketing and promotion.

Radio advertisement: This refers to the advertisements on the radio that come up to promote various products.

3. INTERNET MARKETING

Over the years, especially during globalization, Internet has become an essential part of our life. It plays a vital role in our personal as well as professional life. Internet assumes a fundamental part in all spheres of life and commercial ventures. Today, Internet marketing is one of the fastest developing, growing and most energizing branch of marketing.

Internet-based communication tools have also led to major changes in the functioning of various economic sectors such as marketing. Internet marketing is also referred to as online marketing, E-marketing, web marketing. As the name suggests, it is the act of promoting goods and services through Internet. It is a type of marketing and publicizing which utilizes the Internet to convey promotional marketing messages to buyers. It is a subset of digital marketing. Internet marketing incorporates an extensive variety of marketing components than conventional business marketing because of the large variety of channels and marketing means accessible on the Internet. Just like any other promoting or advertising media, Internet advertising also involves both an advertiser or promoter and a publisher. The publisher incorporates advertisements in its online content, and the advertiser provides the advertisements that are supposed to be published or displayed on the publisher's content. Other people involved could be advertising agencies, ad server, and advertising affiliates. Advertising agencies basically help in generating and placing the advertisement copy. An ad server delivers the advertisements and keeps track of the statistics. Advertising affiliates are those partners that do independent promotional work for the advertiser.

Some of the main advantages that internet has are its empowering impact, elimination of geographic limitations or difficulties, targeting effectively, producing prompt results, cost effectiveness, reaching out to more people, quantifiable result, customization, building relationship, 24 hours/seven days accessibility. But usage of Internet in the field of marketing has its disadvantages also. For example, duplicating, an excessive amount of Ad clutter, unserious recognition, unconformity to the commodity, an excess of rivalry, harm by pessimistic feedback, too much dependence on technology, is not grasped by all individuals and absence of trust.

Internet marketing involves search engine marketing, email marketing, social media marketing, and many types of display advertising (including web banner advertising).

Search Engine Marketing: Search Engine marketing is a part of internet marketing. It is a process which helps in promoting a website by increasing its visibility with the help of certain tools such as paid advertisements, Search engine optimization, and other search engine services that will help in increasing the search traffic to the website. Search Engine marketing is a broader term compared to Search Engine Optimization. SEO is generally considered as a part of SEM. SEO helps to achieve better organic search results, whereas SEM helps us to target the users with the help of paid advertising links in the search engine results page along with the organic search results so that the targeted users will visit the website.

Search marketers make use of a lot of paid search platforms. Out of that the most predominant paid search platform is Google AdWords, followed by Bing Ads and Yahoo. Beyond that, there are various other Pay Per click platforms and in addition to that the PPC advertising opportunities on some of the popular social media networks. Search engine marketing's most noteworthy quality is that it offers sponsors the chance to put their advertisements before customers who are ready to buy a particular product in that precise moment.

Social Media Marketing: Social Media marketing is a part of internet marketing. It is a platform that can be used by anyone who has an internet connection. Social media marketing can be easily characterized as a term used to portray the act of increasing website traffic or brand awareness, using social media networking sites. Social Media marketing mainly focuses on designing a content that is very unique and helps in attracting the attention of the users. It should also persuade the viewers to share it with others. This type of marketing is driven by eWoM – electronic word of mouth, which means it results in earned media instead of paid media.

Social media marketing can help the organization to achieve various objectives. Some of the objectives could be increasing website activity or traffic, increasing the awareness about their brand among the people, creating a brand image and positive brand affiliation. It would also help in enhancing the communication and connection with the potential customers. There are a lot of Social media networking platforms, but each social media marketing sites

would require different tools, techniques, or strategies of marketing. The following are some of the Social media networking platforms or sites that are used for marketing: Facebook, Instagram, Twitter, Google+, P interest, LinkedIn, YouTube and so on.

Email Marketing: Email marketing is one of the most prevalent ways for organizations to reach and gain more customers. It is a part of Internet marketing. Email marketing is an approach that helps in reaching the customers directly with the help of electronic mail. It basically helps in advertising the goods and services to the customers directly. It is an approach that helps us to reach a lot of potential customers effectively at a low cost. It helps in directly conveying the business' message with the help of illustrations, content and links to the people who are not aware about the business or considered using the products or services, but they are educated and interested in the business' area of expertise. Moreover the effectiveness of Email marketing can be tracked easily. Various organizations additionally provide the customers or viewers with an "unsubscribe" choice if they want to stop receiving the mails. Moreover, the organizations can get direct feedback from the potential customers. This would help the organization in recognizing what the customers liked or disliked about the promotion and in turn create more effective future promotions or strategies. Some of the effective email marketing campaigns were done by PayPal, JetBlue, Amazon local, Charity: water, Tory Burch, Jabong, Mod cloth and so on.

Display Advertising: Display advertising is also a part of internet marketing. It includes various forms such as banner advertisements, rich media, etc. It is different from text based advertisements. Display advertising is mainly aimed to build customer awareness around a brand, product, or service. This is very effective in case of visuals such as images, videos, etc. rather than content or text. HTML code is utilized to give instruction to a web server to direct the customer to the predefined website when the advertisement is clicked. Revenue for display advertising is generally earned on the basis of Cost Per Click.

The greatest advantage of display advertising is that the brand image is implanted in the viewer's brain, and results in more possibly of the viewer buying the product or service, which in turn increases the sales. Some of the best examples could be the ads published by automobile, E-commerce and online clothing companies such as Volkswagen, Audi, Amazon, and so on with the help of platforms such as facebook ads, twitter ads, google display ads, etc.

4. CONCLUSION

Digital marketing refers to marketing or promotion of products, services or brands using digital media, or electronic media through various channels both online and offline like social media marketing, pay per click, search engine optimization, email marketing, content marketing, phone marketing, print ads, banners, digital advertising, television marketing, radio advertising, gaming advertising, etc. All these channels can be divided into two subgroups i.e. online and offline channels. All the channels that need or use internet as their platform come under internet marketing. This includes, social media, search engine optimization, pay per click, email marketing, etc. There are other channels which don't require internet as their platform or are done offline. These are referred to as offline digital marketing channels. These channels include SMS/MMS marketing, gaming advertising, radio and television advertisements, etc. Digital marketing includes both online and offline channels of marketing. Thus, it makes the concept very clear that internet marketing comes under digital marketing, it is a very important part of digital marketing but is only a subset of it and they are not the same things. Internet marketing or online marketing is the most common ways of digital marketing and is also the most expensive way. Since it is the most common channel and the evolution of digital marketing was through online marketing, the concept of digital marketing for most of the people is still only marketing through the internet. This is the major reason why most of the people still refer digital marketing as internet marketing. But we have to understand that with rapid growth of technology, the techniques of digital marketing were used offline as well. It is very important to understand the difference between them and keep in mind that internet marketing is only a part or subset of digital marketing and they are not the same because it might help us selecting the most appropriate marketing tool or technique to use in our marketing campaigns and also in shaping our overall marketing strategy.

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