

DIGITAL MARKETING A MULTIDIMENSIONAL GROWTH

¹Dharam Dev B, ²Sanjai Kumar H, ³Sanjay Aravind k, ⁴Priyadarshini, ⁵Parika Murugan, ⁶Tushar Johari
^{1,2,3,4,5,6}Student

MBA, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai, India

Email -, ¹22e4134@dgvaishnavcollege.edu.in, ²22e4149@dgvaishnavcollege.edu.in,

³22e4137@dgvaishnavcollege.edu.in, ⁴22e4143@dgvaishnavcollege.edu.in,

⁵22e4147@dgvaishnavcollege.edu.in, ⁶22e4115@dgvaishnavcollege.edu.in

Abstract: This chapter provides a technical outline of the basics of online marketing. The outline includes an introduction to digital marketing and strategic planning and development. Every working professional is expected to be familiar with at least the core tenets of Digital Marketing. In simple terms, Digital Marketing is the promotion of products over the internet or any form of electronic media. According to the Digital Marketing Institute, "Digital Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses. People are consuming digital content on a daily basis.

Key Words: DMI (Digital Marketing Institute), Technical Outline, Content. Lazy Pay



1. INTRODUCTION:

Digital marketing is a new marketing system in the period of mobile Internet through computers, mobile outstations and other media, using multimedia and traditional media to learn from each other. It's traditionally popular with the development of the Internet, bringing a revolution in marketing styles. Grounded on the collection and sorting of applicable literature, this paper defines the conception of digital marketing, analyzes the differences between digital marketing and traditional marketing, analyzes the unique advantages of digital marketing, and summarizes five popular forms of digital marketing.

2. STUDY AIMS :

This study is conducted to create an awareness that the digital marketing platform serves as a multi-dimensional growth opportunity for the business in the developing countries in Asia (India, China, etc...). Digital marketing not only serves the purpose of increasing sales. But also building the domestic brand to the global level and competing with reputed MNC (Multi-National Companies). The study diminishes the myth of digital marketing and improves the confidence of the business to expand their bases in the digital marketing sector. For instance, the study included a case study of the LAZYPAY digital marketing campaign that led to a huge growth. Even impacted the RBI (Reserve Bank of India) to revise the guidelines of pre-paid instruments.



3. OBJECTIVES :

- To know the various business growth opportunities available in digital marketing platforms.
- To know the people from (UG, PG, working professional) interested toward digital marketing.
- To know the companies that have adopted digital marketing has a strategy for their business growth.
- To know the opportunities available in digital marketing for career development and start-ups.

4. LITERATURE REVIEW:

The review of literature consists of multiple literature overviews and draws a context of the researcher's understanding over the article. Literature of Review supports the researcher for better understanding the particular field with the help of multiple studies conducted over the years.

Sun Yuexing (2022):This paper analyzes and summarizes the current situation and development space of digital marketing in the assiduity, and discusses the huge request development eventuality of digital marketing in the deals field in the future. On this base, the analysis of the development status of digital marketing company, a summary on the problems being in the digital marketing, analyzes the introductory cause of the problem, put forward and demonstrates the company's digital marketing system construction countermeasures and Suggestions, in order to effectively ameliorate the tableware auto digital marketing operation, give decision- making reference for other enterprises to apply. Normawati Rani (2021). Digital marketing is the result of the integration of traditional marketing generalities with digital rudiments. Digitalization in colorful forms is appreciatively related to the growth, performance, and competitiveness of small businesses. Kampung Batik Kembang Turi Blitar is a business that was established to empower citizens and save artistic heritage. The actuality of Kampung Batik Kembang Turi Blitar isn't extensively known by the public. Marketing of its products is still using a simple system and not yet exercising online marketing.

Masrianto Agus (2022):The confluence of information technology, media, and telecommunications has altered consumer gets in terms of searching, carrying, recycling, and responding to a company's information or services. The capability of a company to plan, apply, and manage digital marketing to increase its competitiveness in the eyes of consumers is pertained to as digital marketing capability. This exploration presents a digital marketing application indicator (DMUI) to estimate and ameliorate a company's digital marketing capability. DMUI is made up of three factors: the invention ecosystem readiness, the relinquishment of digital marketing technology, and the company's digital metamorphosis.

Nino Bakradze (2022):By the morning of the 20th century, in the worldwide frugality and culture, Tourism Sector was established as an abecedarian, sustainable development branch, which enthralled a special place in the global profitable structure. Along with the development of the tourism request, great significance is attached to the branding of both the destination and the tourism company. In the ultramodern request, it has come clear that only a company that creates a really strong brand can insure a successful actuality. In the ultramodern world, the development of social media has led to a smash in tourism. In the composition, the authors emphasize the necessity of using digital marketing strategies, because, at the moment the countries of the world are involved in marketing wars, and the success of ultramodern tourism also indicates the necessity of using digital marketing strategies. Effective digital marketing develops the Tourism sector.

Jaslis Ilyas (2023): The adding use of digital marketing in the sanitarium sector is accompanied by soaring marketing costs allocated for digital marketing. Hospital operation must determine the applicable way and types of dimensions to estimate the magnitude of the impact of the digital marketing strategy used on overall sanitarium performance. This study examines the digital marketing evaluation stage model and the criteria that can be applied in hospitals. This literature review was conducted by browsing papers using Google Scholar, Pro Quest and Emerald Insight search databases. Mendeley is used to collect, identify and estimate papers and to remove indistinguishable papers.

5. METHODOLOGY:

This study has been more inclusive relative to the current business marketing model. More are like describing the digital marketing standards and growth area. so the researcher used "DESCRIPTIVE METHODOLOGY". for accomplishment of the research paper. The researcher assessed the findings based on the quantitative research methodology involved in collecting data through a sampling method for assessing the data for a research purpose. Sampling size is limited to 50. Due to the limitations in the research period (though it is conducted for a short period). The sampling size is limited to 50.

6. DIGITAL MARKETING CAMPAIGN (LAZY PAY):

Mumbai, Maharashtra grounded Lazy Pay (a brand by Pay U Finance) is India's new age digital credit provider. It truly is the fastest way to get credit in a single valve. Lazy Pay's One valve digital checkout process is available at over 250 leading apps in India including the likes of Swiggy, Zomato, Book My Show, Make My Trip, Vodafone, Tata Sky and numerous further. Druggies can also pierce their digital credit via UPI on the Lazy Pay app and use their credit anywhere, anytime by surveying a QR law at their original store or using their unique Lazy Pay handle when making a UPI payment online making the credit available anytime and anywhere. In addition to offering credit for all your favorite purchase, Lazy Pay also allows for flexible disbursements including, 15- day interest free credit, revolving balances and low- cost EMI schemes.



7. PROPAGANDA STRATEGY BY LAZY PAY:

Lazy Pay, Pay U India's consumer lending platform, has launched its new digital crusade '*Lazy Pay Hai Toh Life Sorted Hai*'. The crusade takes an unusual route and uses cases to punctuate the convenience that Lazy Pay offers across orders. The smarter ways to complete a sale with one- click indispensable credit option for shopping; travelling and online ordering has been shown amusingly in the videotape.



8. DIGITAL MARKETING SKILL DEVELOPMENT:

1. Data Analysis:

Data Analytics refers to the application of functional procedures and ultramodern software to gather and reuse a wide range of information from different online relations of your target request. These online relations could be in the form of content consumed, online deals, search queries and other applicable vestiges applicable to your business.

2. Content Creation:

The heart of digital marketing is generating content that will pull a company's target followership to the brand. The end shouldn't only be to produce high- quality content and SEO-friendly content, but also to understand the process of how to effectively get cult to engage. It's recommended to make "creating evergreen content" a part of the thing.

3. SEM & SOM:

Google's algorithm is constantly contemporizing, and the significance of exercising applicable and specific keywords have soared. Thus, Search Machine Optimization (SEO) becomes an important skill that every digital marketer needs to have to support all situations of digital marketing.

4. CRM:

Monitoring client experience helps companies understand the growing requirements of their target followership. Digital Marketers need to develop chops of client Relationship operation which involve strategies you can use to cover and maximize client experience. Connecting with your guests on a more emotional and particular position is always an added advantage for the brand as it increases the chances of client fidelity.



5. BASIC DESIGNING SKILL:

Social media is getting an arena for public exchanges. Digital marketers can use that to their advantage to convey applicable communication to the applicable followership. There’s further to the skill of Social Media than just constantly posting content. The quality of the content, the applicability of the content, and engagement with the followership are three other factors that marketers need to understand while creating social media strategies.

**XIAOMI CASE STUDY:
 (SOCIAL MEDIA MARKETING):**

The social media crusade for the Mi Smartphone by the brand Xiaomi had following objects

- To promote their recently launched Smartphone like Mi3, Mi4, Redmi, Mi Pads, etc.
- To produce a buzz in the request and engage the followership with the brand.
- To produce maintain the fellowship with the brand; retain their guests and retain new druggies for the Smartphone.

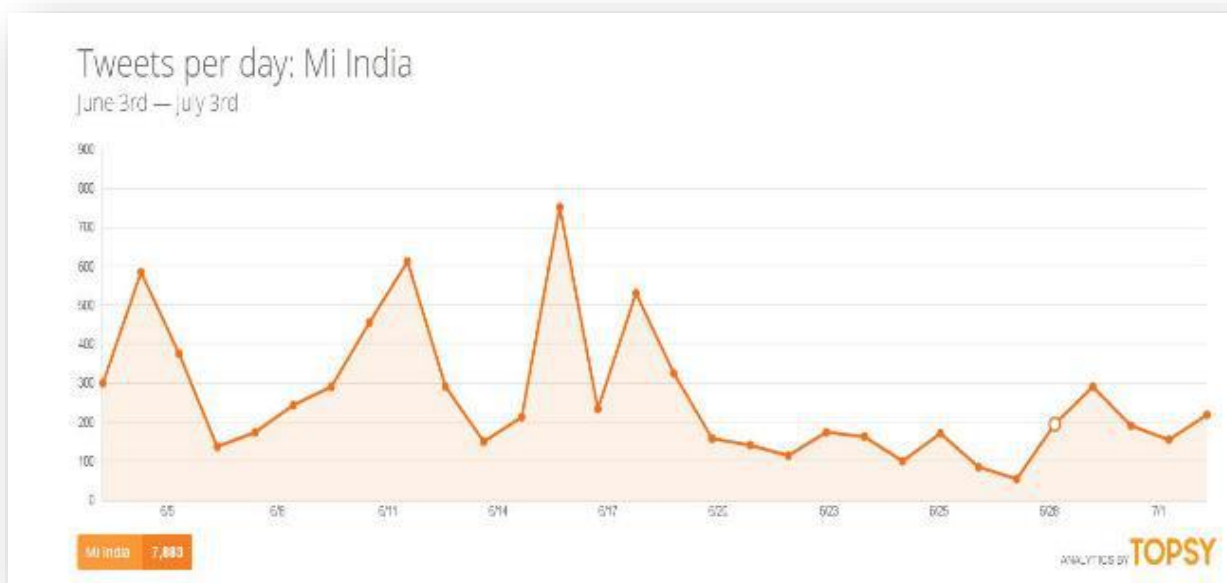
A Social Media Campaign through Twitter by Mi India!!!

For the elevations of the Mi Bands, the brand connected with people across Twitter with a contest. The druggies were asked to guess the mug under which the band was present in a videotape uploaded. The lucky winners would get a chance to win bands from Mi India. For the elevations of the Mi4i Smartphone of the brand, Mi India connected with people on Twitter using the hashtag#CricketWthMi during the IPL justice season. The druggies were asked to answer simple questions around the brand and justice. To qualify for the contest, one was supposed to re tweet the post and follows the brand on Twitter. One lucky winner would win a brand new Mi4i. To promote Redmi, Note Smartphone, Mi India connected with people on Twitter and induced them to share in the contest. The druggies were asked to follow the brand and-tweet the sanctioned launch tweet for Redmi Note. 10 lucky winners would win precedence passes for the grand launch of the Smartphone.



ACHEIVEMENTS OF XIAOMI THROUGH DIGITAL MARKETING:

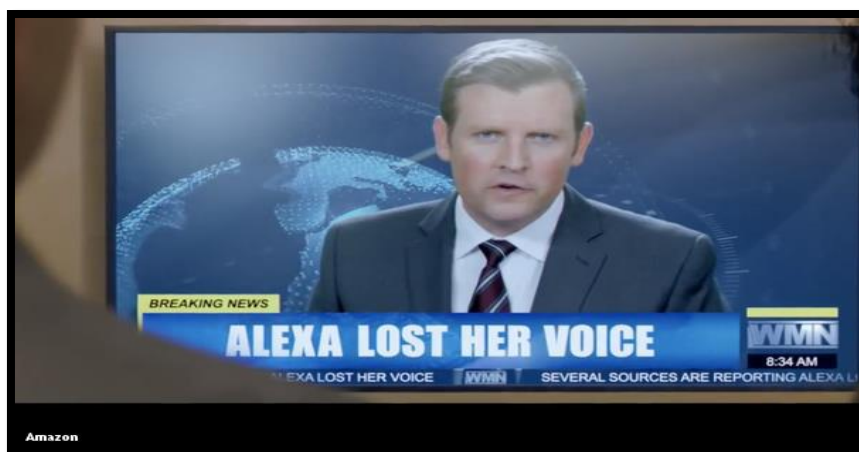
People engaged with the brand and shared in huge figures as a consequence the brand was suitable to negotiate following effects within a time’s time.



Source image: <https://r2h5v2r2.rocketcdn.me/wp-content/uploads/2015/07/Tweet-per-day.webp>

AMAZON DIGITAL MARKETING STRATEGY:

Amazon's digital marketing strategy is comprehensive, and they reach the guests through digital marketing. Moment, everyone uses social media. Amazon advertises its products on social media, taking advantage of those who use those spots and transferring them to their product runners to help them vend more. It has teamed up with several big and small influencers in the country to reach its followership more effectively. It uses Twitter, Instagram, YouTube, Pinterest, and Facebook.



The stylish thing about Amazon's YouTube advertisements is that they incontinently snare people's attention. Amazon makes sure that its advertisements are always intriguing and precious. Utmost of the time, it does this by trying to make the client feel special. Amazon wanted further people to use its range of smart bias, and came to the conclusion that there's no better way to show Alexa's capabilities than remove them – absence does make the heart fonder. Carly Simon's Bond theme nothing Does It More sets the scene for Alexa Loses Her Voice'. In 2018, this 90-alternate Super Bowl spot showed the power of Alexa by muzzling her. A cavalcade of notorious faces similar as Cardi B, Gordon Ramsay, revolutionary Wilson and Anthony Hopkins all tried their dandiest to replicate the helpfulness of Alexa (largely unsuccessfully). Numerous observers will have heard their virtual adjunct coughing and 'losing her voice' in the days over to the big game, and at the time we were so impressed we culminated it announcement of the Day.

9. FINDINGS:

The researcher has collected using simple random sampling method by limiting the size of the sample to 50.

FIGURE NO.01

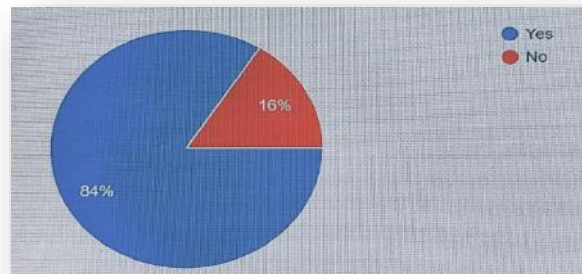


Figure No.1 shows the awareness about the digital marketing in the general public view.

FIGURE NO.02

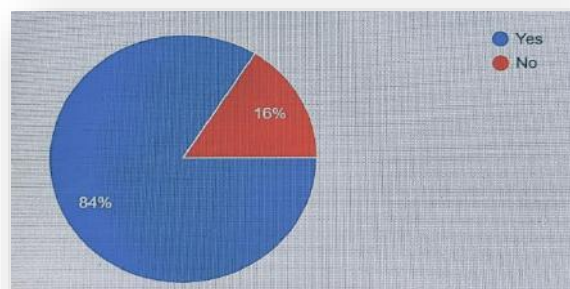


Figure No.2 Digital marketing improves the sales of the product

From the sample drawn the researcher able to interpret that majority of the respondents are not aware about the digital marketing creates a great impact in their daily life. This is due to lack of awareness of different marketing techniques available in the field of business. In upcoming years once the big data analysis takes over the manual interpretation of data. Common public will be easily able to understand the digital marketing strategy.

10. CONCLUSION:

This research has conducted study in various fields with a wide range of knowledge, making the digital marketing a place to upgrade our career to an next level. This gives cutting edge competitive advantage over other companies to set a bench mark in the field of business and even employee level perspective. This study employs a sample of companies from a variety of assiduity sectors. In unborn exploration, further exemplifications of companies in the same industry order should be studied so that the discussion per assiduity order in which the company does business becomes more in- depth. As a result, it'll be veritably intriguing to dig deeper into why each assiduity has similar difference in digital marketing capabilities.

REFERENCES:

1. L. Qiu, Y. Chen, H. Jia and Z. Zhang, "Query Intent Recognition Based on Multi-Class Features," in IEEE Access, vol. 6, pp. 52195- 52204, 2018.
2. J. Chen, R. Prasad, S. Stoyanchev, E. Selfridge, S. Bangalore and M. Johnston, "Corpus and Annotation Towards NLU for Customer Ordering Dialogs," 2018 IEEE Spoken Language Technology Workshop (SLT), Athens, Greece, 2018, pp. 707-713. 221-240, May 2007.



3. W. Reinartz, J. Thomas, and V. Kumar, “Balancing customer acquisition and retention resources to maximize customer profitability,” *J. Mark.*, vol. 69, pp. 63-79, January 2005.
4. R. Rust, K. Lemon, and V. Zeithaml (2005), “Return on marketing: Using customer equity to focus marketing strategy,” *J. Mark.*, vol. 68, pp. 109-127, January 2005.
5. J. E. Frisk, F. Bannister, and R. Lindgren, “Evaluation of Information System Investments: A Value Dials approach to closing the theory-practice gap,” *J. Inf. Technol.*, vol. 30, no. 3, pp. 276–292, Sep. 2015.
6. J. Balla, “Seven benefits from using marketing analytics,” 2014. [Online]. Available:
7. <https://blogs.sas.com/content/customeranalytics/2014/09/17/sevenbenefits-from-using-marketing-analytics/>.
8. [Accessed: 14-Jan-2018].
9. N. G. Polson and V. Sokolov, “Deep Learning: A Bayesian Perspective,” *Bayesian Anal.*, vol. 12, no. 4, pp. 1275–1304, Dec. 2017.
10. J. B. Heaton, N. G. Polson, and J. H. Witte, “Deep learning for finance: deep portfolios,” *Appl. Stoch. Model. Bus. Ind.*, vol. 33, no. 1, pp. 3–12, 2017.
11. B. Marr, “What Is The Difference Between Deep Learning, Machine Learning and AI?,” 2016. [Online]. Available:
12. <https://www.forbes.com/sites/bernardmarr/2016/12/08/what-is-the-difference-between-deep-learning-machine-learning-and-ai/#ff0aefc154fa>. [Accessed: 21-Jan-2018].
13. M. Pangallo and M. Loberto, “Home is where the ad is: online interest proxies housing demand,” *EPJ Data Sci.*, vol. 7, Nov. 2018.