

Digital Marketing- An Essential To Modern Marketing

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ABSTRACT

This paper discusses the need and importance of Digital Marketing for modern marketing. It also discusses the problems faced by small businesses during the COVID-19 Pandemic in India and how digital marketing tools helped them in reviving their businesses. This paper put light on some of the most commonly used digital marketing tools like social media marketing, SEOs etc. with examples from some of the affected businessmen and how they used digital marketing and saved their businesses.

KEYWORDS- Digital Marketing, SEOs, Search Engine Marketing, Covid-19, YouTube Marketing.

INTRODUCTION

Digital Marketing refers to marketing through digital mediums. However, nowadays it refers to mainly online internet-based tools like social media marketing, YouTube marketing etc.

DIGITAL MARKETING

- Search Engine Optimization
- Social Media Marketing
- Blogging
- YouTube Marketing
- Search Engine Marketing
- Email Marketing

Importance of Digital Marketing in Present Era of Marketing

Digital marketing is key to success in modern era. With increasing internet penetration all around the world including in India, more and more prospective buyers are now online, whether it is social media sites like Facebook or E-commerce websites like Amazon. With this shift in buying behavior of consumers it is the need of the hour to focus on the digital marketing by every firm. *(Vijaya S. Bhosale, 2020)*

Some key benefits of Digital Marketing are-

- **Better reach-** you can spread your words to much larger audience as compared to traditional marketing.
- **Precise Targeting-** You can target your set of prospective customers more accurately than any traditional marketing tool. Social media marketing, email marketing are some of the examples of the digital marketing tools through which precise targeting is possible.
- **Instant feedback-** The beauty of the digital marketing is that we can get instant feedback for the advertisements or campaigns, like you can check how many likes or dislikes or types of comments for

your post on social media you are getting. Based on the feedback future campaigns can be improved, moreover the present campaigns can be altered too.

- **Cheaper than Traditional marketing-** Traditional advertising methods like Newspaper advertising can be expensive but digital marketing tools like social media and SEOs are least expensive. **(Yogesh K. Dwivedi, 2021)**

Some most used and popular Digital Marketing tools are-

- **Email Marketing-** Email marketing is one the most famous way of promoting using electronic mails. It is most suitable for B2B promotions as well as services which includes a trail of mails to be delivered to customers. Many software's are used for the successful use of email marketing like MailChimp.
- **Social Media Marketing-** Social media platforms like Facebook, Instagram, Twitter etc. are used to precisely target your prospective customer and track the result of your campaigns. Facebook's Page manager and Ad Manager are example of the platforms which makes precise targeting and analytics of promotional campaigns possible.
- **Search Engine Marketing-** Search engines like Google is now becoming majorly used search engines all around the world. So, to keep your website or brand's ranking in top search places of the search engines like Google very important and even necessity.
- **Mobile Marketing-** Mobile marketing includes use of mobile applications' advertising and SMS/MMS advertising. Since, most of the consumers are now using internet through smartphones, it is becoming most important digital marketing tool. **(M. Shirisha, 2018)**

From March 2020, India got deeply affected by the COVID-19 Pandemic followed by Lockdowns and restrictions in movement by Government. These all measures were for the purpose of health protection so that spread of the disease can be stopped. But these all measures by Government as well as panic among citizens led to decline in the sales and revenue for offline businesses. With the COVID-19 many businesses were not able to promote or run their business through offline mode and were on the verge of shutdown.

Impact of Digital Marketing in reviving the small businesses

Mr. Ramesh Lal a small stationary shop owner said "during initial days of lockdown we were left with no money at all". However, many small business-like Mr. Ramesh's Stationary business gradually understood the need of the hour to adopt the online digital marketing tools. Tools like Search Engine Optimization is the most common to increase the online presence at least cost by small businesses to make increase their business presence online. Search Engine Optimization is of two types-On-Page SEO and Off-Page SEO. On-Page SEOs is a technique of incorporating popular search keywords within the content of the webpage so as increase the search engine ratings. Whereas, Off-Page SEOs is the technique to leverage website ranking by connecting to complementary businesses or media website by getting your website link on their website. Like for example if you own an automobile blogging website then you can try to get your website link placed on an automobile accessories website or on an automobile e-magazine website. Like SEOs, social media marketing is also an important and effective digital marketing tool especially for small businesses. Social media marketing includes blogging, YouTube Marketing, Facebook Marketing etc.

Mr. Rakesh owned an offline Garment distribution and Retail business in Janakpuri, Delhi. He was running it since 1991 and never had suffered such a crisis as during COVID-19, especially during lockdown. But did not gave up and tried online mode of his traditional business. He with the help of his daughter made a website and started On-Page SEOs on it. He also made a Facebook page and an Instagram account for his business. Within 25 Days some revenues were back in his business and within 90 days his business got good presence in social media which resulted in good business profits. **(Jyoti Gogia, 2020)**

Similarly, many other small businesses like Mr. Rakesh's Garment distribution and retail business and Mr. Ramesh's stationary business got benefited through the digital marketing tools during COVID-19. IDC Survey discusses the need for digital marketing in small businesses to mitigate the impacts of COVID-19. Only 43.4% of small businesses have ecommerce capabilities, thus Small businesses need to increase their digital commerce capabilities quickly in order to survive now and succeed in the future as the economy recovers.

According to IDC's Shari Lava, research director, Small and Medium Business, "Small businesses are under intense financial pressure. Many had under-invested in the ecommerce capabilities necessary to transact digitally with customers at scale. Our research clearly demonstrates those embracing technology will have a much easier time staying relevant while preserving their customers and businesses in the current climate."

(Lava, 2020)

Moreover, more and more businesses to avoid losses during lockdowns registered with e-commerce websites like Amazon and Flipkart as online sellers. More and more businesses have shifted their business to Social Media using Facebook Page and Instagram. There is increase in the growth of local online directories which is another way of increasing of online presence. Websites like Justdial, Google My Business help in increasing local presence for small businesses. Many offline businesses used these to promote their business online in local areas and generate more sales and traffic. **(Afrina Yasmin, 2015)**

CONCLUSION

Thus, it can conclude that for small businesses Digital Marketing helped them as savior. They used Digital Marketing tools to revive their businesses. Situations like COVID-19 proves that how dynamic the business environment is and how intense there is need for businesses to move towards digital era of marketing. Future of marketing and commerce is being digital; thus, businesses need to be prepared.

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