

# THE FRAMEWORK AND AGENDA OF DIGITAL MARKETING

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**Abstract:** We elaborate and develop the framework and agenda of review in digital marketing, which shows the main points in the digital marketing process as well as in marketing planning. The process where digital technologies are having and will have a certain effect. The present studies aim to understand the impact of digital marketing on consumers. The mixture of techniques was required for this research, using the framework we organize development and study around the main points expressing the framework and agenda and research literature in the widely defined digital marketing area. We highlighted the main points. We covered the evolving issues in and around the key points and connected questions for next study. We also covered that where the digital marketing is used? And strategies required for digital marketing as well as what are future benefits of the digital marketing in the world. Now, we combine these recognise questions and set a study schedule for next study in digital marketing to the test the problems from the outlook of the community.

**Keywords:** Digital marketing, digital technologies, evolving issues, future benefits, strategies.

## I. INTRODUCTION

Digital marketing is the continuous, restive, changing and dynamic activity. The work of marketing is changed spontaneously because of various reasons, that reasons matter energy shortages, expansion, financial recession, high unemployment, dying industries, dying company, distraction and competition and impact because of fast technological changes in a particular company. This changes including the internet has forced today's marketing executive to becoming most market driven in their planning decision marketing requiring a formalized, means of acquiring accurate and timely in updates about marketplace products, customers and the whole environment. Digital marketing consist of the usage of the internet to market and sell products or provides services. Digital marketing uses the power of electronic commerce to sell the products. Electronics commerce gets any market on the internet. The electronic commerce helps buying, trading of products, selling of products, or services on the internet. The digital marketing creates a subset of electronic commerce. Digital marketing started becoming very famous because of expanding internet growth. It said that digital marketing is started in the starting of 1990 with only text based website that provide products information only but with increase in internet its not just selling product alone. But also provide updation about products, advertising panel, software programmers action, stock trading and profit. Digital marketing is the platform where advertising of product can be easily done and it helps to reach potential customers as well as time. Internet can be used as marketing like google.com, yahoo.com, youtube.com etc. It provides some framework of digital marketing.

## II. Digital marketing

In the world, the millions of people buys their useful things with the internet, by sitting at their home. Formarriage function, or for their personal wish. Nowaday's the way of shopping of the peoples changing frequently because of less time. Customers searches products on the online websites and buys it. That's why those people who are doing business like clothes, jewellery, toys, etc. that are stopped because of digital

marketing and online shopping website. To do business is becoming more difficult for those people, that's why digital marketing is important.

The digital marketing is access through internet, computers, electronic device, mobiles, etc. Any company can reach to their target customers in the short time. When any company launched their product they have to send that product to millions of different people by marketing. The meaning is that to reach the target customer at right time and at right place. In this time the business man should connect their target customers at that place where they spend their all time and that is internet. In the India maximum all category of people uses internet and its increasing day by day. If there is small company or big company every one uses internet for marketing. Like any company advertises their products by putting big posters and banners and pamphlet, like in this way online digital marketing can be used to do advertise.

There are two types of marketing, online marketing and offline marketing. The aim of both marketing is to reach more and more customers in less time span. In the offline marketing, the advertisement of the product is very expensive. But with the help of digital marketing person can reach to more people in less amount. Digital marketing is the easiest way of advertising products.

### **III. WHY DIGITAL MARKETING IS IMPORTANT**

The digital marketing is the fastest medium to reach target customers by digital techniques. When there was no smartphones then T.Vs, newspapers, magazines, radios were used for advertising, number of companies were giving their products information on it for publicity and people were buying product from market by watching that advertise in newspaper and magazines etc. But in this generation of smartphones most of the people spends their time specially on twitter, facebook, insta, etc. Now, instead of T.V they watch videos on U-tube and instead of newspaper they read online blogs. These are the reasons that company advertises their product with digital medium and advertises at that place where the maximum internet users are included.

Digital marketing helps to the most of the company to reach their target customers. Like before, people go to shop and buy the product as their wish, for this lots of time wastage is formed. But now, people buy and choose their products with the help of internet. Because of digital marketing, not only customers are benefited but also business men. So, they can reach to more and more customers in the short time and the production is also increasing fastly. Presently there is need of digitization because it is more beneficial.

### **IV. WHERE THE DIGITAL MARKETING IS USED**

**1. Blogging:** It is the best way of online digital marketing, in this people have to create blog with their company. In which they can tell about their company and services to the customers and when their new products will be launched, they can give details about that product in the blog and they can attract lots of customers.

**2. Content marketing:** In the content marketing, the business man can include the whole information about the product in the form of content. To write the content, it is important to write lines and sentences in proper format and attractive. In the content you have to tell about deals and offers. So that user will like content and publicity of the product will also increase as well as selling of products will be increased.

**3. SEO (search engine optimization):** If you want more traffic and customers on your blogs through SEO. So, you have to have knowledge about SEO. If user wants any information they always use google to search any thing, and google represent whole information by SEO. If your website comes before search result, then more

people will know about your business and blogs. That's why website should be created by following the guidelines, given by the SEO to collect more organic traffic on your blog and website.

**4. Social media marketing:** Social media marketing is an important part of digital marketing. On social media

Not only promotion and advertising can do but also we can see that what the customers and people are saying about them. Social media marketing is very beneficial for the business. In the social media marketing people can advertise about the product on Facebook, Twitter, LinkedIn, Instagram, Snapchat or Pinterest.

**5. Google Adwords:** When people read any blogs then they see any advertisement, most of these advertisements are shown by Google. With help of Google any business man can do their products marketing. It is a paid service for that you have to pay. So, Google shows that advertisement on the best websites and blogs through which you can send your product and business to the target audience. By the Google Adwords you can drive lots of advertisement, like Text ads, image ads, GIF ads, match content ads, video ads, pop-up ads, web banner ads.

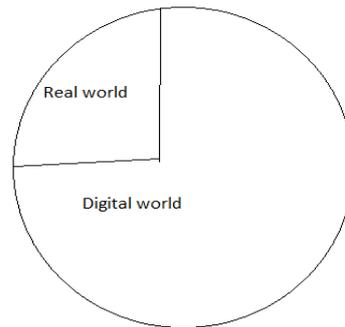
**6. Apps marketing:** Many companies make apps on internet and on that they advertise their product is called as apps marketing. It is the best option of the digital marketing because, nowadays, number of people use apps on their smartphones, that's why anybody can give advertisement of the product on the different apps. When user click on the advertisement they can directly reach to your websites.

**7. U-tube channel market:** In this time U-tube is second biggest search engine, there is more traffic on the U-tube. U-tube is a medium where you can promote your business with the help of video. When people watch the video on the U-tube there is video advertisement within the video. It's actually a marketing video of any company to attract the customers. On the U-tube millions of viewers are present due to that number of audience can be attracted.

**8. Email marketing:** In email marketing company sent the email to the customers which include the information about the product and whole deals and offers are also available in that Email and with this information there is link available which gives information to buy the products. By email marketing you can reach to number of people on one click. It is the good and easiest way for digital marketing. With the digital marketing the business can be reached to the more people.

## **VI. FUTURE IN DIGITAL MARKETING**

The today's time is heavily invested in digital. People consume more time on internet. In India there are about 500 millions of internet users, similarly, any other country there is increase of internet users and this is growing in rapid phase. The companies like digital India has taken out the rural in faster place in last two years, around year there is 22% increase in usage of internet in rural India and about 7% in urban. The 55% Indians haven't use internet yet. There is increasing the demand of digital marketing. People, those generally like to shape of carrier in sales, marketing management.



**Fig.1**

Digital marketing requires 4 types of peoples. 1. process oriented , 2. Creative oriented, 3. Management oriented , 4. Technology oriented.

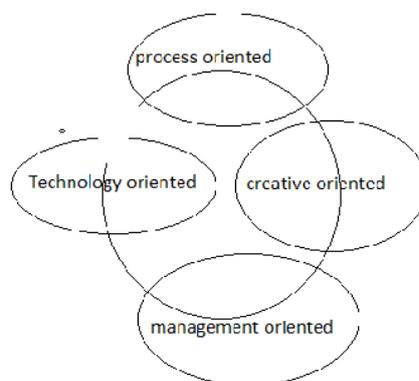
**1. Process oriented:** These are the people who basically does SEO,SEM, Google analytics Automation, Digital advertiser , and the task doesn't requires constant energy. If you could bring the advertisement on top to the right on the page of optimisation and would like to learn art of this process . These are the roles which probably shows the best .

**2. Content strategy:** The demand comes with content strategy is campaign ideas, unique hash tag preposition,

Creative for digital marketing, one line for Email and more . Basically, if you can take approach like content writer , copywriter , visual writer , social media marketing manager. So, these are some of the roles that suits for creative guys .

**3. Management oriented:** People who have been in the marketing industry for year, then want to shift the carrier in the digital then many wants to start from scratch and then would like to start into get manager role. This role could be client serving head, account manager, digital strategist, etc. this role is supper responsible role as you become the trainsetter and messenger of digital to the world.

**4. Technology oriented:** These are those silent guys in digital domain whose responsible for cracking API and those techfeast marketing innovation .They are coders ,API developer and helps all the marketing problems through the creative marketing innovations which is purely technology oriented. If you are intercoding and don't like to get into IT domain, figure the agencies aims and marketing technology or rather digital marketing technology.



**Fig.2**

## **V. MARKETING STRATEGY**

In the strategic point of view it is important to know how the competitive landscape may vary as a output of technological advances. for ex. Amazon has appear as a benchmoth in the retail domain , completely altering the competitive completions Landscape using the online channels . This happened in concurrence with consumer behaviour varying as the online technology grown. Can mobile technology distrupt market in a same way? There are present examples of travel intermediaries profiting from the introduction of mobile apps in the travel and hospitality industries and strengthening their competitive position in the market vis -a-vis hotel chain rather than creating disintermediation technology has made the intermediary stronger could this repeat in other vertical .These are important research problem to consider as technological development emerge. If firm /product category is significantly affected on the basis of the above analysis, how can the product gain benefits of the technology /device better than its competition . How can the product fits the design and price according to the additional value that is created for the customers ? How can the firm use the technology to better promote their product /services. how can firm fit its recent marketing mix to effect customers behaviour in the direction that benefits the firm? How can firm design a digital experience that increase customers satisfaction, revenue and customers loyalty. (e.g. mobile apps create greater customers loyalty?). .Answering these question will generally involve theoretical models and frameworks consumers, psychology, sociology.

Only as omnipresent connectivity enabled by mobile devices and platforms contributes to the emergence of category dominant companies such as uber and facebook. That is very important to search how providing value to customers using connectivity can alter competitive boundaries. This will be an increasingly important topic of inquiry in the future.

Lastly, it is assumed that firms should adopt new digital technologies as they emerge to provide more value to customers . However, the value delivered to customers depends on the provision of reliable and superior service using the technology. What are the first mover advantages in adopting new digital technology? The answer of this question depends on the specific technologies. Firms and target customers base characteristic and competitive market factors both normally and empirical research is important in this area.

## **VII. CONCLUSION**

Our main objective in this paper is to set an strategy for research in digital marketing. We have defined digital marketing is the broadestsence and digital marketing is advertising over electronic medium, like search engines , websites, social media, email,and mobiles. and we have developed and proposed the framework that highlights the touchpoints in the marketing process as well as in marketing strategy. Using this framework we have organized and reviewed the extant research around this touch points this resolves the question in each area . We have identified above can reviewed the extant research . So, we have accomodated all these questions into a great strategy .We have proposely synthesized the researchers delve into these issues. The extant survey papers we identified should complement this paper well. Keep our paper research trackable, we have drew our attention only on paper in marketing domain . There are some area , information system , operation management, and economics which could complement our work.

We have also focused on where and how the digital marketing is used in the world. How people can take advantage of digital marketing to improve their business.

Lastly, we have some observations related to research process that will lead to useful. It is imperative that academic and practitioner -communities work together in order to tackle these research issues. The pace of digital technology development has increased tremendously owing to the need to take competitive benefits , implementations of technological development by firms is often rapid and without through deliberation of the pros and coms or ROI . There is a need for researcher to gain a critical look at the researchers issues. And

studies provides the raw material and academics can provide together they can extend our knowledge .This is very good news that digital marketing already facing such collaborations and this is well for the future.

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