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Digital Marketing

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Abstract

The aim of this paper is to illustrate how the marketing world has changed and evolved, from traditional approaches to the 21st centuries techniques that are much more effective. Throughout this paper different aspects of digital marketing will be shown and how new innovations and features can help not only the big corporations and investors but also smaller businesses and individuals. The paper presents a review of very recent trends as they are illustrated in the literature.

Keywords: marketing, digital marketing, chatbots, visual search, video marketing

Introduction

Digital marketing is the marketing of products and services using technological tools, most of them utilizing the internet or other digital mediums. The most efficient way to market your business correctly is to provide customers with the proper offer placed at the right time and

place. Things have to be done at the right time and not to try to have the past moments reborn. A business should keep pace with the trend. The majority of today's consumers are online and through the digital approach, it is easier and more effective to get in touch with them. Even though you may go personally and purchase a product, one will probably go online before making the purchase to gather information about the product and try to make the right decision. Nowadays content is much easily distributed due to all the social platforms and the search engine optimization program. As a business, you can advertise your website and products online where consumers can reach and be aware much faster (Digital Marketer, 2019).

Traditional vs. Digital Marketing

Traditional marketing is practically any type of advertising or promotional campaigns that companies or different entities have used that have proven to be a success. It can include tools from TV ads to newspapers, billboards, radio or flyers to even physical items as newspapers or magazines. Basically, traditional marketing includes anything that is not digitalization of your brand. As you have more presence online, everything and everyone will be more connected and will stay in touch. Digital marketing's objective is for people and various entities to find you.

Even though traditional marketing still exists it is in a very small proportion and even that is transitioning to a digital place. Newspapers and magazines have transformed into online platforms and there have appeared online banking systems and ways to pay your bills or easily navigate through any difficulties. In today's world having an online presence is crucial, utilizing the web to reach the customers (Figure 1) (Digital Marketing Strategies, 2018).

As Figure 1 shows, there have been huge increases in the expenditure in May 2018, almost \$100 billion at a global level, compared to October 2017. The objective is to reach customers much more easily through the SEO (search engine optimization), various voice-controlled assistants such as Siri or Alexa or through social media where most of the "possible" consumers exist and spend a relevant period of their day.

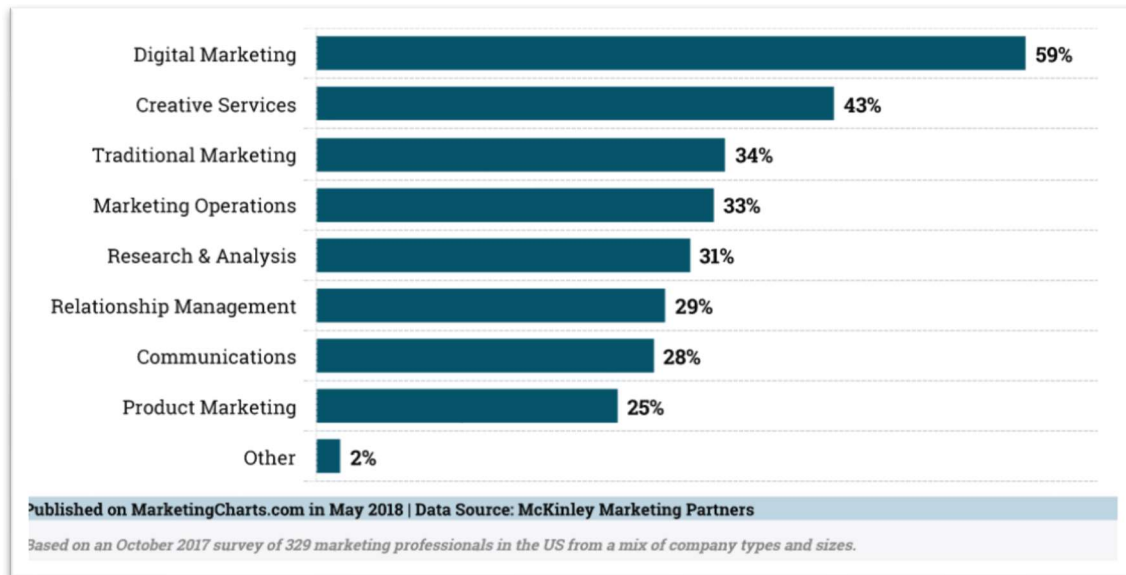


Figure 1. Demand for marketing talent, by function

(Source: (Marketing Charts, 2018))

Due to the marketing extension of the online and huge increase in the industry, there have appeared fraud techniques having people and companies fooled without them even noticing. Big companies have started taking measures against these attacks that consist of fake ads and fake clicks, where the generated traffic actually goes to the hackers and not the company displaying them. This also raises the brand safety issue due to the fact that company's ads tend to appear next to inappropriate online content and this pushed companies to pay more attention and use better channels of how they reach their target audience (Busvine, 2018).

How digital marketing is optimizing our world

Opening up a business nowadays is way easier than it used to be because you can make people aware faster and more effectively. Small companies now have the necessary resources and capabilities to perform marketing and sales online that before only large corporations would have them available. By using digital marketing to promote their services and products, small business owners stated that they obtained considerable savings and how they now have more money available in order to secure other costs. Due to the efficient way of digitalization instead

of using traditional methods companies generate almost 3 times better growth revenue expectancy. As mobile phones have evolved from an accessory to a necessity, over 90% of adults in the US have their phones within reaching distance, this means everyone is much more connected so feedback and reviews should be prompt. One of the keys to success when dealing in this environment is to generate as much traffic as possible which will transform into sales, the more traffic you generate the faster you increase your return on investment. People nowadays offer their trust in different ways, most of them would trust getting information about a brand if they hear it from a person they know (Gregorio, 2017).

The terrain of digital marketing is also changing adjusting and adapting to today's needs. Our phones are basically computers in smaller versions, so everything comes in handy. Because our mobiles are always in reach we can provide actions and answers way faster. Possible clients are 70% more likely to take action in one hour than someone who is supposed to go home and provide a response from the laptop or a PC. Online content is very important; so Google changes their algorithm in order to always provide the most relevant content to customers in order to provide an equal chance to big and smaller enterprises. With today's viral trend of videos, it is much easier to get in touch with people than having them read 10 pages and losing their attention meanwhile. Videos are now exploding because people would rather watch something catchy and they understand much better (Abenstein, 2019)

As people got used to this technological transition that directly and indirectly affects billions of people, changes and improvements have started to be publicly available that allow us to perform our tasks and duties with the help of new tools which make our work easier and much more effective. With everything and everyone connected, below are presented are some trends and digital features.

Artificial Intelligence (AI). With the help of computer systems developed by humans, we no longer have to complete all the data analysis and workouts to reach certain information. Artificial Intelligence can use the information from social media platforms, search patterns and analyze consumer behavior in order to help businesses get in touch with what the customers need and how they get ahold of it.

Chatbots. Due to the AI technology, chatbots improved the customer service area of response and information providing. Around 1.5 billion people interact with chatbots and through these services, companies can save billions every year. Usually, customers prefer interacting with

chatbots when needed because they answer fast and with a response that addresses the exact needs of the clients and they do not lose their nerve if someone doesn't understand something and they keep coming back to it. These companies' virtual assistants have had very good feedbacks and they met customer service expectations.

Video Marketing. Expectancies have risen a lot in the past few years and even the standard of a website that should attract customer and make their life easier has been affected as well. Nowadays companies should have an easy to locate product website and try to be as user-friendly as possible. More and more statistics have shown that companies have had a bigger success because they shared the brand's video or they started promoting themselves through this channel. It is much more useful for everyone, people would rather watch a video where they would easily understand every aspect than read a lot and most possibly lose interest at some point.

Visual Search. The visual search takes the whole search engine experience to the next level. Instead of trying to remember what the item you were looking for looks like or what it may cost, now you can just upload an image of a similar item and the search engine will show you the products they have enlisted. You can upload different items to reach your objectives like a business card or painting in a museum (Dave, 2018).

The impact of digital marketing

After all the internet optimization, there has been an increase in start-ups development, where internet plays a key role that helps them become more publicly aware and are able to collect more funding. Starting from the SEO to social media platforms that help businesses understand where the customers get their information from and what they are looking for, we arrive at different tools that help companies make money even when one just looks for information. Pay Per Click is an advertising tool that a company has to pay for the respective ad only when someone clicks on it. Certain keywords and terms have to be entered in order to get there, this saves a lot of money. Content is very important whether it is on a website or elsewhere. Because of the high competition, companies started optimizing their websites in order to make them as accessible as they can be with the reach of helping the customer as fast as possible. Someone who enters a website can lose interest in it in less than 1 minute if it takes too long

to reach your objective in that area. That is why the quality of the content is very important and especially the layout, people will orient with what they are attracted. Using different analytical tools, one can measure the number of visitors or the traffic you had. This can help you understand the position you are in and whether or not you have to improve different aspects of your online presence or not. It is crucial for a start-up to have clear objectives that are properly justified (Sharma, 2018).

Artificial Intelligence has had a big impact on digital marketing as it creates a better-used experience, more efficient analytical work that all offer a better return on investment. With AI analyzing more aspects of the consumer search and having it ease the customer search it will predict consumer behavior and chatbots that will ease and fasten the whole experience as to create something pleasant, easy to use and right to the point. With AI implemented in digital marketing, it can maintain the web risk-free and can get smarter as to predict the future choice of the customers granting them access to suggestions to get faster to the final product. All of these can create an algorithm for the AI to have a better ROI. Having the AI predict the consumers' preferences it can show future ads that are right to the consumers' choices and can allow AI to predict these taking in considerations demographics, their personal interests, and other aspects. The key is to not only make the company's way better but to also solve customer issues (Korada, 2019).

Groundbreaking new technologies are released in the world, having the marketing world boost their methods to captivate the attention of new customers. The key to having good sales is to get the people's focus on your product or service and to try to create the best customer experience. By creating a roaring new industry of reality enhancers, the virtual reality (VR) technology allows the user to see a parallel reality right of your mobile phone. You can either see something different or observe something added or modified to the current reality, which is called augmented reality. Companies like Ikea who already had millions of apps downloads which lets the customers do this stated that this technology increased their sales. It helps the clients use their devices and see what would the furniture you want to buy would look like in a room than just imagining this in a store. It captivates the eye and creates a pleasant experience in our minds (Allen, 2019).

The moment smartphones started to be the next big things, it became a global trend and people now are really dependent on their mobile devices. We are so dependent that sometimes we

just stare at it and scroll on Facebook or other social media platforms in almost any place that makes us lose our focus and lose track of time. It also has a psychological impact that when you see the phone on the table you have to check it, this decreases productivity and affects people in the long term. Scientists have created a technology, which allows the user to voice control the device and perform tasks. This means we should no longer be so addicted to always grabbing the phone or losing time nonsense, this will help us perform tasks while we are doing something else. You can work at the office and even though you may not know how everything works on a computer, this will help you because you just order the voice-controlled system to perform tasks. This will help increase day to day duties and even spread this technology to elders who do not use such smartphones or such devices because they do not know how or it would take too long to learn, now there is a better way (Treffiletti, 2019).

Conclusion

The world has changed a lot in the last century, new technologies appeared and impacted our life whether we see it or not. Now the choice is ours if we decide to embrace these new developments or look the other way. After these new implementations, the marketing world has transformed into a very efficient environment and has connected everybody with everything. Not only are people connected between themselves, but we are also connected to the products, having the possibility to see what something in our minds would look like to voice control devices and perform tasks without even touching our phones or computers. Digital marketing offers a simplified way of understanding and use of technology, saves a lot of money and helped us reach new horizons. We made the world easier to process, now it is a matter of choice how we utilize it.

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