

# A SURVEY ON DIGITAL MARKETING

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**Abstract:** - The world is shifting from analog to digital, and marketing is no exception. As technology development increases, digital marketing, social media marketing, and search engine marketing are also increasing. Internet users are increasing rapidly, and digital marketing has profited the most because it mainly depends on the internet. Consumers' buying behavior is changing, and they are more inclined towards digital marketing than traditional marketing. This review paper aims to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction to digital marketing. It highlights digital marketing mediums, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era.

**Keywords**—Digital Marketing, Internet, Online Advertising, Internet Marketing.

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## I. INTRODUCTION

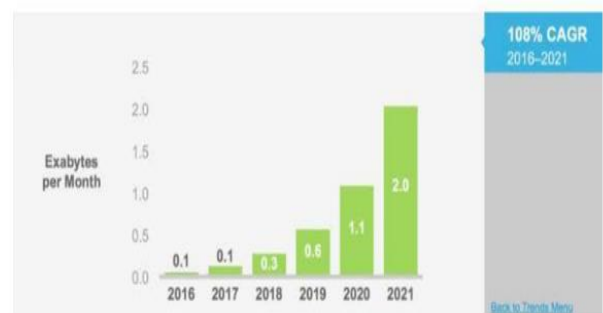
Marketing refers to the steps that the company takes to promote the buying of any products or services. The company seeks customers or consumers for its products or services via the help of marketing. Digital Marketing refers to the marketing of any product or service in digital form. For example, marketing using smartphones, computers, laptops, tablets, or any other digital devices. Digital marketing is a form of direct marketing that links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications, etcetera [1].

'Digital marketing' term was first coined in the 1990s. and is also known as 'online marketing, 'internet marketing, or 'web marketing. It is known as internet marketing because, with the rise of the internet, there is also high growth of digital marketing. The major advantage of digital marketing is that marketers can sell their products or services 24 hours and 365 days, lower cost, efficiency gain to motivate the customer for more purchases and improve customer services [2]. It helps many-to-many communications because of its excessive degree of connectivity. It is generally completed to sell services or products in a timely, relevant, non-public, and cost-powerful manner.

In 2005, around 1.1 billion internet users, consisting of 16.6 percent of the population [3]. In 2020, the number of internet users was around 4.8 billion, and the percentage population has increased to 62 percentage [3]. And there is a direct connection between digital marketing and the internet. Countries like India and China have the highest number of internet users, so they have great opportunities.

The Economist Intelligence Unit polled 499 Chief Marketing Officers and Senior Marketing Executives about how they viewed marketing evolving and conducted one-on-one interviews with CMOs from major firms, including Unilever and JPMorgan Chase. They wanted to know what major technology and trends would drive change in the marketing business over the next four years, and the results are fascinating to read. Blockchain technologies are a generally new and innovative marketing technology that appears here. However, it is unclear how this will evolve by 2020. The consequences for finance, law, and intellectual property are beginning to emerge, but it's unclear how it will benefit marketers. In many ways, the graph below isn't all that shocking. For years, mobile has been a huge trend in marketing, accounting for more than half of all web traffic. The internet of things is a relatively new and fascinating concept.

High Growth for Live Video on Mobile  
Live Video to Grow 39-Fold by 2021, 5% of Mobile Video Traffic



\* Figures (t) refer to 2016 and 2021 mobile data traffic shares  
Source: Cisco VNI Global Mobile Data Traffic Forecast, 2016-2021  
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Personalization technologies have been around for a while. Still, with the amount of data currently at their fingertips, CMOs are

beginning to see the possibility, and personalization is now coming into its own. Geo-targeting is only the beginning, and it should not be your primary goal. Advanced marketers should develop statistical models to determine which signs indicate a customer's interest in specific products and then provide them accordingly. We live in a fast-paced world where massive amounts of data are generated every second. Platforms like Snapchat, Facebook, Twitter, and Youtube offered the digital infrastructure that enabled billions of people to connect, share, and cooperate in ways they never could before. Web 2.0 offered the framework that allowed innovative consumers to lead and become the digital world's dynamos.

**VARIOUS CHANNELS OF DIGITAL MARKETING**

Digital marketing consists of various channels used by the marketer to promote their products or services. As an advertiser, the main aim is to select the best channel for communication and give maximum return on investment (ROI) [4]. The list of important digital marketing channels is given below.

**A. Social Media**

In the current era, social media marketing is one of the most important media in digital marketing. It is the fastest-growing digital channel. Social media marketing is the process of gaining traffic or sites through social media sites. According to Neil Patel, "Social media marketing is the process of creating content that you have tailored to the context of each social media platform to drive user engagement and sharing" [5]. The number of internet users by population has increased from 16.6 to 62 percent in 15 years, and social media marketing has benefited the most in that [3].



Fig. 1. Distribution of various social media platform [6]

**B. Affiliate Marketing**

In affiliate marketing, the company rewards subsidiaries for every customer or visitor they bring to the company's website by

their marketing efforts or strategy on behalf of the company. Pat Flynn's book Smart Passive Income claims that "Affiliate marketing is the technique of making money by advertising the products of other people (or companies). You locate a product you enjoy, promote it to others, and get a cut of the profits from each sale." [3]. There are four different parties involved in affiliate marketing:

- The Merchant: Sometimes, it can be the seller, the brand, or the retailer. This party produced a product to sell. It can be an individual or startup or a big fortune company [6].
- The Affiliate: This party is also known as a publisher. It also can be an individual or startup or a big fortune company. They take a commission from the merchant for every service or product they sell. The affiliate brings customers to the merchant.
- The Customer: The customer or consumer is an important part of the whole system. They go to affiliates, and affiliates redirect them to merchants by taking his commission. Without a customer, the affiliate cannot earn a commission.
- The Network: Network works as an intermediate between affiliate and merchant. Affiliates require a network to promote products or services [6]

**C. Search Engine Marketing**

A search engine is a web-based tool that helps users find the information they are looking for. Examples of search engines are Google, Yahoo, Bing, Baidu, etc. Search engine marketing refers to any activity that increases a user's web site's rank in any search engine [7]. There is two types of search engine marketing search engine optimization (SEO) and paid search. According to Neil Patel, Search engine optimization is the art of ranking high on a search engine in the unpaid section [8]. It is also known as organic marketing or organic listing. The higher the web page rank in the search engine, the more visitors will visit that web page. When it comes to SEO, it consists of a search engine and searcher. And 67 percent of all searches happen on Google [8]. So Google is the most important search engine in the world.

**D. Email Marketing**

When a message is sent through email about any product or service to any potential customer, it is known as email marketing. It is a simple digital marketing channel to understand. Email marketing sells a product using discounts and event ads, increases brand awareness, and directs people to their business websites [9]. In an email marketing campaign, the types of email can be sent: blog subscription newsletter, the welcome email series, the seasonal campaign, the post-purchase drip, the cart abandon campaign, and follow-up email website visitor download something, holiday promotional to loyal members,

the re-engagement campaign, etc. [10]. The biggest advantage of email marketing is that it is very cheap compare to other marketing mediums. It is generally used to build loyalty among existing customers rather than gaining new customers. The company can get a customer's attention by creating graphic and visual ads, link product images to the website [9].

## II LITERATURE SURVEY

G. Papageorgiou et al. [11] Every effective marketer should have a Digital Marketing (DM) competency profile, according to this research. The suggested DM framework takes into account the most recent technological advancements as well as the industry's most pressing needs. The DM framework was created using a comprehensive literature evaluation of DM studies and empirical evidence from marketing professionals. Businesses may benefit greatly from the framework since they would be able to efficiently assess their competency levels and take action to enhance their performance.

A. V. Bataev et al. [12] The IoT is covered in this paper, and the basic components of this idea are analyzed and fully analyzed in IoT and the primary segments that fall under its scope. The study was used to analyze the worldwide IoT market, identify its main development directions, and analyze its potential in various directions. The primary market elements that influence its development dynamics, as well as financial indicators, were studied. The analysis identifies the major players in the worldwide industry of IoT. In this article, the Russian Internet of Things market is studied and its possibilities and development orientations. A comparative examination of the global and Russian Internet of Things markets is conducted.

V. Soldatova et al. [13] The purpose of this study is to examine the conceptual challenges of integrating IT into the administration of digital marketing communication. The normal cycle of digital marketing communication is examined by providing end-to-end analytics packages, digital product promotion events, virtual displays, and consumers' involvement across various digital platforms. The classification of information technology systems is based on their use in digital marketing communications management functions. A comparative analysis of relevant information technologies, including business intelligence systems, customer relationship management and marketing resource management systems, Internet statistics systems, marketing automated analysis programs "BEST-marketing," "marketing mix," and "KonSi," as well as the Marketing Management System (MMS), was conducted to resolve analytical issues in the management of digital marketing. The paper explores the use of Big Data technology to govern communication flows and assesses the success of digital marketing messages in various stages of the procurement process. We offer a factor model for calculating profit through media prosumers' actions across various digital channels using large data technologies.

H. Matta et al. [14] The purpose of this research is to examine SEO from a managerial perspective and to ascertain the role and value of SEO in boosting company profitability. Additionally, it discusses the condition of SEO and its future possibilities in the context of digital marketing. The study acquired data from secondary sources. The outcomes of this study reinforce the importance of SEO and advocate for the inclusion of SEOs in mobile marketing., given that smartphones currently account for the majority of internet usage. The research also recommends using White Hat SEO strategies to boost the profitability of businesses.

T. Tamanna et al. [15] The study aims to learn more about the impact of brand image on Bangladeshi smartphone sales and how digital marketing affects customer buying behavior for the same branded item. Data were collected in cross-sectional design from 424 persons and secondary sources and analyzed primarily for descriptive statistics and then content analysis. Although everyone who interviews using a cell phone has already been picked, the vast majority of the respondents have reported using a cell phone, compared with some who still use a non-smart cellular telephone. When it comes to brand choice, a high proportion of people say their favorite mobile phone is a foreign brand and utilize social media to select their telephone. In choosing a branded mobile telephone, education was an essential feature and no other recommendations observed by respondents themselves. The study findings demonstrate that companies in Bangladesh can contact customers efficiently and that digital marketing might help. The study has shown that mobile phone firms are more likely to invest in digital marketing, but further research is needed to acquire a deeper understanding of how digital marketing in Bangladesh influences the brand image of products.

K. Ariya et al. [16] Can exogenous classical market prices account for cryptocurrency price fluctuations? We investigate this issue by comparing the values of Bitcoin, Ethereum, Litecoin, Ripple, DASH, and Stellar to daily data on several of Thailand's most significant asset prices and indexes, including gold, oil, the SET50 index, the tourist index, mutual funds, and the THB/USD exchange rate. We discovered a strong correlation between cryptocurrencies in the digital market and the SET50 index and oil price in traditional markets by calculating both direct and inverse relationships using a correlation matrix to determine the distance between assets and a minimum spanning tree to determine the asset's closest path. Additionally, we identified an inverse relationship between the THB-USD exchange rate and Bitcoin prices, the SET50, and crude oil. There is a correlation between the values of cryptocurrencies and certain traditional assets.

I. Hoffmann et al. [17] The ongoing centralization of platform markets is due to three primary factors, not just the providers' advancing business strategies. To begin with, the adoption of

digital technologies lowers transaction costs while also disrupting established marketplaces. Second, network, scale, and lock-in factors suggest that digital platform markets are prone to monopolization, favoring first-to-techniques of the market. Third, the proliferation of digital platforms is closely tied to the collection, extraction, and analysis of personal data, jeopardizing data privacy. This paper proposes a novel approach to developing a decentralized infrastructure for the mobility industry that places a premium on data privacy. It does so by mixing existing and emerging distributed technologies creatively.

A. V. Soldatova et al. [18] In these models, the strengthening of digital marketing's role is more closely linked to the coordination and cooperation of business organizations than to the focus on the end customer. Modern digital marketing technology helps networking and contract consolidation while reducing costs within the organization. Digital marketing technology-friendly partnerships have a major impact on the creation and marketing of new electronic devices. The electronic industry fully discusses an integrated inventive process model that encourages mutual investment, coordinated innovation creation, shared learning and resource exchange, and collaborative idea promotion.

### III CONCLUSION

It can't be rejected that the world is quickly moving from simple to the digital world. Individuals are investing more in online content, and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives. The main aim of digital India is to promote digital media. Because people can use digital platforms anytime, anywhere from the world, companies need to change their marketing strategy from traditional to digital. If the companies don't utilize the digital platform to advertise their product and services, they cannot compete with competitions and eventually shut down.

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