



## International Journal of Marketing and Technology

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Title

GETTING VALUES FROM DIGITAL  
MARKETING

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**Abstract:**

**Objectives:** - In 1994, only \$135 million was spent on advertising on interactive media, most of it on online services and CD-ROMs. This poor showing occurred in spite of significant trial by top leading advertising agencies, which exhibited strong awareness of interactive media and believed them relevant to the goods and services they marketed. Now they have started thinking about the new vehicle of promotion in terms of Internet Marketing and Digital Marketing.

Many companies are waking up to the potential of the interactive consumer market. Interactive media is likely to revolutionize marketing for many consumer companies because it allows marketers to deliver real-time, personalized services and content, one consumer at a time. It is what we call **Digital Marketing**. The term Digital Marketing has been coined around March 2010. Digital Marketing is now a well accepted term, used to refer the intersection of social media, communication, media, information technologies and, of course internet marketing.

**Internet Marketing versus Digital Marketing:** -There is still a lot of confusion between Internet Marketing and Digital Marketing. Internet Marketing has been around for 5 to 10 years now. It consists of using the internet to find an audience, performing research to offer relevant offers to that audience. In many cases, internet marketers don't have a product for that audience themselves, but search affiliate networks such as City Bank to satisfy their prospects.

But Digital Marketing is a term that has been around for quite awhile but hasn't been very well defined, encompassing things like banner advertising, search engine optimization (SEO) and pay per click. It is the practice of promoting products and services using database-driven online distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner. It is the promotion of brands using all forms of digital advertising channels to reach consumers. This now includes Television, Radio, Internet, mobile, social media marketing and any other form of digital media.

**Impact and consequences of Digital Marketing:** - Whilst digital marketing does include many of the techniques and practices contained within the category of Internet Marketing, it extends beyond this by including other channels with which to reach people that do not require the use of The Internet. As a result of this non-reliance on the Internet, the field of digital marketing

includes a whole host of elements such as mobile phones, sms/mms, display / banner ads and digital outdoor.

Broadband Internet, Wi-Fi and phone Web access are also spurring growth worldwide. A recent report showed that Web usage increased 10% from last January to this January globally. Not surprisingly, billions of marketing dollars spent on traditional channels is already starting to shift to digital marketing campaigns and this will continue to increase as the Web matures. But what will be the organizing activity for Digital Marketing, what will be the metrics for Digital Marketing and what will be the ways for getting values from Digital Marketing? It is a main question mark for assessing the Digital Marketing.

**Key words:** - Internet Marketing, Digital Marketing, Digital Marketing metrics

### **Introduction:**

#### **Beginning of Digital Marketing:-**

*For marketing to service the new needs of business and for it to profit from rather than suffer from the changing world of media, it will have to adapt in a radical way.*

*(Chris Ward, Microsoft MSN, The future of digital marketing)*

Consider an example. If a consumer buys lipstick from a retailer in the physical world and has an unpleasant in-store experience, she is more likely to blame the retailer than the manufacturer. But if the consumer purchases that same product from Procter & Gamble's Reflect.com Web site, her wrath is more likely to be directed towards digital marketing.

In 1994, only \$135 million was spent on advertising on interactive media, most of it on online services and CD-ROMs. This poor showing occurred in spite of significant trial by advertising agencies, which exhibited strong awareness of interactive media and believed them relevant to the goods and services they marketed. The low level of spending on advertising shows that today there is a need of new interactive mode of promotion in terms of Digital Marketing.

Digital marketing is a term that has been around for quite awhile but hasn't been very well defined in marketing. To clearly define what digital marketing is let's talk about what it is not. For starters, it does not include more traditional forms of marketing such as radio, TV, billboard

and print because they do not offer instant feedback and report. Sure, some people may respond to a call to action from an advertisement in one of these mediums but there is no way to know the exact number of people who saw or heard it. Such data is collected (and still then just educated guesses) long after the initial ad impression is made. Yes, convergence has made television a bit more interactive, with devices such as Interactive TV with recording facility to record viewer statistics like no. of hours watched, no. switching done during watching a programmes, no. of programmes watched etc.

### **Definition of Digital marketing:-**

According to Wikipedia, *Digital Marketing is the practice of promoting products and services using database-driven online distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner.*

**Digital Marketing** is the promoting of brands using all forms of digital advertising channels to reach consumers. This now includes **Television, Radio, Internet, mobile**, social media marketing and any other form of digital media.

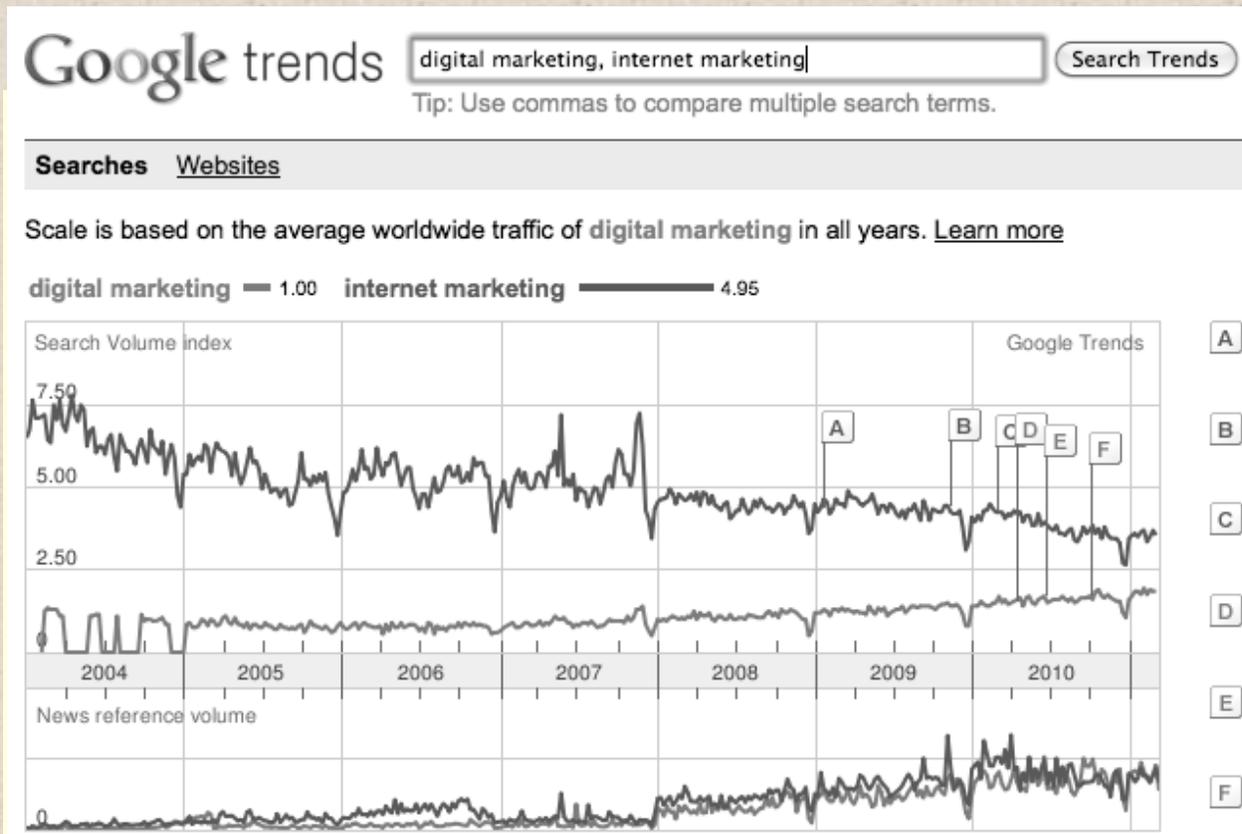
Digital marketing is a term encompassing things like banner advertising, search engine optimization (SEO) and pay per click. Yet, this is too narrow of a definition. But what about email, RSS, voice broadcast, fax broadcast, blogging, podcasting, video streams, wireless text messaging, and instant messaging? It is yet to be decided for categorization in marketing field.

### **How Digital Marketing is different from Internet Marketing?**

Today there is a lot of confusions between Digital marketing and Internet marketing. People generally think both as a same, but there is significant difference between Digital Marketing and Internet marketing. At its heart, digital marketing centers around the Internet, which has become both a communication vehicle and a very powerful marketing medium. The Internet can be used both to push a message to someone like email, IM, RSS, or voice broadcast, as well to “pull” content serving a banner ad and Pay Per Click search terms. Digital marketing, therefore, can be

thought of as the combination of push and pull Internet technologies to execute marketing campaigns.

Here it is fascinating findings done on Internet about the trends of Digital Marketing and Internet Marketing. It demonstrates how trends affect the way people think and search.



### Google Trends: Digital Marketing vs Internet Marketing

The above graph demonstrates how the popularity of Internet Marketing is decreasing while Digital Marketing is increasing. Now why is that happening? Well, marketing has reached beyond the world of Internet and is now available not only on your computer, but also on your mobile phone, Tablet PCs, TV and other means of communications.

Internet Marketing has been around for 5 to 10 years now. It consists of using the internet to find an audience, performing research to offer relevant offers to that audience. In many cases, internet marketers don't have a product for that audience themselves, but search affiliate networks such as 'Click bank' to satisfy their prospects.

Because of the intense competition experienced in lucrative affiliate marketing niches, Internet Marketers have come to use a variety of tools and techniques to establish a competitive advantage.

Companies that have a product to sell have been using similar techniques as they became available, and have done so for a long time. But for some reason, they have not admitted to performing “Internet Marketing”.

But the term ‘Digital Marketing’ comes into the light in the year 2010. Digital Marketing is now a well accepted term, used to refer the intersection of social media, communication, media, information technologies and, of course internet marketing.

In a nutshell, **Digital Marketing** is the practice of promoting products and services using digital distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner.

While it is true that digital marketing includes many of the techniques and practices contained within the category of Internet Marketing, it extends beyond this by including other channels with which to reach people that do not require the use of The Internet. As a result of this non-reliance on the Internet, the field of digital marketing includes a whole host of elements such as mobile phones, sms/mms, display / banner ads and digital outdoor. Previously seen as a stand-alone service in its own right, digital marketing is now encroaching on most, if not all, of the more traditional marketing areas.

Digital marketing leverages the unique and powerful characteristics of interactive media: it is addressable, meaning that each user can be identified and targeted separately; it allows for two-way interaction; services can be tailored for each individual customer; and purchases can be made and influenced on line. However, to capture the benefits of digital marketing, companies must integrate interactive media into their existing businesses and marketing programs.

### **Forms of Digital Marketing:**

There are mainly two forms of digital marketing ie Push and Pull digital marketing having their own pros and cons.

**Pull Digital marketing:-**

Pull digital marketing technologies involve the user having to seek out and directly select (or pull) the content, often via web search. Web site/blogs and streaming media (audio and video) are good examples of this. In each of these examples, users have a specific link (URL) to view the content.

**Pros:**

Digital Marketing and Power Users of the internet are an integral aspect to the united states economy. Interactive Media is a form of art and creative inspiration.

- Since requests are inherently opt-in, the size of content is generally unlimited.
- No advanced technology required to send static content, only to store/display it.

**Cons:**

- Considerable marketing effort required for users to find the message/content.
- Some types of marketing content may be blocked in mixed content scenarios (i.e.: Flash blockers)

**Push Digital marketing:-**

Push digital marketing technologies involve both the marketer (creator of the message) as well as the recipients (the user). Email, SMS, RSS are examples of push digital marketing. In each of these examples, the marketer has to send (push) the messages to the users (subscribers) in order for the message to be received. In the case of RSS, content is actually pulled on a periodic basis (polling), thus simulating a push.

**Pros:**

- Faster delivery - push technologies can deliver content immediately as it becomes available.
- Consistent delivery - some push platforms have single content types, making it difficult for the user to block content by type.

- Better targeting - since push technology usually justifies subscription, more specific marketing data may be collected during registration, which allows for better targeting and more personalization.
- Better data - marketing data can be correlated to each request for content, allowing marketers to see information such as user name as well as demographic and psychographic data.

#### Cons:

- Smaller audience - push technology not implemented on common platforms generally need client and/or server software before content can be created, distributed, and/or viewed.
- Higher cost - less popular platforms may have higher implementation costs.
- Lesser discoverability - smaller audiences mean fewer views mean less visibility in search engines.

#### Leveraging the Digital Marketing:-

Several broad types of attractive digital marketing opportunities already exist, and there is evidence that marketers who aggressively pursue one or more of these opportunities are starting to make profits.

First, marketers can use interactive media to provide better service at lower cost by **delivering information** about a product or service. UPS, for example, uses an Internet-based service to allow customers to track the whereabouts of their packages. (Example 1)

A second opportunity is to **build relationships** with on-line consumers. Interactive media can be used to identify attractive users or prospects (an automotive company can learn the names of interested car buyers and forward them to the closest dealer); it can enhance customer loyalty by providing extra services; and marketers can use what they learn about their consumers to cross-sell new products or services.

Third, marketers can use interactive media as a **new channel**. By using interactive media, airlines are increasingly bypassing travel agents to sell tickets, thus saving significant commission costs.

### **5 P's of marketing versus digital marketing:-**

The traditional 5P marketing model—price, product, promotion, package, place—is not particularly helpful to marketers seeking to capture the benefits of digital marketing. It assumes, for example, that communication is one way (from the marketer to the customer), when interactive media so clearly offers an opportunity to establish a dialog; it assumes a mass-market environment, when interactive media allows interaction with individual consumers.

The digital marketing model that has been developed is based on a pragmatic assessment of what seems to work, and what does not, in the interactive age. It is built around five apparent factors for success:-

- (1) Attracting users,
- (2) Engaging users' interest and participation,
- (3) Retaining users and ensuring they return to an interactive media-based service,
- (4) Learning about their preferences, and
- (5) Relating back to them to provide the sort of customized interactions that represent the true "value bubble" of digital marketing.

Each of the five success factors suggests a number of issues that marketers must address. Over the next three to five years, digital marketing is likely to become an increasingly significant part of the consumer marketing landscape.

### **Getting values from Digital Marketing:-**

**Since the beginning** of the Internet, marketers have regarded Internet as a vast laboratory, launching experiment after experiment to crack the code that generates sales and customer loyalty. Not surprising, most have failed. Consumers adopted digital technology as they themselves saw fit, in the process fundamentally altering the way they make purchasing decisions.<sup>1</sup> Companies that understand this evolution are now carefully moving digital

interactivity toward the center of their marketing strategies, rethinking their priorities and budgets, and substantially reshaping their processes and skills.

But the most successful digital marketers focus on managing **four core sources of value** as they increase the percentage of marketing and channel spending that is directed to digital activities.

**First**, they coordinate their activities to engage the consumer throughout an increasingly digital purchase journey.

**Second**, they harness interest in their brands by syndicating content that empowers the consumer to build his or her own marketing identity and, in the process, to serve as a brand ambassador.

**Third**, they recognize the need to think like a large-scale multimedia publisher as they manage a staggering increase in the content they create to support products, segments, channels, and promotions.

**Finally**, these marketers strategically plot how to gather and use the plethora of digital data now available.

### The digital-marketing difference:

At the simplest level, we've always known that consumers tend to go through a multistage journey as they make purchasing decisions. Yet most companies still concentrate marketing resources on only two stages: brand marketing up front to woo consumers when they first consider products, and promotions at the final point of sale to sway them as they are about to make a purchase.

Digital technology is changing all that. Consumers who used to seek out family and friends for word-of-mouth product recommendations now read online reviews, compare features and prices on Web sites, and discuss options via social-networking sites. This information flow not only empowers consumers but also allows marketing departments to be part of the conversation consumers have as they actively learn about product categories and evaluate choices. In fact, both business-to-consumer (B2C) and business-to-business (B2B) purchasers increasingly want marketers to help them make smart decisions. They just don't want to feel subjected to the hard sell—they expect marketers to engage them, not dictate to them.

Moving from a one-way, company-driven sales mentality to a two-way relationship with consumers requires core changes in the way marketers do business. . Companies have explored digital-marketing vehicles such as video ads, sponsored content and online promotions. New forms of targeted online ad delivery have emerged. Web sites have been overhauled, and micro sites for specific products or promotions have multiplied. Companies are buying thousands of search terms across their lines of business, and new agencies keep popping up to serve marketers' increasingly keen desire for innovative content, user tools, or social experimentation.

### **Orchestrate an integrated consumer experience**

Whether by receiving marketing e-mails, searching for products online, or using mobile devices to find retail coupons, customers today continually interact with brands as they move closer to making purchasing decisions. Yet completely different parts of an organization manage most such contacts. Digital channels can unify that experience and prevent the leakage of opportunity. Across a range of B2C and B2B clients, companies try to accelerate revenue growth by tightening the coordination of the end-to-end experience. These increases represent the cumulative impact of capturing more online traffic, engaging consumers effectively, raising sales conversion rates, and then deepening bonds with the brand after sales are made.

### **Inspire customers to help you stretch your marketing budget**

Traditional marketers spend about 60 percent of their budgets on “working media” (or paid placement), 20 percent on creating content, and the balance on employees and agencies. Digital channels, with their social nature, reverse these economics, focusing on a smaller core of engaged people who can spread positive impressions, or simply share information, with a broader audience. Active digital marketers tend to devote about 30 percent of their marketing budgets to paid media and 50 percent to content. Customers do more of the heavy lifting as they decide what to look at, play with content, and forward it to their online communities.

### **Adopt a publisher's discipline to curb costs**

Supporting the consumer's decision journey requires a vast and growing range of content—well beyond advertisements. As companies chase digital opportunities, most have slowly but steadily begun publishing everything from static content, such as product descriptions, to games and other multimedia. Marketers are syndicating content and applications to flow across the sites and

mobile platforms of other organizations and people. Content is increasingly being pulled on demand by consumers (who, for example, subscribe to alerts or become “fans” on Facebook) or is tailored to their preferences (determined through their past behavior), the context of an interaction, or the time of day.

### **Use intelligence wisely to drive performance**

When a prospective customer actively evaluates product options, the right message is needed immediately, in the right location. When online conversations start to trash your brand, no response can be fast enough. When you need to optimize your search and other media spending on ever-faster cycles—eventually daily—there’s no time to waste. One telecom provider, for example, manages more than 40,000 search terms, has developed dozens of algorithms to identify and reach relevant consumers, and has a war room to spot and react to online complaints or rumors.

Savvy digital marketers are mastering intelligence-gathering tools and processes that analyze what customers are *seeing*, by examining positions in search results or coverage on key retail sites. These marketers explain what consumers are *doing*, by analyzing their online behavior, and interpret what they are *saying*, by mining online discussions and soliciting ongoing feedback.

### **Success of Digital marketing:**

There is hard rule devised for the success of digital marketing, but according to Mr. Dave there are four steps to success in digital marketing.

1. Segmentation
2. Integration
3. Automation, and
4. Optimization.

### **Segmentation**

Dave recommends on focusing on one segment at a time to help better discern patterns. His finding was that if marketing team focused on the segment of prospects that helped it achieve a particular marketing goal. The team then worked backward from the achievement of the goal to

identify the behaviors that led to those actions. In so doing, they identified ways to improve marketing performance.

### **Integration**

To improve the efficacy of marketing efforts, it can be helpful to integrate multiple marketing tools. In an integrated marketing campaign, he calls “waking the dead”, Dave integrated his CRM system, email marketing, and web analytics to identify which of 40,000 inactive prospects were the most promising.

Dave used the CRM system to identify the inactive prospects. He used email marketing to send them coupons that provided an incentive to try the company’s services. He used web analytics to determine which prospects clicked on the coupon, thereby demonstrating an interest in the company’s services.

Another example of integration is sending prospects personalized email. In this case, we might use CRM system to group our customers by products they’ve bought in the past, our analytics to determine the types of offers that motivated these individuals to buy before, and different versions of our email newsletter to reach each group with the offer he or she is likely to find most compelling.

A third example of integration is using social listening to develop our editorial calendar. we might use different tools such as Tweet deck to identify what people care about, or who is active in complementary areas, by searching on terms related to our space. We can then specify content that addresses frequently asked questions or increase our reach by asking professionals who are active in complementary areas to write a guest post for our blog.

### **Automation**

The next step to be automating a part or all of the process to scale our efforts and/or reduce the time we’re investing in digital marketing. We may get email-marketing software that shows us open and click-through rates. We may get sales enablement software that provides a better view into prospects’ behavior, or a tool that automatically extracts the data we require from our CRM system to prepare our campaigns.

### **Optimization**

The final step is optimization. Optimization refers to the ongoing experimentation that digital marketers perform, to identify the best combination of marketing strategies and tactics for achieving their goals.

### **Conclusions:**

But still an extra mile is required to travel in the field of digital marketing. The businesses tend to pass through different stages of development as their marketing goes online. Most companies are only now beginning to learn how to set up their marketing organizations to take advantage of the unique characteristics of network-based environments. They are engaged in a learning process that will typically go through four stages viz ad-hoc activity, focusing the efforts, formalization and institutionalizing the capability. But setting up a digital marketing organization can be a challenge. For managers considering what to do and how to go about it, requires very firm knowledge about digital marketing.

In the past, the emergence of new media, new channels of distribution, or new technology has had a major impact on the organization of marketing activities in consumer companies. Over the next decade, the potential of digital marketing will start to be realized, and will bring about profound changes in traditional brand/product management organizations and marketing support functions. The combination of intranet and Internet information flows will also revolutionize the way that customer-related decisions are made.

Broadband Internet, WiFi and phone Web access are also spurring growth worldwide. A recent report showed that Web usage increased 10% from last January to this January globally. Not surprisingly, billions of marketing dollars spent on traditional channels is already starting to shift to digital marketing campaigns and this will continue to increase as the Web matures. As a marketer, it will be fascinating to know about the future and what digital marketing will look like in the years ahead.

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