

# Digital Marketing its Scope Growth and Development

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**Abstract:** Digital Marketing is moved trending industry around the world. It would give an evergreen trademark place in 2020. The supreme purpose of the digital marketing is concerned with consumers and allows the consumers to intermingle with the product by virtue of digital media. Smart phones has been a massive trend in marketing for years now, and makes up over half of web traffic. The internet of things is a bit newer and or exciting. Marketers are often seen as struggling to review the effectiveness of their campaigns. It's not their fault. It is very hard to uptick their sales. A change of different handling like messaging on the website and ads on the sites would give a big push by sales team. This makes sense and it is an admirable objective. Digital Marketer gives proper analytics and to make conversions for the upstanding of a business. Digital marketing is a boost to a business.

**Keywords:** E-communication, trademark place in 2020, innovative ideas, demand of digital marketer.

## 1. Introduction

### A. What is digital marketing?

Digital marketing also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email and social media, and web-based advertising, but also text and multimedia messages as a marketing channel. It is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Essentially, if a marketing campaign involves digital communication, it's digital marketing.

## 2. Shifting of Market from Traditional to Digital

Earlier marketing and communication were different. But now they both are single department. Traditionally marketing strategy was mainly focused on 4P's. Product, price, place and promotion. The internet is just a new set of communication channel in which these 4P's can be executed. Digital marketing is doing the direct marketing, sales and promotion, personal selling with various plans which we call it an Internet. There are extremely large audience and needs strategize to communicate. If we use the traditional ideas combined and implemented in digital sure there will be a success in business. It is very important to market your product to audience. It is the best way to sale your product. Experts used traditional marketing

techniques, such as all of the advertisements you typically think of, including ads in newspapers or magazines, TV commercials, billboards, business cards, and radio. Today is a growing transition to digital marketing, and this focuses on the Internet to advertise and sell a product. Digital marketing focuses on social networks, banner ads, and, of course, your website. There is also a large difference in the availability of the company to respond to customers in digital marketing vs. traditional marketing. One of the largest differences between traditional and digital marketing is the scope of each strategy. Traditional marketing uses fewer resources, and because of this, the audience will be very specific and targeted. On the other hand digital marketing does see some targeting of its audience; the content is largely available to the public as a whole, dramatically increasing its scope. Internet users are growing day by day. So, there is a Good scope in digital marketing. Digital marketing is overpowering and surpassing traditional marketing or not. Digital marketing has taken over and traditional marketing barely exists, if at all. Digital marketing has risen up day by day.



Fig. 1. Traditional market vs digital market

## 3. It's Scope Growth and Development

Today everything is going digital, including your simplest apps that facilitate your job require you to be aware of online methods. Would the knowledge of required tools not help you think of creating a new business in that domain? There is always a scope to create something new in an already established industry. Creating trends and hash tags and rolling your business online with a good initial push on Social Media platforms are the added advantage of learning Digital

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Marketing. Digital Marketing teaches you how to maintain your business portfolio through Google Business Page, so that even if you are not a renowned business, your customers can reach you. [Fig. will show you the hype cycle of Digital marketing in 2020].

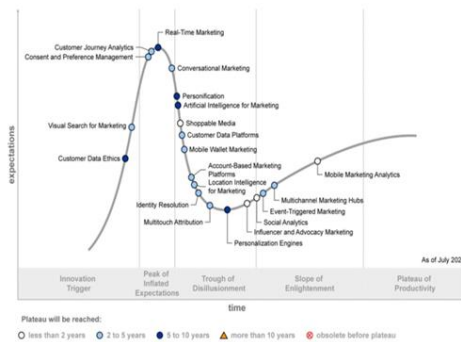


Fig. 2. Hype cycle of digital marketing in 2020

Artificial Intelligence (AI)—whether it is a simple Robot easing your work or doing programming for you—is now slowly becoming a reality in Digital Marketing. The next 5 years are going to be crucial with respect to its advent in Digital Marketing. Today a lot of third-party integration and CRM software can be made for your customer service teams to track the status of complaints, queries, or feedbacks; manually these were cumbersome. The World always needs something new to

explore. You must know that you cannot create new desires, you can only leverage the existing desires in the market. And basis your creative idea in the online space, your brand/company can take a successful turn, even if you are not the pioneer in your industry. With sufficient knowledge of Digital Marketing and tools, you can get the required push to think of many new business ideas for yourself, your business, or your company.

#### 4. Conclusion

To sum up, Digital Marketing as a subject or as a career line can be molded in your desired shape to give you the required direction to achieve measurable success for your business or brand. The importance of Digital Marketing is far more than just a realization. Today, people have adopted to digital means for almost everything. You could bring the next Digital revolution through your ideas.

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