



5

How to Improve Business through Digital Marketing

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Today the market is not physical, but it is digital!

Today 80% of people don't like to read but like to see (vision).

“Let customers come to you”-well how does it sound? Interesting right?
Yes, it is possible through Digital Marketing!

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Introduction

Digital marketing is easier than we think but many people are unaware of it; Here is an interesting article that will blow your mind on how digital marketing can level up your business.

So what exactly is Digital Marketing?

Back in the 1990s, Digital Marketing was derived for the first time as “marketing which can be done digitally and much more easily through the internet with less cost”.

Basic and an important motive of using Digital Marketing is to promote and advertise a business, product, person, brand, etc; using online sources like search engines, social media, etc; Nowadays many newspapers are turning digital and are growing continuously.

Types of Digital Marketing:

- SEM (Search Engine Marketing)
- SEO (Search Engine Optimisation)
- PPC (Pay-per-click)
- SMM (Social Media Marketing)
- Content Marketing

- Email Marketing
- Influencer / Affiliate Marketing
- Viral Marketing
- Radio Advertising
- Television Advertising
- Mobile Advertising and other more;

In today's world where the internet plays an important role in our daily lifestyle digital marketing has become an important key to improve business marketing strategies. If you think you would be a fool by investing in digital marketing then you are wrong as everything today is digital.

Why is digital marketing easy?

By using digital marketing we can reach out to a huge number of customers cost-effective.

How can a person enter in Digital Marketing?

For example, if a person is having clothing store and he wants to reach out to more number audience or customers he can turn his business digitally he can create his website store or can advertise his business on Tv's, poster, magazines, newspapers, social media, etc; The person can create an online presence through many media platforms and should go according to the latest trends that customers would like to prefer. As there is a saying that "the first impression is the last impression", a person can bring out his business / brand by advertising it digitally in an attractive way.

How much time will it take to grow a business using digital marketing?

Well, there is no certain answer to that, it takes time for the business to grow digitally as the time goes the customers get to know about the brand/business but the advertising and promotion should not be stopped it should continue.

Is Digital Marketing important for a small business?

Well, the answer is definitely a yes, it is very important for a small business to

DIFFERENCES:

| TRADITIONAL MARKETING | DIGITAL MARKETING |
|--|--|
| 1. It is a slow conversion process. | 1.It is a fast conversion process. |
| 2. It is static in nature. | 2.It is dynamic in nature. |
| 3.Lack of feedback. | 3.And it provides feedback from customers which is very essential in the business world. |
| 4.Here in traditional marketing we cannot calculate the returns and investments. | 4.In digital marketing we can easily calculate the returns and investments. |
| | 5.Through digital marketing we can easily attract the specific customers by showing |

take his/her business digitally because when a small business is started the main focus is how to attract the customers. There are many traditional ways of using digital marketing like holdings, posters, ads. While these strategies a little bit exhausting but these digital marketing strategies are a definitely easier way to bring customers to the door especially in the case of small business.Promoting small businesses on social media is also a very creative and easy way to grow the business.

How does digital marketing affect customer's minds?

It's been said that a person uses devices like mobiles,laptops ,etc; a minimum of 5 hours a day where it is a nice platform for the business/ brands to advertise their products by displaying ads 2-3 times a day through various online sources.

Many people do not know the difference between Traditional Marketing and Digital Marketing

So traditional marketing is nothing but old ways of marketing i,e through tv ads, newspapers, radios etc,whereas digital marketing is done through online stores,social media,websites, etc,

Conclusion: IS INVESTING IN DIGITAL MARKETING A GOOD IDEA?

Yes of course, investing in digital marketing is very beneficial if you want to grow your business globally, it helps to attract customers less effectively, it also helps the business to modify their products according to the customer satisfaction and helps to build product loyalty.



Aman Jaiswal is a first year student. Pursuing Bachelors of Business Administration (BBA) from St.Joseph Degree College (Hyderabad). He is great at communication skills, planning and organizing and also pays attention to details. He has a great interest in new devices with advanced technology. He also loves reading,learning new things and working out in his ideal time. He recently learned about cyber security, digital marketing, artificial intelligence, machine learning and coding. He looks upto his parents as a source of inspiration. He strongly believes in "Strengthen your Weaknesses".

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Annexure I

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Reviewers Comment

Reviewer's Comment 1: This article starts with a very valid and knowledgeable point about digital marketing. Followed by types of digital marketing these days people want time for their work because now time is counted as money.

Reviewer's Comment 2: People have no time for shopping by visiting every shop so this technology comes into use on a very big scale. But one thing which we can also mention in this article i.e. about the tools which can be used to do digital marketing for free.

Reviewer's Comment 3: This article can help readers more but in the end, the author did a tremendous job on writing such a knowledgeable topic along with its usages.



Editorial Excerpt

The article has 8% plagiarism which is an acceptable percentage for publication. The comments related to this manuscript are noticeable related to How to Improve Business through Digital Marketing both subject-wise and research-wise. In today's world where the internet plays an important role in our daily lifestyle digital marketing has become an important key to improve business marketing strategies and reaching a huge number of customers in a cost effective way. The manuscript had been earmarked and decided under the "View Point" category.

Acknowledgement 

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Disclaimer 

All views expressed in this article are my own. References for relevant sections can be cited for more understanding. I, as an author have cited my own work along with content from other referenced sources in this particular article. All contents are provided in good faith and make no representation Or warranty of any kind regarding validity and completeness of the content.



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