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Digital Marketing: A Step to Amplify Business

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Marketing is a practice many of us are familiar with since the existence of companies and brands. But, the picture completely changed when the term DIGITAL MARKETING was introduced during the 1990s and booming day by day with more internet users and organizations joining the trend. Earlier for digital marketing only creating a website that provided details of the organization is thought to be sufficient.

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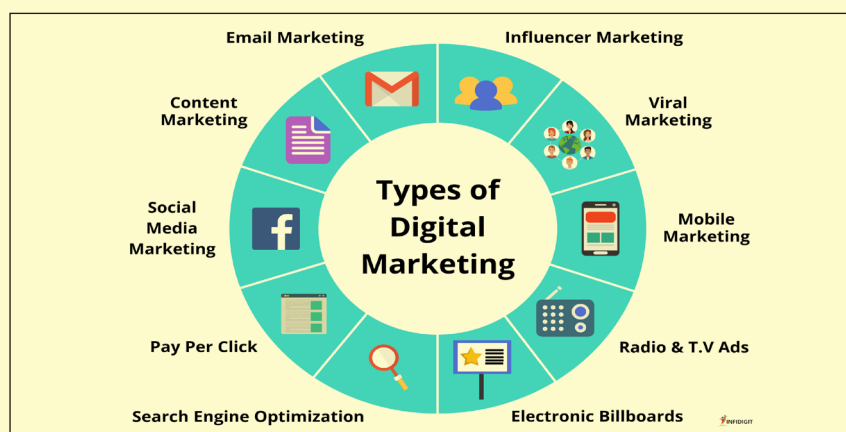
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- SEO
- Keyword

Introduction

However, nowadays a large number of practices and features are being added that supports brands to reach out to their potential customers. Expansion of the trend digital marketing is favored by the growth of SEARCH ENGINES abilities to gather data and show ads on their search results and WebPages by getting paid for it. Here. Bidding is done on KEYWORDS and companies need to pay based on CCP i.e. cost per click, saving a huge portion of the marketing budget, and turning to be a win and win situation for both parties.



Getting Noticed Via Ads:

Showing up ads on the search engine is an easy task if one gets aware of the practices they need to follow to get quality customers to their website. The most and foremost aspect for this goal is to create an HTML code that is search engine friendly i.e. search engine bots can easily examine the

contents on the website. Later the contents are categorized known as Indexing eliminating the duplicity of data. Including the correct and relevant keywords in the code even for the media file included within it can provide the best results. There are 2 types of ads that appear on search engine result page 1. ORGANIC

SEARCH RESULT- For these kinds of ads advertisers don't need to pay to the search engines. **2. PAID SEARCH RESULTS-** These are the ads that occupy the topmost positions of the search result page and are paid by the advertisers. So the question arises how do the search engines provide ranking to the ads? All the search engines ranking algorithm is kept a secret. However, the professionals of digital advertising propose an expected formula i.e. $\text{ranking} = \text{amount of bid} \times \text{relevance of content}$.

A Platform for Local Businesses:



Nowadays many people use their mobile, tabs and other gadgets to know about the product and services available for them in their neighborhood and all search engines have the local version and local business listing for this. When a query consists of keywords that signify that person is asking for the locally available services the search engine provides the data based on the GPS location, relevance, and the information of various businesses available in the local directory of that area. The contest is not only limited till getting viewed in a search result page but to be on the top; as that position is expected to get more visitors on the website. For this, it is very important to get verified from the local directories, adding all the relevant

contents regarding the products and services one offers and providing features helping the customers to contact them such as one-click dialing, location details along with the map, etc.

Search Engine Optimization (SEO):

SEO is termed as the practices involved in growing the quality and quantity of website traffic by increasing the visibility of a website or a web page on the search engine result page. The search engine values the most unique, engaging, and relevant content and other large numbers of factors. The algorithm of search

engines keeps on changing constantly so it is essential for the advertisers to keep on updating the contents on the webpage. SEO plan must include the adding up of the latest trendy searched keywords and examine how older keywords brought traffic to the website. Relevant metatags and titles should be short and descriptive matching the concern of the web page must be added in the HTML code which makes crawler (search engine bots). The webpage should be easy to navigate providing proper CTA (Call to action) button wherever necessary. In the modern area where the website is been visited by different types of the screen the website design should be responsive i.e. it can adjust its contents and components as per the screen size of the device.

Advertising on search engines can also lead to gain international visitors. So in the time of demand, the SEO strategy should be adjusted as per the convenience of all visitors for ex- a separate webpage can be provided in a local language consisting of local measurement, currencies, etc.

Keywords:

The selection of proper keywords is very important for a digital marketing campaign. A good keyword can be decided on the large number of criteria such as average value per click of the keyword, quantity and quality of traffic it is drawing towards the website, relevance regarding business, competition in the market, etc. Bidding is done by the advertisers for the keywords and the bids keep on changing for a keyword so it is advisable to keep an eye on the bidding strategies. Managing keywords provides flexibility to create multiple ad groups via collecting keywords and ads that go with



them, within each campaign. Based on length, keywords are distinguished as-

Short tail	Medium Tail	Long tail
Generic Terms	Specific Terms + Localized Terms	More Specific Queries
High Volume	Medium Volume	Low Volumes
High Competition	Medium Competition	Low Competition
		High Conversions

The paid search result charges on the basis of cost per click, so no one wants their ads to pop out during the irrelevant search. To handle such kind of situation and save marketing budget various types of keywords are used-

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	are synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Broad match modifier	+keyword	+women's hats	contain the modified term (or close variations, but not synonyms), in any order	<i>woman's hats</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
Negative match	-keyword	-baseball	are searches without the term	<i>baseball hats</i>

Performance Analysis:

The progress of marketing campaigns is measured by setting up realistic and achievable goals within a stipulated time frame. Measuring of the performance can be initiated by identifying, locating, customer behavior, and touchpoints in the way where visitors turned to be customers. Touchpoints can be identified and analyzed using various tools and surveys. The wide varieties of tools such as Google analytics, foxmetrics,

wopra, chartbeat, etc, are available to track down the performance of the website by simply adding a tracking code within the website. These tools provide a detailed analytic report about what a person is doing after visiting your website (keeping the source name anonymous). The data obtained from such tools track us down to detailed factors that are affecting our website and marketing performance based on criteria such as demographic location, language,

the performance of landing pages, device compatibility of website, etc. To achieve marketing tools, proper metrics and dimensions should be defined. For ex- If the website contains the readable content, the metric should let you know how much time visitors are spending on your website, helping to determine the loopholes of the content and fix them. It is also important to know which of the marketing campaigns are being effective, for this the tools provide acquisition reports helping us to know from where we are gathering maximum traffic. Now, the collected analytical data is used by the advertiser to take further decisions. The steps involved are-

- PLAN – Re-identify the goals of the marketing campaigns.
- DO- Collecting the data.
- CHECK-Identifying the drawbacks of content and components.
- ACT- Take actions based on the analysis done.



Aditya Shantanu is a second-year graduate student, pursuing Bachelor of Computer Applications from Amity University (Noida). He is having a great interest in new trending technology and is perpetually dedicated to learning them. Digital marketing, data analytics are some of the areas he recently learned about. Recently, he got certified from Microsoft as an Advertising professional. Being a keen reader, helps him to write and create new contents. His father is his inspiration as well as a role model. Quote of his life is "TO KEEP GROWING ONE MUST KEEP ON LEARNING".

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Annexure I

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Reviewers Comment

Reviewer's Comment 1: The article is written very well, the approach and step of digital marketing is explained very well. In today's scenario as the business is going digital.

Reviewer Comment 2: This article provides a proper approach to start it in simple steps. Key terms of digital marketing are highlighted very nicely.

Reviewer's Comment 3: The article is based on a very appropriate topic and is of relevance in present where almost every type of business is competing on a non-price basis.



Editorial Excerpt

The article has 2% plagiarism which is an acceptable percentage for publication. The comments related to this manuscript are noticeable related to the theme of digital marketing. The world has seen tremendous growth of internet users as the internet is now much more affordable to everyone. As the number of digital screens is increasing, subsequently the conquest to reach the potential customers among them. The most common and recommended kind of digital marketing is – Search engine marketing. But, there is tough competition to rank higher in the result's page. This article will make you know about some of the SEO practices to boost one's digital presence. After the editorial remarks the article has been earmarked and finalized under the "Case Based Study" category.

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Disclaimer

All views expressed in this paper are my own, which some of the content are taken from open source websites for the knowledge purpose. Those some of I have mentioned above in the references section.



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