



Digital Marketing: A Fascinating Journey

Prof. (Dr.) Pooja Deshmukh

Associate Professor & Research coordinator
MGM University

Institute of Management & Research
N-6, CIDCO, MGM Campus, Aurangabad, Maharashtra- 431003

ABSTRACT: In the 1990s, the Digital Marketing term was first time used. In a world where over 170 million people use social media regularly and, all working professionals are supposed to get familiar with at least the core tenets of Digital Marketing. In simple terms, Digital Marketing is the promotion of products over the internet or any form of electronic media. People are consuming digital content daily. Very soon, traditional marketing platforms will disappear, and the digital market will completely take over. Technological advances have resulted in considerable attrition of the customer base of orthodox marketing agencies & departments. People have moved on to tablets, phones, and computers, which are the areas where digital marketers have gained the most ground. Secondary Data has been used to write the paper, collected through various renowned sources i.e. websites, journals, and a few books mentioned in webilography. This paper describes the evolution of Digital Marketing and the most accepted digital tools of business.

KEY WORDS: Digital Marketing, Meaning, Evolution, Digital Marketing Tools

Received 01 Mar, 2021; Revised: 12 Mar, 2021; Accepted 14 Mar, 2021 © The author(s) 2021.
Published with open access at www.questjournals.org

I. INTRODUCTION:

“While it’s easy to remember a time before digital marketing, it’s hard to picture a world without it now.”

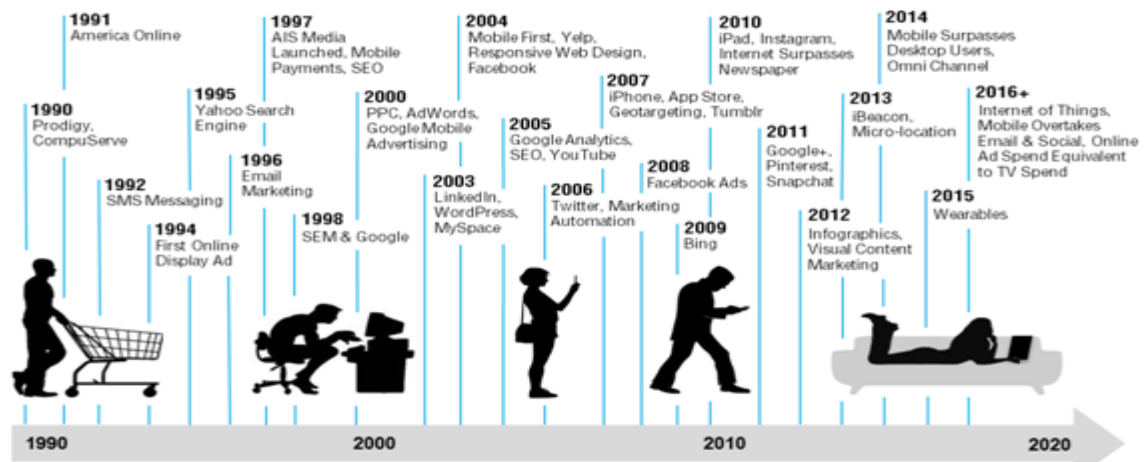
Corporate sectors are not using the traditional techniques to reach out the existing and potential consumers nowadays. With the emergence of high technology, i.e., the internet, smartphones, and other social media gadgets, it became easy for business people to reach out to their consumers in minimal time. These devices are helping in promotion, branding, or services and also, storing the records in the form of digital information. This data is always useful for decisions making for future trends in marketing.

Three decades ago, marketers used to add the term “digital marketing” to their vocabularies and game plans. It’s a practice that took off with the rise of the internet and picked up speed through the growth of social media and smartphone technology. Nowadays, the popularity of digital marketing is unparalleled, and very soon, it is believed that it will completely engulf traditional marketing. With its mysterious features and opportunities, digital marketing will vanquish offline and traditional marketing wholly.

Father of Digital Marketing:

This is a bit of a trick question as there’s no single father of digital marketing. Some argue that Guglielmo Marconi who invented the radio in 1896, was the world’s first digital marketer. Others will say that computer engineer Ray Tomlinson should be credited with the birth of digital marketing because he sent the first-ever email in 1971. While there are several marketing luminaries that have made sizable contributions to the field, few have had made the kind of lasting impact to the marketing world like Philip Kotler. This well-known American professor has penned more than 60 marketing books and is praised for his efforts of establishing marketing as a field of academic study. Kotler also argued that marketing was an essential part of economics and proposed that demand for goods and services was not only influenced by price, but also by advertising, promotions, direct mail, retailers, and distribution channels.

Evolution of Digital Marketing:



Source: <https://medium.com/@rikwalters/the-evolution-of-digital-marketing-strategy-in-the-enterprise-1b9687a85e09>

The Era of 90's:

The 90s were when the term digital marketing was coined and when it hit off into popularity. People started buying personal computers and using email, and in only two years, between 1994 and 1996, the number of people using the internet went from 16 to 70 million. What prompted this explosion of new users was Netscape, the first successful browser.

1993: The first clickable web-ad banner went live. At that time, HotWired purchased a few banner ads for their promotion and advertising. This marked the beginning of the digital marketing era.

1994: Some new technologies (The first e-commerce transaction was done) were invented and entered the market with a new mission. Yahoo was launched in the same year and, within one year of its launching, it received 1 million hits. Yahoo has changed the definition of digital marketing, and the companies have tried to optimize their websites so that they can get a better rank in search engines.

1996: Some more search engines and tools like HotBot, LookSmart, and Alexa came into force. In the year 1997, Sixdegrees.com was introduced (the first social media site).

1998: Was the golden year for digital marketing as Google was launched in this year. Moreover, in this year also Microsoft launched MSN, and Yahoo launched Yahoo web search.

The Google logo from 1998



Source: <https://money.cnn.com/gallery/technology/2015/09/01/google-logos/6.html>

Digital Marketing in the 2000s:

The number of internet users only continued to grow, and there were 361 million internet users in the year 2000. The 2000s were prolific and a large number of influential platforms appeared during that time period.

2000: The internet bubble burst and all the smaller search engines were wiped out. This creates more space and opportunities for the giants in the business.

2002: The professional social media network LinkedIn was launched.

2003: Had witnessed the release of WordPress and the launch of MySpace.

2004: Gmail was launched. The same year Facebook has gone live, and Google went public.



Source: <https://en.wikipedia.org/wiki/Facebook>, Facebook logo in use from August 23, 2005 until July 1, 2015

2005: Next, YouTube was launched in the year.



Source: <https://turbologo.com/articles/youtube-logo/> Logo of the year 2005

2006: Was another remarkable year because search engine traffic was reported to have grown to about 6.4 billion in a single month. This year Microsoft launched an MS live search and simultaneously, Twitter was also launched. At the same time, Amazon e-commerce sales have crossed near about \$10 billion.

2007: Tumblr was launched. Moreover, web streaming service Hulu was also founded in this year. Mobile giant Apple launched its iPhone in the same year.

2008: Spotify was launched and Groupon went live.

2009: Google launched Instant for real-time search engine results. Google introduced products like AdWords, which are 3 line ads that show up at the top or to the right of search engine results, and AdSense which is a cost-per-click advertising scheme. In time, Google started to target ads based on the interests of the customers and thus became a key player in the world of digital business.

Digital Marketing in the 2000s:

2010: Whatsapp was launched along with Google Buzz.

2011: Google+ and Google Panda were launched. People have already started to spend time on these mediums, and these mediums have surpassed the television viewership too.

2012: is the year of social media. The companies have increased their social media budget up to 64%, and Google knowledge graph has also launched. Myspace and Facebook are the popular social media sites among the people. The companies have realized that these sites will help them in spreading up their businesses over the internet and thus, they were desperately trying to promote their products and brands on various social media channels. They have also tried to leverage social media to their businesses.

2013: Yahoo acquired Tumblr.

2014: the number of mobile and smartphone users had surpassed the number of PC users. Facebook messenger app along with tailored ads on LinkedIn and iWatch was launched. During this year, Facebook acquired Whatsapp.



Source: <https://en.wikipedia.org/wiki/WhatsApp> February 24, 2009;

2015: Snapchat has launched its Discover feature. In this year several new technologies like analytics, wearable tech, and content marketing have also invented. Facebook has also launched its “Instant articles” in this year.

The cookie was another significant milestone in the field of digital marketing. The first cookie was designed to record user habits. The use of the cookie has changed over the years, and cookies today are coded to offer marketers a variety of ways to collect literal user data.

Popular social networking sites **in 2017** are Facebook, YouTube, Instagram, Twitter, Reddit, etc. Facebook has a user base of 2.01 billion (as per the record of June 30, 2017).



Source: <https://www.creativebloq.com/logo-design/evolution-twitter-logo-31619677>, The original logo for twttr is nothing like the later designs, for its official launch on July 15 2006

Digital Marketing Today & Tomorrow:

Today, more than 3.5 billion people use social media, which is about 45% of the population (stats from 2019). Facebook is still the most used social media platform, with over 2.45 billion monthly active users. When it comes to digital marketing, 94% of Facebook Ad revenue comes from mobile. Facebook has released the information that over 3 million businesses actively advertise on their platform.

A large number of 54% of people use social media to learn more about products and brands. When it comes to online shopping and eCommerce, their users are growing by the day. Experts think that by 2040, about 95% of all purchases will be made online.

By 2023, the number of active Indian internet users will reach almost 666 million. Then they realize the importance of the internet as a channel of marketing. Online marketing is more affordable comparatively, with a higher reach; this is remarkably attractive to the companies as they aim to connect with customers with the least amount of costs. Companies are giving so much importance to digital marketing that some of the biggest ones are restructuring their marketing funds to shift their focus to digital.

In light of the COVID-19 pandemic, businesses are relying on digital marketing now more than ever. As per Global Data, the growth of the Indian e-commerce market is pushing to ₹7 trillion (100 lakhs (1, 00, 00,000)) by 2023 due to the lockdowns. With every consumer locked down in their homes, all traditional marketing efforts are out of the question. Businesses that didn't even have a social media page, will now have to speed up their digital transformation and design a digital strategy to communicate with their audiences. Thus, the future scope will not only thrive but also let businesses survive in the market.

Most Adoptable Digital Marketing Tools:

Search Engine Marketing (SEM):

SEM is a paid advertisement and one of the more effective marketing methods in the B2B space and aims to optimize the brand presence and conversions. In other words, SEM earns traffic by purchasing ads on commonly used SEM services like Bing Ads and Google AdWords.

Search Engine Optimization (SEO)

With most online businesses operating at the mercy of Google and other major search engines, SEO is the art of optimizing the content to ensure that website is featured as a top result when relevant keywords are searched.

Content Marketing

With the ultimate goal of persuading an audience and building credibility, content marketing typically covers content assets like blog posts, info graphics, eBooks, videos, white papers, and webinars. Users can interact with the content by reading, sharing, and commenting. In turn, leads to more clicks, leads, and ultimately, sales.

Pay Per Click (PPC)

Pay-per-Click (PPC) falls under the SEM umbrella when it applies to ads on search engine results pages, but it can also extend to affiliate marketing and ads on other websites. In this model, one has only pay for the number of clicks that receive on an ad.

Email Marketing

Despite being one of the oldest types, email marketing still receives ROIs as high as 3,800 percent. It offers a way to promote products or services, develop relationships, increase brand loyalty, and extort useful feedback. Plus, the possibilities of limitless emails, that can send.

Social Media Marketing (SMM)

Without a doubt, social media has become the ultimate game-changer in marketing over the last decade, one that brands cannot afford to overlook. Thankfully, there is a various form of social media platforms, which can choose from, including Facebook, Twitter, LinkedIn, Instagram, Snapchat, and many others.

Affiliate Marketing

The workload can be decreased, by outsourcing With affiliate marketing, from external service providers. Affiliate marketing is one of the more lucrative options, involves partnering with an online retailer that promotes products or services on their website.

Inbound PR

Inbound PR drives traffic to the website via content creation, but the marketer needs to add value to the reader, or it will end up lost in search engine and social media algorithms. PR professionals can determine by using programs like Google or Social Media Analytics, what their reach is for different forms of content.

Sponsored Content

Sponsored content refers to a form of content marketing in which advertisers pay to publish their material consistent with the medium's normal format—whether they be articles, photos, social media posts, video, etc. This marketing is usually denoted with phrases like “brought to you by” or “sponsored by.”

Online PR

While mass media outlets such as press, radio, and television were once the main channels to distribute information about a business, online PR uses blogs, social media, and websites to connect with audiences. Online PR also seeks to generate quality content that's not introspective or overly promotional.

II. CONCLUSION:

Digital marketing is growing exponentially, and every day it brings a chunk of opportunities to the users and company owners also undoubtedly. If a company wants to establish a presence in this digitalized era, it must have to use all these opportunities meticulously. Digital marketing is continuing to grow, and by the looks of it, its evolution hasn't stopped.

REFERENCES:

- [1]. Fabrizio Barbarossa, the Customer Factory: The Evolution of Digital Marketing Kindle Edition
- [2]. Sunil GuptaSunil Gupta Driving Digital Strategy, A Guide to Reimagining Your Business
- [3]. Marilou Barsam, The Evolution of Online Marketing and the Marketer's Quest for ROI, CreateSpace Independent Publishing Platform (October 1, 2012)
- [4]. <https://ignitevisibility.com/what-is-digital-marketing/>
- [5]. <http://www.amazndigital.com/the-history-of-digital-marketing/>
- [6]. <https://w3-lab.com/evolution-of-digital-marketing/>
- [7]. <https://avivdigital.in/history-of-digital-marketing/>
- [8]. <https://en.wikipedia.org/wiki/Wikipedia>