

# Recent Trends in Digital Marketing to Develop the Marketing Strategies for Every Marketer

U. Y. Memon<sup>1</sup> and Yogesh Khandre<sup>2</sup>

<sup>1</sup>Assistant Professor, Sir Sayyed College of Arts, Science and Commerce, Aurangabad, Maharashtra, India.

<sup>2</sup>Assistant Professor, G.S. Mandal's, Maharashtra Institute of Technology, Aurangabad, Maharashtra, India.

E-mail id: mdfarooque123@gmail.com, yogebhik2@gmail.com

(Received 16 April 2020; Revised 28 April 2020; Accepted 14 May 2020; Available online 22 May 2020)

**Abstract** - The overall marketing situation is rapidly converting over the last few years. With this modification it has a positive impact on the developing economies. Moreover this has led to high general of living, excessive in step with capita income and thereby contributing to the economic development. It is now not a seller's market and over the years, it has emerge as one of the largest customer markets within the world. Today, the market for the developing economies is based totally on the right competition principle with the presence of both buyers and sellers. Therefore purpose of this paper is, first, to review and recognize standards of digital marketing secondly, to speak about various present day developments in digital advertising and marketing and, lastly, to talk about and summarize the destiny of digital advertising and marketing.

**Keywords:** Concept of digital marketing, promotions from marketers, importance of using the technology, trends in digital marketing & opportunities for digital marketers to develop the strategies.

## I. INTRODUCTION

Digitization is converting the dynamics in advertising across all the sectors. This worldwide phenomenon is introducing new practices in advertising communications and renewing the significance of on-line media for B2B and B2C businesses.<sup>6</sup> How marketers can adapt to a hastily evolving arm of advertising and marketing inside the world of enterprise and what are the challenges and opportunities inside the subsequent decade have been some key topics discussed at International Research Conference organized through S.P. Mandali's, Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool) And Academy of Indian Marketing. Social media advertising and marketing is a recent improvement with its origin within the IMC-integrated advertising communications and coordinates with the factors of the promotional mix such as advertising, publicity, direct marketing and sales promotion. (Andrew Whalley, 2010)<sup>1</sup>Speaking on the future tendencies in advertising, Ragavendra Prabhakar, Strategy Lead on Digital Marketing Bosch said, "By 2020, 30% of web browsing sessions may be carried out without a screen. It is imperative for the IoT to blend with business ethics in this digital world. In the retail quarter omni channel presence and e-trade penetration will see rapid growth with extra physical stores launching apps and adopting IoT in their advertising mix.

Emphasizing on how the entrepreneurs can enhance customer revel in using digital tools, Vikrant Bhargava, Digital Practice Leader, IBM said, "Three matters that companies need to focus are to recognize your visitors, allow them to be advocates of the emblem and create satisfactory in elegance web enjoy through records pushed knowledge."A global village concept as coined via a media and verbal exchange theorist, Marshall McLuhan is that the arena that has been "shrunk" via virtual advances in communications. McLuhan likened the big network of communications systems, in the end linking everybody in the world.

The contemporary situation of the Indian marketplace appears bright. It is now not a sellers' marketplace and over the years, it has grow to be one of the largest consumer markets in the world. Today, the market of India is primarily based on the best competition precept with the presence of both customers and sellers.<sup>2</sup>Therefore motive of this paper is, first, to check and understand principles of digital advertising secondly, to talk about various present day tendencies in digital advertising and marketing and, lastly, to talk about the destiny of digital advertising and marketing.

## II. OBJECTIVE OF THE STUDY

This paper explore the insights of the digital advertising and how the rapid trade in adapting the generation have been a important function in advertising and marketing as a characteristic for an organization.

The findings offer the virtual marketer a better expertise of virtual marketing tools which can help them to plan their advertising and marketing strategies within the future.

## III. DEVELOPMENT OF DIGITAL MARKETING CONCEPT

Digital advertising lines its origin to the primitive kinds of trade. As people started out to undertake the techniques of work specialization, a need for individuals and agencies to facilitate the manner of trade emerged. Until approximately 1900, however, marketing turned into little greater than bodily distribution. We can hint the improvement of digital

advertising through three stages- the production technology, the sales technology, and the technology of the advertising and marketing concept. When the world war II ended entrepreneurs found that they can sell whatever they could produce. In the late 1940's, after the World War II, as goods became more readily available and competition intensified, some marketers adopted product orientation, while others followed a selling orientation.

1. The assumption underlying the product orientation is that consumers will purchase the product that gives them the highest quality, the satisfactory performance, and the most features.
2. In the early 1950's, many marketers began to realise that they could promote extra goods, greater easily, in the event that they produce best those goods that they had predetermined that customers will purchase. This philosophy, which was added initially, through General Electric, came to be known as the marketing concept.
3. The key assumption underlying the marketing concept is that a organization must determine the wants and needs of the goal markets, and supply the desired satisfaction better than competition.
4. The digital marketing idea is primarily based on the basis that a marketer must make what it can sell, rather than attempting to sell what it has made-specializing in the needs of the buyer in place of the seller and main to the want for the have a look at of customer behavior.
5. The assumption underlying promoting orientation is that consumers are unlikely to buy a product unless they're actively and aggressively persuaded to do so.<sup>7</sup>

Digital advertising emphasize upon value creation, to the benefit of the customer which translates to the advertising organization.

Value-Added Products and Enterprises: Direct marketing merchandise are of the pleasant strategies groups can observe to improve internet profitability. Value-brought merchandise can open new markets, beautify the customer appreciation for the firm, and increase the advertising season

#### IV. BRIEF LITERATURE REVIEW

##### *A. Marketing doesn't drive revenue, sales does'*

Gone are the days when sales took all of the glory after remaining a deal. Columnist Sonjoy Ganguly believes advertising and income need to paintings hand-in-hand to efficiently power ROI. Retrieved from.<sup>5</sup>

##### *B. Aligning marketing and sales*

Alignment between Marketing and Sales is potentially the largest opportunity for improving business performance today. When marketing and sales teams unite around a

single revenue cycle, they dramatically improve marketing ROI, sales productivity, and, most importantly, top-line growth.

Achieving a strategic, operational relationship between sales and marketing that jointly pursues and delivers outcomes starts with changing the corporate culture around the role and impact marketing is seen as providing. For starters, the organization needs to adopt an attribution model that aligns marketing and sales.

##### *C. Multifaceted Marketing*

Marketing is now not a single discipline, but multifaceted. The Digital Marketer is part scientist, part creative, and technology has introduced the want for a whole new set of virtual skills.

Some of the handiest marketing strategies are implemented before you open your doorways or run your first advt. Marketing techniques include a number of efforts regarding your product planning, brand improvement, pricing and distribution methods. Multi-faceted marketing strategies help you sell using greater tools, methods and strategies than just marketing and promotions.

##### *D. Future-targeted*

Many of today's entrepreneurs pick opportunity and corporate are aware about how their development and progression facilitates the business. This means they may be focused on organizational goals, alongside their own.

Marketers are continuously looking into the future, trying to predict the next massive trend, be it for their manufacturers or their clients. Naturally, marketers are preoccupied with questions like: What is the next large campaign?

#### V. RESEARCH METHODOLOGY

The study is a descriptive method. The secondary data was collected from different sources, such as text, books, magazines, articles and websites.

#### VI. THE FIVE RECENT TRENDS IN DIGITAL MARKETING THAT WILL DEVELOP THE MARKETING STRATEGIES FOR EVERY MARKETER

##### *Trend # 1. Effective use of digital marketing platform*

The advertisement spending for manufacturers will hold to shift from print and broadcast to digital and social media. The digital broadcasting will provide advertisers with de-duplicated attain and excessive frequency to tap clients. The advertisers can voice ever-clearer concerns around the clients to scale up their businesses.

### ***Trend # 2. Marketing to the micro-influencers***

Micro-influencers on social media typically have a selected interest and information towards a selected niche, consisting of beauty, business, fitness, travel, and so on. They are very powerful and enthusiastic for any particular difficulty to market to hundreds as they have their own style and private contact on the content that they post on social media. Brands must take the gain in amplifying messages amongst such smaller, hyper-targeted audiences.

### ***Trend # 3 Marketing thru online and offline streaming films***

New digital technologies have made videos more reachable and maintain the audience engaged. Videos create new avenues of communication to reach their audience and live pinnacle of thoughts during a consumer's buying journey. YouTube keeps to lead the net video marketplace - live streaming video is gaining attraction, with Face e book Live-video viewership is always developing as majority of online visitors watch stay video online. Hence the streaming films offer direct connect with the clients.

### ***Trend # 4. Focus on Data and Accountability***

The fact, figuring out the ROI of records and duty for the advertising campaigns has been referred to via most marketers as their pinnacle venture yr after yr.

Many brands are already using individual, customized hyperlinks to track performance and spot which posts are driving site visitors to their websites. Others are the usage of promo codes and affiliate hyperlinks to degree an influencer's effect on sales.

For manufacturers and agencies, influencer advertising platforms and marketplaces will stay a go-to solution as they facilitate the monitoring and real-time facts collection procedure with strong monitoring and social media metrics capabilities. They will also be of remarkable assist when figuring out how to rate campaigns, as there are still many questions surrounding how a whole lot to pay influencers and what criteria to apply when establishing rates.

### ***Trend # 5 Rise of B2B Influencer Marketing: Employees as Influencers***

Although influencer advertising and marketing has flourished and are available of age primarily inside the B2C world, an increasing number of B2B manufacturers are dipping their toes inside the influencer pool and experimenting. But as an alternative of seeking out influencers outside of their organizations, they are using an internal approach—via making their employees their influencers.

Employee social advocacy enables to maximise a brand's social media footprint by means of connecting it to new audiences.

Employee advocacy programs turns into greater prevalent throughout industries as companies start to recognise the advantages they offer not handiest for brand popularity and trust but also for organisation tradition and worker satisfaction.

It is a win-win strategy: Companies advantage visibility and credibility, and employees get to construct their profiles as concept leaders and experience greater engaged and obsessed with the company they are running for.

## **VII. SUMMARY**

People want and count on personalization and convenience today, and types and publishers that can't deliver it will suffer similar fates. However, beyond superior generation, there may be a want to make this change happen. The latest tendencies a employer needs to adhere to, with the intention to have a shot at reworking themselves into customer-centric enterprises.<sup>9</sup>

A human beings-centric viewpoint is important to being a digital marketer. True human beings-based advertising and marketing needs to extend beyond advertising and start to encompass such things as sales, provider and ecommerce interactions – each touch point humans have with brands. People – clients and consumers – ought to live at the middle of the whole thing, and the structures of engagement we use to the touch them ought to be tertiary. This makes the demanding situations of identity resolution the brand new basis of opposition going forward.

## **VIII. CONCLUSION**

A genuine commitment to personalized marketing approach is that we've got to recognize humans. For many years, we've assigned outsized significance to small scraps of virtual exhaust including clicks, perspectives and likes as indicators of logo engagement and intent. Mostly, they've lived in isolation, in no way informing a holistic view of people and their wishes and desires.

Now we can acquire extra of this facts and accomplish that in actual time. Digital enterprises need to become greater obsessive about valuing records.

Today it is vastly different because we've both the era and approaches to ingest alerts at big scale – and use artificial intelligence to refine them into gold.<sup>11</sup>

A lot of brands aren't as lucky as famous lodge reserving sites. To book a room, you need to sign on together with your email. Once you come to be a user, the organization collects data on where you want to go, how regularly you travel, how an awful lot you pay for a room or even what

sort of mattress you prefer. Any logo could kill for that form of one-to-one dating with a customer.

Finally, to create the exchange described above calls for a dedication to understanding era. You can't do "human beings facts" without surely understanding facts management generation. You can't measure the whole thing without generation that can parse every signal. To be a retailer, you need to give clients a reason to shop for directly from you. Thinking approximately clients dynamically requires actual-time systems of collection and activation.<sup>10</sup>

But technology and the humans to run it are highly-priced investments, often taking months and years to reveal ROI, and the era changes at the rate of Moore's Law. It's a big dedication to exchange the producer to advertising and marketing technologist; however we have to begin to understand that the change required to survive inside the digital era.

## REFERENCES

- [1] Andrew Whalley and Amy Laurens, *Strategic Marketing*. BookBooN.com, 2000.
- [2] Anon, [online] Available at: <https://yourbusiness.azcentral.com/multifaceted-marketing-strategies> [Accessed 1 Nov. 2019], 2018.
- [3] R. Badi and N. Badi, *Rural marketin*, Himalaya Publishing House, 2004.
- [4] D. Bewsher, *The Three Crucial Steps to Building a Digital Marketing Stack*. [online] MarketingProfs. Available at: <https://www.marketingprofs.com/articles/2017/33304/the-three-crucial-steps-to-building-a-digital-marketing-stack> [Accessed 18 Dec. 2019], 2018.
- [5] S.Ganguly, *Marketing doesn't drive revenue, sales does' (and other myths) - MarTech Today*. [online] MarTech Today. Available at: <https://martechtoday.com/myth-marketing-doesnt-drive-revenue-sales-209329> [Accessed 10 Dec. 2019], 2018.
- [6] P. Kotler, *Marketing management*. 8th ed., 1992.
- [7] En.wikipedia.org, Marketing. [online] Available at: <https://en.wikipedia.org/wiki/Marketing> [Accessed 18 Feb. 2020], 2019.
- [8] D.Newman, *10 Top Trends Driving the Future of Marketing*. [online] Forbes.com. Available at: <https://www.forbes.com/sites/danielnewman/2015/04/14/10-top-trends-driving-the-future-of-marketing/#301280d15f97> [Accessed 4 Jan. 2020], 2018.
- [9] S. Rai, *10 Key Benefits of Digital Marketing Concept*. [online] Your Article Library. Available at: <http://www.yourarticlelibrary.com/marketing/10-key-benefits-of-digital-marketing-concept/69549> [Accessed 18 Jan. 2020], 2018.
- [10] S. Sherlekar, *Digital Marketing*. [S.L.]: Himalaya Publishing House, 2016.
- [11] S. Vizard, *Home - Marketing Week*. [online] Marketing Week. Available at: <https://www.marketingweek.com/> [Accessed 17 May. 2020], 2018.