

# **K.L.E SOCIETY'S J.T COLLEGE GADAG**

## **ONLINE PAPER PRESENTATION**

### **ON**

## **MARKETING, TOURISM AND**

## **HOSPITALITY**

↓

## **DIGITAL MARKETING**



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### **ABSTRACT**

Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps.. Using these online media channels, digital marketing is the met Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Wikipedia goods, services, and brands hold by which companies endorse goods, services, and brands...

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers...

Digital advertisers do not need any programming abilities or coding background upfront to begin their career in Digital Marketing. In the ability sets required of a Digital Marketing Professionals, many marketing experts see coding as not very fundamental or the exclusive domain....

The most common digital marketing channels businesses use are social media marketing (81%), a website (78%), and email marketing (69%). Businesses value social media marketing, websites, and email marketing because they can use those channels to tell a story about their products or brand.



## MEANING:

Digital marketing is the means refers to component of marketing that utilizes internet and online based digital meaning if the game isn't very enjoyable the consumer may subconsciously have a negative attitude towards the brand/product being advertised.

Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers. Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing.

## WHO IS THE FATHER OF DIGITAL MARKETING

Now that you know who Philip Kotler is and know his principle concepts, I'm sharing 27 of his most educative and enlightening quotes with you so you keep them in mind when thinking about your own social media and digital marketing strategies.

## The 7 categories of online marketing are:

- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Content marketing.
- Social Media Marketing (SMM)
- Pay-per-click advertising (PPC)
- Affiliate marketing
- Email marketing

## WHY IS THE DIGITAL MARKETING IMPORTANT

Using digital marketing, you can reach an enormous audience in a way that is both cost-effective and measurable. ... You can save money and reach more customers for less money than traditional marketing methods. Get to know your audience and allow them to know you personally which can help to create brand loyalty....

## What are three advantages of digital media?

- ❖ Communication Speeds. ...
- ❖ Versatile Working. ...
- ❖ Learning Opportunities. ...
- ❖ Automation. ...
- ❖ Information Storage. ...
- ❖ Editing

## Disadvantages of digital marketing

- Lacks Emotional Connection. ...
- Gives People a License to be Hurtful. ...
- Decreases Face-to-Face Communication Skills. ...
- Conveys Inauthentic Expression of Feelings. ...
- Diminishes Understanding and Thoughtfulness. ...
- Causes Face-to-Face Interactions to Feel Disconnected. ...
- Facilitates Laziness.

## What is digital marketing so successful?

One of the major reasons why digital marketing is taking over the traditional marketing channels is because the internet has enabled businesses to interact with targeted audiences in real time. Customers have grown accustomed to engaging and interacting with one's brand or business...

## What's the difference between social media and digital marketing?

A Digital marketing campaign may include one or more components (Internet Advertising, Mobile ads, TV, SMS etc.) while a social media strategy may include one or more social media platforms (Facebook, Twitter etc.) ... While the two encompass different components, social media marketing is a part of digital marketing.



## There are 3 types of digital media..

- Owned Media: Any online asset that you control like your website or social media
- Paid Media: Promoting your online content to improve traffic to your owned media
- Earned Media: Customers recommending you by word of mouth or through social media.

## Is Digital Marketing the future..

The scope is wider when it comes to digital marketing. Digital Marketing will remain as the most powerful way of Marketing in the future. But as the dynamics of digital marketing is changing every day, a digital marketer has to be agile, alert, smart and adapt to latest changes...

## What will marketing look like in 2025..

By 2025, marketers will be slicing and dicing metadata for actionable insights and highly specific marketing. Brands will use complex combinations of personal data, location data and environment data to target their customers with the right message at the right time on the right device.

## Types of Companies Who Need Digital Marketing

- Law Firms. You might be surprised, but law firms have benefitted from a defined digital marketing strategy, even though only 75% of law firms don't have one. ...
- Healthcare. ...
- Auto Dealerships. ...
- Entertainment. ...
- Moving Companies. ...

## What is the role of digital marketing?

The role of digital marketing is to help you garner new traffic, leads, and sales for your business by reaching people looking for your products and services. By itself, web marketing is the process of marketing your company online to prospective leads and high-value consumers...

## Here's an overview of the most effective digital marketing strategies and when they work best.

- Search Engine Marketing (SEO & PPC) ...
- Content Marketing. ...
- Social Media Marketing. ...
- Email Marketing.

## What skills do digital marketers need?

### 7 Essential Skills Every Digital Marketer Should Know

- SEO & SEM. .
- Content Marketing. ...
- Data / Analytics. ...
- Understand Design-Based Thinking & Planning. ...
- Be Tech Savvy. ...
- Be Persuasive. ...
- Highlight Unusual Skill Sets.

## What are the digital marketing tactics?

- ✓ Search Engine Optimization (SEO)
- ✓ Pay-Per-Click (PPC) Marketing.
- ✓ Webinar Production.
- ✓ Content Marketing (Blogging & Article Writing)
- ✓ Downloadable Content Offerings (eBooks, Whitepapers, Webinars)
- ✓ Email Marketing.
- ✓ Social Media Marketing.
- ✓ Video Production.
- ✓ More items...

## How do you create a digital marketing plan?

- Create a Digital Marketing Plan in 6 Steps [Marketing Template]
- Define your brand. The first step to driving success with your digital marketing plan is defining your brand. ...
- Create buyer personas. You can't create an effective digital marketing plan without knowing who you're trying to reach. ...
- Set your goals. ...
- Choose your digital marketing methods. ...



## 8 Digital Marketing Platforms Entrepreneurs

- ✚ Facebook. As a digital marketing expert, I have been using Facebook advertising for my clients' businesses for several years. ...
- ✚ LinkedIn. ...
- ✚ Quora. ...
- ✚ Google AdWords. ...
- ✚ The Google Ecosystem. ...
- ✚ ShareASale. ...
- ✚ Instagram. ...
- ✚ Our Blog....

## Digital Marketing in demand in India?

About 25% to 40% in annual growth of digital marketing in India indicates that lot of businesses rely on digital marketing. ... Demand for digital marketing professionals has increased in the year 2018. The Indian Express reports that by 2020, there will be a tremendous demand for digital marketers in India...

### Here are the steps to follow if you want to start a digital marketing agency in India:

- Step 1: Decide Your Strategy.
- Step 2: Kickstart Your Online Presence.
- Step 3: Get Social, Literally!
- Step 4: Focus on Building Your Brand.
- Step 5: Register Your Business.
- Step 6: Build Your Core Team.
- Step 7: Stay Updated. Stay Relevant.

Digital marketing is the method of sales and promotion of a brand through digital media, particularly with the help of various tools available on the Internet.....Compared to traditional sales and marketing strategies it is more complex, omnipresent and efficient. This produces quicker positive results than traditional techniques, and is a more versatile form of marketing than conventional methods.

The great thing about digital marketing is that it offers numerous resources for an immediate study of the impact of every digital marketing industry. And if a vendor uses Google AdSense, they have a method to find full statistics of the effects.

### Basic Aspects Of Digital Marketing

Below mentioned is the important aspect of digital marketing. Read the below-mentioned points carefully to know more about the conclusion of digital marketing.

### Social Media Marketing

Social networks rapidly proliferated. It is the most powerful platform on the internet, where an organization can very easily touch countless people. ....All modern companies, such as Facebook, Instagram and Twitter, use social media to advertise their brands.

## Email Marketing:

It's the first digital marketing term but it's still really relevant. This program tells current customers and others about the different goods and services provided by the company.

Also, the public is encouraged to take part in various fascinating events conducted by the company.

## SEO (Search Engine Optimization)

It's the process of making a page in a search engine more accessible compared to other related types of web pages. A successful campaign for search engine optimisation will in the long run produce an incredibly profitable company.

There are many innate processes in SEO which require expert attention to create a useful and successful SEO target, such as content marketing and link building.



## Digital Marketing for Business Growth

Reasons why digital marketing is the best marketing option

### 1. It's a Way to Convey the Existence

The digital marketing plays a significant role in mass awareness about a brand, a start-up company...

People use the internet to meet various needs. In fact, the internet is not an option now, but a normal requirement. It also bears a sense of aristocracy. People come to know about a brand, or a company from the internet. This trend is increasing rapidly with the increasing use of mobile based internet service. Thus, the digital marketing plays a significant role in mass awareness about a brand, a start-up company, or a new product, etc. Even if, they come to know anything new from any other source, they want to confirm it from the internet. It has become a common practice, and every single organization should grab this opportunity.

## 2. It's a Cost-effective Way to Promote a Brand

Business owners or the top management look for cost saving processes in every organizational activity. Digital Marketing provides them with a better opportunity to promote a brand to a larger audience at a comparatively lower budget than traditional channels. It is the most cost-effective marketing channel that delivers results in minimum time. When a company uses email marketing for promoting its products, they virtually spend very little amount to reach to thousands of audiences, in traditional marketing system, it is not possible to touch so many people at such a lower budget; again, when they are using the PPC (Pay Per Click) system, they are spending only for actual viewership, which is a very authentic way to reach to the targeted prospects at a minimum cost. Thus, in every aspect, digital marketing tools cost lesser than traditional marketing tools. As per the experts, greater number of organizations are allocating budgets for digital marketing by curtailing traditional marketing expenses.

## 3. Result Oriented Sales Promotion

It is one of the best aspects of digital marketing, where the management could keep an eye on every movement, analyze the outcome, and look for other ways within the same system. Suppose, a certain key word is not working, the SEO expert can understand with various tools that it is not working as expected. He can then introduce some new keywords after analyzing their appeal in the search engine. He also has the scope to know, what keywords the competitors are using. Traditional marketing processes can't provide such result oriented promotional tools. Digital marketing tools like Google analytics, help to visualize the results, and to take necessary measures immediately. It helps to refine, or redefine promotional strategy at any point of time and could see any opportunities for additional improvement almost immediately.

## 4. Easiest Way for Branding

No other method of branding can be as effective as digital marketing. People these days consider a brand's presence online is the most important aspect of trustworthiness of the brand. If a product is not found online, they reject it summarily. A product or service gets a wider recognition in the market through SEO, Social media marketing, Press Reports online, content marketing. And various similar methods. Thus, companies can't have a successful branding strategy, without a proper digital marketing strategy.

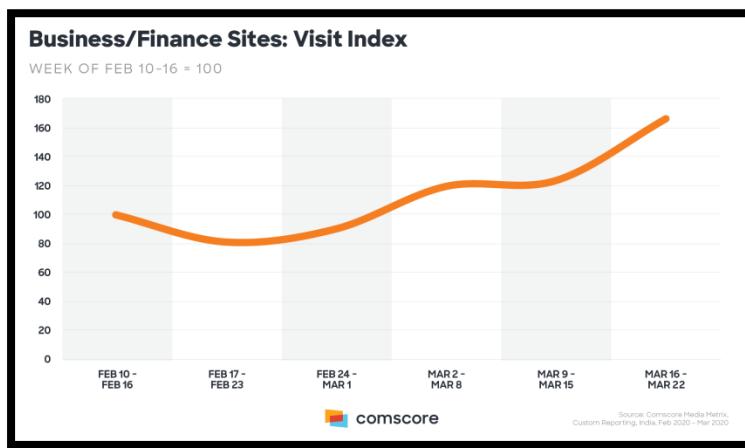
## 5. More Conversion and Better Revenue

Conversion means how many visitors of a business website are actually converting into customers. The success of a digital marketing campaign is calibrated depending on the conversion rate. A website may attract thousands of visitors each day, if very tiny percentage of that traffic is converting into customers, then that digital marketing campaign is not properly planned. The aim of digital marketing is to increase the revenue of the company. With the help of various tools like content marketing, blogging, mobile marketing, etc. conversion rates could be increased, making the digital marketing a positive step towards success. Higher the conversion rate, greater will be the revenue or profitability of the company. In a study, Google has shown that digital marketing is helping most of the companies to enjoy higher profits than their competitors who are not adopting digital marketing processes.

## 6. It's Increasing Loyal Customers

Digital marketing campaign helps a business house to intensify their real-time interaction with the customers.

Digital marketing campaign helps a business house to intensify their real-time interaction with the customers. With the help of social media marketing, email marketing, etc. customers, or the audience comes to know every important activity of a business as and when it happens. On the other hand, a business house comes to know about their customers' opinions, and gets the



customers' feedbacks almost immediately. This real-time interaction process helps an organization to satisfy their customers with instant actions, response, and engagement. Digital marketing creates a feeling of oneness in a customer with the organization. When it happens continuously, brand loyalty increases to a large extent. There is no other better way available that can increase brand loyalty, and trust so efficiently.

## 7. It Can Grab the Vast Mobile Market

Business houses with a clear and well-planned digital marketing strategy are also spreading their brand name among millions of smartphone, and tab users. So, everyone who uses the internet in any form is a “prospect” for a business house. As per the available statistics, almost 75% Google Chrome users now access internet on their smartphones, or tabs. Besides, a large number of people worldwide uses both smartphone and computer to access internet. Without adapting digital marketing processes, a company can't grab this mind-boggling opportunity. Mobile based internet accessibility will increase steadily in near future, which will help the companies to experience greater business growth, and more market penetration.



## Conclusion

Digital marketing is the future of business. No sector will be able to survive, or compete in the market without adopting a proper digital marketing strategy. A consistent growth in business is not possible without accepting this ultramodern sales promotion tool. Organizations, who have understood this business essentiality, are getting ahead of their nearest competitors in the market. Again, there are many business entities are growing tremendously only on the basis of their online presence, and digital marketing tools.

These organizations, like Amazon, Alibaba, Flipkart, Jabong, Snapdeal, and hundreds other are the starker examples of future business concept of the world.

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our services. They can sit and relax after outsourcing their important tasks to us because we are highly experienced and provide them with A to Z support to help them achieve the best results. We are also a SEO agency based in India offering all kinds of digital marketing and SEO services to ensure you achieve a great deal of visibility online. For further enquiries, contact us today.....

