

## RAPID EVALUATION OF DIGITAL MARETING

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### ABSTRACT

The paper discusses the results of a study which explored learners of marketing subject. In this paper we are going to learn about the history of traditional marketing and why it loses its effectiveness. We are also going to learn about how and why digital marketing grows that rapidly. What are the main reasons behind that. The data was collected from 48 people through google form and the same was presented by visual tools.

### Keywords :

Digital, Digital Marketing, Traditional, Visual Tools

### INTRODUCTION

#### *History of marketing*

The origins of marketing may be seen in early civilizations where traders and merchants employed a variety of strategies to advertise and sell their wares. Over time, marketing has changed because of societal, technological, and consumer behavior shifts. Here is a general summary of marketing history:

1. Prior to the fifteenth century, used marketing techniques. Markets served as hubs of trade and commerce, and vendors advertised their wares using symbols and signs.
2. Mass production begins to take off in the late 19th century: Mass production and the transition from regional to national and international markets were two effects of the industrial revolution. Due to the necessity for businesses to stand out from rivals, this resulted in the development of advertising and branding.
3. Rise of Advertising (Late 19th to Early 20th Century): As print media became more widespread, companies started running advertisements in newspapers and magazines. To assist firms in properly creating and disseminating their commercials, advertising agencies were developed.
4. Consumer Behavior and Market Research (Early to Mid-20th Century): Market research, which entailed gathering and analyzing information about consumer preferences and behaviors, became increasingly popular in the early 20th century. Businesses were able to better identify their target markets and create more successful marketing strategies because of this research.

5. **Mid-20th Century Television and Broadcasting:** The mid-20th century saw the birth of television, ushering in a new era of marketing. Businesses started using television advertising to market their goods and services, expanding their audience.
6. **Rise of Advertising (Late 19th to Early 20th Century):** As print media became more widespread, companies started running advertisements in newspapers and magazines. To assist firms in properly creating and disseminating their commercials, advertising agencies were developed.
7. **Consumer Behavior and Market Research (Early to Mid-20th Century):** Market research, which entailed gathering and analyzing information about consumers' preferences, emerged in the early 20th century.
8. **Internet and digital technology development in the late 20th century and nowadays revolutionized marketing.** New channels for businesses to market their products and interact with customers have opened with the growth of websites, search engines, social media, and e-commerce platforms. Search engine optimization (SEO), social media marketing, email marketing, and content marketing are examples of digital marketing strategies that have become fundamental components of marketing strategies.
9. **Personalization and connection Marketing:** In recent years, personalization and connection building have taken center stage in marketing. Businesses work hard to comprehend each customer's preferences and provide individualized experiences. Through customer service, loyalty programs, and personalized communication, relationship marketing aims to create long-lasting customer relationships.
10. **Data-Driven Marketing:** Thanks to the abundance of customer data, marketers can now make informed choices. Businesses can analyze customer behavior, monitor the success of marketing campaigns, and real-time optimize their marketing efforts thanks to analytics and cutting-edge technologies.
11. **Experiential marketing and influencer marketing** have both gained popularity as social media platforms have grown. Influencers and brands work together to market goods and services to followers. The goal of experiential marketing is to immerse people in the brand through activities or interactive promotions. With the emergence of new technology, distribution routes, and consumer preferences, the history of marketing is still changing. It is still a dynamic industry that adjusts to the shifting demands and tastes of consumers.

### ***Why traditional marketing has lost its effectiveness.***

Traditional marketing, while effective in many ways, does have its limitations. Here are some of the key limitations of traditional marketing methods:

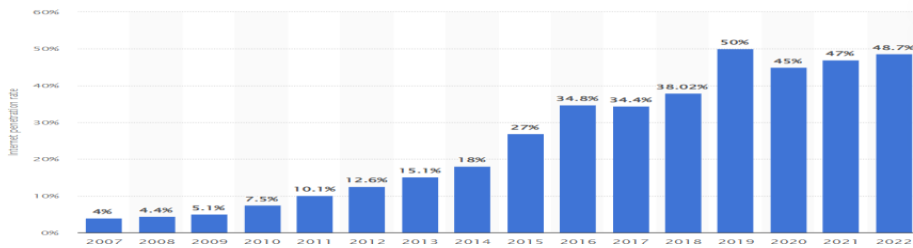
1. **Limited Targeting:** Traditional marketing strategies sometimes rely on mass advertising techniques that target a large audience, including television commercials or print ads. This strategy, however, is unable to properly target groups of people based on their interests, characteristics, or behaviors.
2. **High Costs:** Conventional marketing strategies can be expensive, including billboards, radio and television advertising, newspaper ads, and print media. These channels are less affordable for small

enterprises with tight budgets due to the production and distribution costs involved.

3. **Lack of Interactivity:** Conventional marketing methods are frequently one-way lines of communication, where the audience is given the information without quick reaction or interaction. This restricts the capacity to interact with customers or address their queries and issues.
4. **Measurement Challenges:** It can be difficult to calculate the return on investment (ROI) for traditional marketing operations. Accurately measuring and tracking the effect of conventional advertising on customer acquisition, brand awareness, or sales conversion is frequently challenging.
5. **Limited Reach and Frequency:** The reach and frequency of the selected channels place limitations on traditional marketing strategies. A television commercial will only be viewed by viewers who are tuned in at that time, just as a newspaper advertisement will only be seen by readers of that specific newspaper. This constraint could make it more difficult to regularly engage and reach the target audience.
6. **Campaigns are difficult to modify:** Traditional marketing Campaigns frequently need a lot of preparation, production, and distribution time. Due to this, it is difficult to quickly alter or update campaigns in response to shifting customer preferences or market conditions.
7. **Lack of customization:** Traditional marketing strategies frequently offer a generic message to a large audience; hence they generally lack customization. Personalized marketing is essential for successfully engaging customers and developing lasting relationships in today's consumer-centric environment.
8. **Relationship-Building Difficulties:** Traditional marketing techniques tend to be more focused on one-time sales and may find it difficult to develop long-lasting, meaningful relationships with clients. Relationship development and consumer loyalty are crucial components of contemporary marketing, which may call for more interactive and personalized methods.
9. **Limited Data and Insights:** Consumer behavior can only be partially understood using data and insights from traditional marketing strategies. Some marketers have a limited understanding of who viewed their advertisements, how they were interacted with, or what precise actions were taken as a result. The inability to optimize campaigns and make wise marketing decisions can be hampered by this lack of data. Even while classic marketing strategies have their limitations, they can still be successful when combined with contemporary digital marketing techniques. By combining traditional and digital marketing strategies, companies can take advantage of the advantages of each strategy, reach a larger and more specific audience, and promote meaningful engagement and customization.

### ***Reasons why Digital marketing grow rapidly in India***

We have all seen firsthand how important digital marketing has become as well as how technology has undergone an unstoppable change. Electronic media's improved price and accessibility have given this new technology of digital marketing tremendous power. This blog aims to delve into the numerous facets of digital marketing in modern organizations, including why it's crucial for the success of any company.

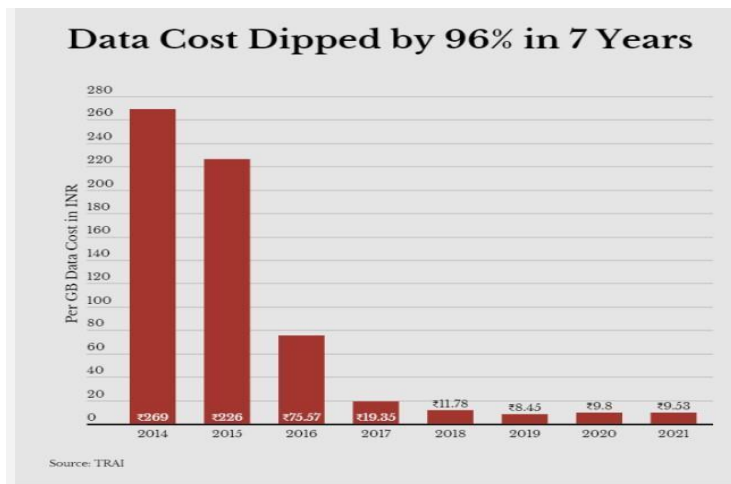


**Some reasons why digital marketing got the boost**

1. Internet increased internet traffic over the period of time as shown in the figure below.

As you can see in the above figure the Internet traffic is increasing simultaneously over the period of time and if we see. The Internet penetration from 2007 Was around the 4% of the total population and the grew up to 50% in 2019. The second major reason behind the growth of digital marketing over these years are **Availability of cheap and fast internet to the users.**

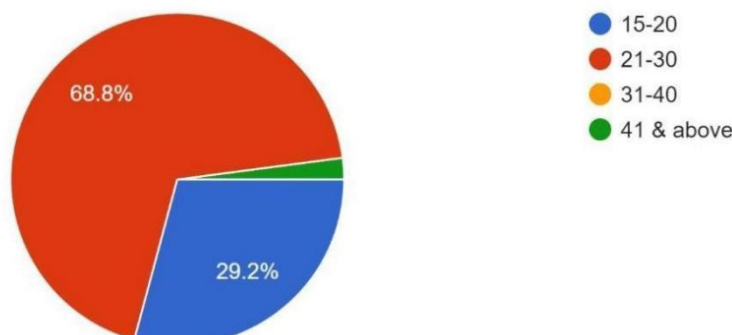
As you can see the prices of data from 2014 to 2021. You can notice a drastic change in the prices of Internet which leads to increase in demand of Internet. Which shifts the user over the Internet and



Increase the demand for digital marketing in the industry as wider scope emerge there.

**Age group.**

48 responses



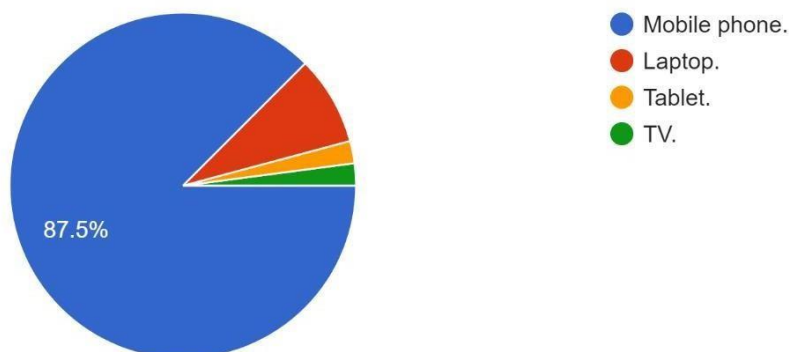
2. Most of the users over the Internet are below the age of 25 as per my study. Conducted over 48 students, the data is given below in the form of pie chart.

End this age is the most targeted customer base for the most of the industries. Like clothing industry, gadgets industry, Footwear industry, Makeup industry, food delivery industry, motor vehicle industry, Education sector apps like unacademy, Akash Institute and so many. Are spending a lot on digital marketing as their target customers are actively using the social media and other platforms where they can advertise themselves more effectively than conventional marketing.

3. Development of new technology which supports the digital marketing. Invention of smartphone is one of the greatest inventions of the century as we can use mobile phone nearly for everything from ordering food to know how to cook food. End the same smartphone is one of the most powerful tools for digital marketing as it is the most commonly used device for the public as per my study. You can see the data given below.

Which devices do you use most frequently for screen time

48 responses

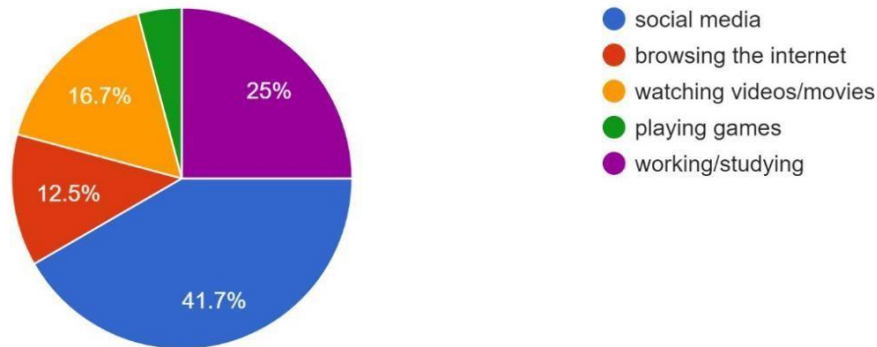


As you can see the above data, mobile phone is the most common used smart device by the youth.

4. Most of the public use the Internet for using social media or watching online videos. Which is the most suitable platform for digital marketing and developing their brand image, creating customer base, spreading awareness about their business, what they do. Data collected directly from the customers given below shows more than 40% public use the Internet for social media, about 17% for watching videos in total. More than half of the public on the Internet using these platforms, which makes digital marketing the first choice for the industries to develop their businesses. The data is given below.

What activities do you engage in most often during your screen time.

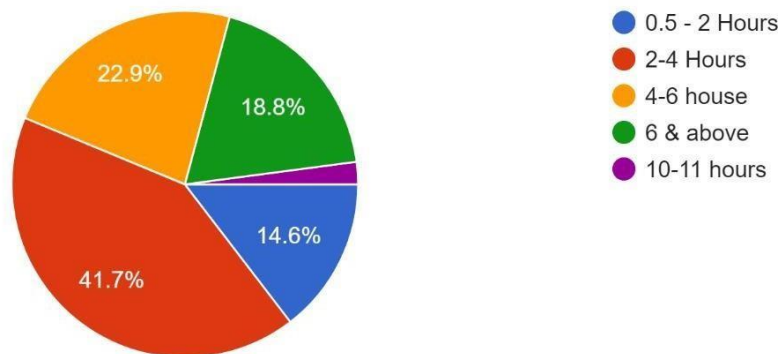
48 responses



5. In the present time we can say everyone is on screen most of the time either it is a mobile, laptop Or a tablet as per my study Most of the public spends about 4 to 6 hour minimum on the screen which is More than enough to create an impression in their minds about the brand existence.

On average, how many hours per day do you spend in front of a screen

48 responses



6. Arrival of a pandemic played a vital role in development of digital marketing to their heights at the time of Global pandemic covid 19 Everyone is logged inside the door and the only way to be connected with each other is through social media or other online platforms which gives digital marketing a very big Opportunity to grow.

**CONCLUSION OF THE STUDY**

After studying all the facts, figures and the data above. We can say a lot of factors affected the marketing environment which gives digital marketing a great opportunity to grow.

At the end we can say that not only one factor give that rise to digital marketing but combinations of many events like drop in prices of data Development of Technology an evolution of smartphone which gives a very wide platform to digital marketing Such events like covid 19 pandemic also give a great boost to digital marketing

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