

Digital Marketing: A Practical Approach in the Field of Marketing

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Introduction:

Digital Marketing is one of the most talked about concept in the field of marketing and advertising and growing and evolving very fast and hence need to be studied in the same context for understanding the practical approach of it in detail from the point of view of practical and real-life experience in this area.

About the Industry

Marketing techniques are evolving as the way consumers receive information. Advertising on the radio gave rise to television advertising, and with the advent of the Internet, it moved to digital marketing. Digital marketing enables businesses to reach global audiences online, despite the fact that television advertising continues to be the primary medium for many businesses. Naturally, there has been an increase in the number of jobs in digital marketing as initiatives continue to expand strongly.

Need of the Digital Marketing:

With most consumers using their smartphones before making a purchase, a digital marketing strategy is essential for businesses. But businesses around the world are also using digital

marketing to engage their audience online and on his mobile devices. Many companies realize significant return on investment (ROI) from these efforts.

Audience Targeting

Using different strategies and messages tailored to each audience, businesses can also re-engage potential customers who are already familiar with their brand. Certifications in advanced online marketing are available to assist digital marketers in maximizing audience engagement.

Reaching Mobile Users

By 2024, there will be nearly 18 billion mobile devices worldwide, up from the current 14 billion. Businesses can easily reach potential customers anywhere, at any time because nearly every smartphone is connected to the Internet.

The Extent of Advanced Promoting: Online Entertainment and Then some

Over portion of clients figure out organizations through online entertainment newsfeeds. Both business-to-business (B2B) and business-to-consumer (B2C) digital marketing campaigns are carried out by businesses via social media platforms.

B2B: Social media platforms like LinkedIn and Twitter are frequently utilized by B2B marketers to generate leads. Additionally, they frequently rely on PPC campaigns to reach their intended audience at a low cost.

B2C: A B2C marketer uses social media platforms like Facebook, Twitter, Instagram, and Pinterest to increase brand awareness and bring customers to his website and products.

While posting content and advertisements on Facebook and other well-known platforms is still a good way to reach your target audience, digital marketing encompasses more than just social media. Smart businesses are utilizing the following strategies to reach new audiences and increase (and maintain) brand awareness in addition to social media.

Organic (or herbal) seek: This technique takes extra finesse than PPC due to the fact entrepreneurs are the usage of key-word evaluation and different seek engine optimization (SEO) strategies to clearly push their content material to the pinnacle of the listing of herbal seek consequences on Google and different seek engines.

Email advertising campaigns: Believe it or not, electronic mail advertising campaigns (if performed properly) are nonetheless very powerful at attaining your goal market, and they may be additionally very on hand for small businesses.

Content advertising: Publishing useful articles, guides, tutorials, and different on-line content material (similarly to webinars and podcasts) that engages your audience is the essence of content material advertising.

Webinars: This is a extremely good manner to offer some thing of cost to goal clients at the same time as additionally selling your logo and products.

Podcasts: Compelling audio content material is some other manner to attain your target target market and may be used along side different media for broader advertising campaigns.

Literature Review:

BETTER INSIGHTS is well-known for its ethical SEO services, best e-commerce design and development services, and effective digital marketing services. Better Insights is a full-service provider of web solutions that advises, plans, and implements your entire web advertising strategy. The company was established in 2021. We can help you improve your online presence in a variety of ways, including social media marketing, search engine optimization, designing a new website for your business, and more.

They know how important your business is and will help you get the rankings you want quickly.

Better Experiences is your one-stop web arrangement. To boost our client's business. Our complete web solutions, which include development and online marketing (SEO, SMO, online campaigns, etc.), have earned us a solid reputation in the sector. solutions for e-commerce and more.

Better Insights Mission

One of the main mantras that Better Insights passionately follows is "**Design and Develop best sites with creative ideas keeping the client's expectations and brief in mind and to make our client's business soar**".

Better Insights Vision

"**To be a growth-driven, ROI-driven company that provides innovative web solutions and end-to-end service support to customers worldwide**" is Better Insights' vision.

Product Mix

Better Insights provides end-to-end marketing services customized to specific client needs.

- Website Development
- Ecommerce Development
- SEO
- Online Ads

Website development

The development and upkeep of websites is known as web development. It's the behind-the-scenes work that makes your website look good, run fast, and make it easy for users to use. This is done by web developers, or "developers," who use a wide range of programming languages. The language you use is determined by the platform you're using and the kind of work you're doing. Because of the high salaries and high demand for web development skills worldwide, development is an excellent career choice. Because it does not necessitate a traditional college degree, it is one of the most accessible high-income fields. The two main subfields of web development are known as "front-end" and "back-end," respectively. Let's investigate the specifics.

Search Engine Optimisation

E-commerce makes a lot of money using digital marketing because it helps build customer loyalty and brand equity. Before buying a product, customers no longer rely on content or recommendations. Read customer feedback about the product on every platform where it is available.

A recent analysis found that 37 million visits to social media generated approximately 529,000 orders. Above all, Facebook has helped generate more website traffic, resulting in an average of 85% of all orders in sales.

Customers are easily distracted, so getting their attention has become very important. This is where digital marketing comes in, helping e-commerce businesses overcome such challenges.

Digital marketing focuses on incorporating the right marketing channels to facilitate your e-commerce business. Below are a number of the pinnacle digital advertising channels.

With digital advertising, e-commerce generates big sales because it allows entice clients and emblem equity. Customers now not depend totally on content material and phrase of mouth earlier than buying a product. They make sure to read reviews about your product on every platform where your product is listed.

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Online Advertisement

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Introduction to digital marketing

Digital marketing is the marketing of a product or service which is targeted, measurable, and interactive that uses digital technology to reach, convert, and retain an audience.

Difference between digital marketing and traditional marketing:

Companies have traditionally advertised their goods and services through print media, radio and television commercials, billboards, business cards, and numerous other similar channels,

excluding the Internet and social media sites. Customers can only be reached and their purchasing habits limited by conventional marketing strategies. The objective of digital marketing is to promote a business through a variety of online channels. Find out how.



Channels of Digital Marketing

- 1. SEO (Search Engine Optimization)**
- 2. Search Engine Marketing**
- 3. Social Media Marketing**
- 4. eCommerce Marketing**

Search Engine Optimization



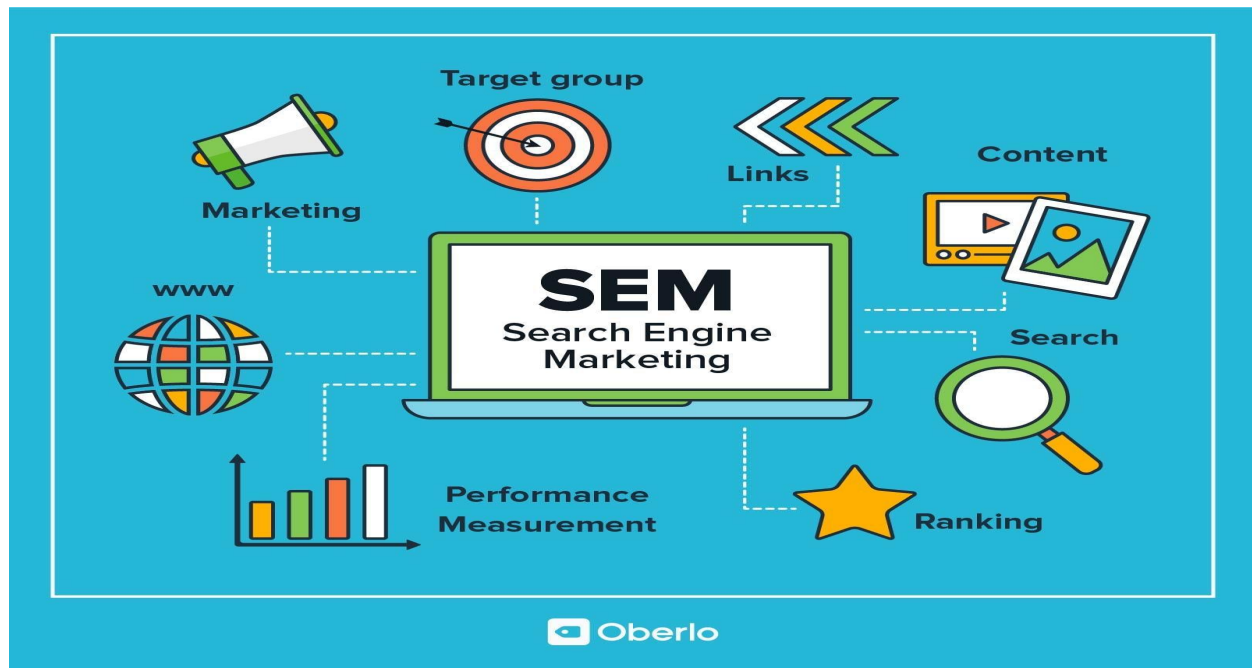
Bots are used by search engines like Google and Bing to crawl web pages, move between sites, collect data about those pages, and include them in their index. Think of Index as a huge library where librarians can find exactly what they're looking for by searching books or websites. After that, hundreds of ranking factors (signals) are used by algorithms to analyze the pages. The user experience can be represented by our SEO Success Factors. This is how the search engine's bot accurately determines how well a website or webpage can satisfy searchers' needs.

You can't pay search engines to improve your organic search rankings, unlike paid search advertising. In other words, the work ought to be done by a specialist in SEO. We enter the picture here. The factors in our Periodic Table of SEO factors are divided into six main categories and weights, each of which is based on how important they are to SEO as a whole. For instance, crawlability and speed are essential aspects of website architecture, while content quality and keyword research are essential aspects of content optimization.

A list of toxins that interfere with SEO best practices is also included in the new SEO Periodic Table. In an era when engine techniques were less advanced, these are shortcuts or ploys that might have been sufficient to guarantee high rankings. Additionally, it might work for some time—at least until you are discovered. In addition, a brand-new Niche section provides a deeper examination of the SEO success factors underlying the three primary niches. News and publications, e-commerce SEO, and local SEO. The purpose of search algorithms is to provide

customers with an efficient search experience and to display pages that are relevant and authoritative. This will help your page rank higher in search results if you optimize your website and content accordingly.

Search Engine Marketing



There are many different kinds of these ads, which are also known as pay-per-click ads. The following are a few examples: B. Shopping ads, also known as product information ads or PLAs, are more visual, product-based ads that let customers see important information like prices and reviews in a glance.

This is impossible with any other advertising medium. This is why search engine marketing is such a powerful and effective strategy for expanding your business.

Social Media Marketing



For instance, Buffer is a set of tools for managing social media that can help you succeed in social media marketing. We want to assist businesses in developing their brands and expanding their operations. Publishing was the first step in social media marketing. Social media content sharing was done by businesses to increase sales and traffic to their websites. However, social media has advanced to the point where it can do more than just distribute content.- Social media is used by businesses in numerous ways today. For instance, a company that is concerned about what other people are saying about its brand keeps an eye on conversations that take place on social media and the responses to relevant mentions (social media listening and engagement).Analytical tools called "social media analytics" are used by businesses that want to know how well they're doing on social media to measure reach, engagement, and sales. Targeted social media advertising (also known as social media advertising) is used by businesses that want to reach a specific audience on a large scale. These are frequently referred to as social media management as a whole. Social media is one of the most effective and free ways to market your business today because of its widespread use and adaptability. The following are some concrete advantages of social media marketing: Refine your business: Your company can actively participate in the market thanks to social media. Your audience can connect with, trust, and access personas created by user interactions, posts, and profiles. Boost traffic: Between profile joins, blog entry joins on posts, and promotions, virtual entertainment is the best channel for directing people to your site that can change over guests into clients. Create customers and leads:

You can also use features like Instagram/Facebook shops, direct messages, profile call-to-action buttons, and booking functionality to directly generate leads and sales. Enhance brand recognition: The visual idea of online entertainment stages permits you to fabricate a visual character and increment brand mindfulness for a wide crowd. Additionally, improved brand awareness results in improved performance across the board. Build connections: These platforms let you talk to your followers both directly and indirectly. You can build a network, get feedback, participate in discussions, and connect with people directly through it.

Ecommerce Marketing



Every online store wants more visitors and sales. However, choosing which marketing strategy to try can be challenging even after you have developed a fundamental plan.

Therefore, we have compiled a summary of efficient marketing strategies and e-commerce tools, as well as suggestions for putting each strategy into action. The concepts themselves range from

straightforward acquisition to increasing the number of times your current clientele makes purchases.

Over the next few weeks, give one of these concepts a shot every day. Examine your inventory on the final sprint day to determine the most effective strategies for increasing sales.

The practice of using promotional strategies to bring customers to your online store, turn them into paying customers, and keep those customers coming back after they make a purchase is known as ecommerce marketing.

A comprehensive e-commerce marketing strategy includes both online and offline marketing strategies. An effective marketing strategy can contribute to an increase in online sales, customer loyalty, and brand awareness.

Ecommerce marketing can be used to promote your entire online store or boost product sales. An overview of some useful concepts to try is provided below.

Objectives of Digital Marketing:

To assess awareness of digital marketing among business holders

To assess need and interest of digital marketing services

To assess the growth of digital marketing among business holders

To assess the effectiveness of digital marketing among business holders

A detail analysis of traditional marketing technique vs digital marketing

This title provides an in-depth analysis of traditional marketing and digital marketing, the impact of digital and traditional marketing and their impact on your business, and also helps you choose the best of the two. This assesses lists various digital marketing services in action and those not yet in use, the impact of digital marketing, how it can help our business grow, and the impact of digital marketing on people.

Data Analysis and Findings:

Job description and Job Summary in the field of Digital Marketing:

If you are passionate about marketing and technology, familiar with the concepts of digital marketing, and have an understanding of how the internet can be a powerful asset in securing increased revenue, then we are here for you. This is the person we are looking for.

Responsibilities

- Conducting On-Site And Off-Site Analysis for Web SEO

- Creating backlinks and post outreach
- Optimizing Website and landing pages for Search Engine Optimization and Online Advertisements
- Using Google Analytics and GSC to generate performance reports regularly.
- Updating and editing website content, posts and web pages.
- Testing and improving the design of the website
- Monitoring progress at all levels and coordinating with other teammates.
- Making creatives for social media
- Scheduling posts for Instagram and Facebook

Basic Qualifications Required for the Internship

- Knowledge of the latest trends and technologies in digital marketing
- Understanding standard and current SEO practices
- Excellent communication and interpersonal skills
- Adaptable and willing to learn new techniques.

Skills & abilities of Digital Marketing intern

Working with a digital marketing agency requires these skills and expertise.

It incorporates industry knowledge with a bachelor's or master's degree (or recently completed) in digital marketing, advertising, marketing, media, or related studies.

You should also have basic knowledge of social media platforms, content management frameworks such as Adobe Photoshop and WordPress.

Good oral and written communication skills, organizational skills, and prioritization skills are other key skills that digital marketing agencies look for when interviewing candidates for digital marketing internships.

Working with other team members on specific tasks and projects requires the ability to work efficiently and effectively across teams and personnel.

You also need the ability to work on multiple different tasks at the same time.

Multitasking is essential when working in a field as demanding and repetitive as professional real-world digital marketing.

Benefits of a Digital Marketing Internship

If you want to work in a technical field such as digital marketing, getting a job in the industry isn't always easy.

Even finding a job in such a developed and thriving well-known industry is difficult. One of the biggest benefits of a digital marketing internship is the opportunity to gain experience from a group of experts. As a young graduate, it can be difficult to find a digital marketing company that gives you a chance. Internships allow you to gain exposure and learn the skills you need to compete later in a full-time job.

Training in Digital Marketing

In addition to gaining hands-on experience, as a digital marketing intern you can build a portfolio that will convince future employers.

It is recommended of getting the most recent data from your internship experience in every application, especially if you can focus on a specific area of digital marketing.

First of all, if you have extensive experience in social media or local consumer SEO projects. It may be helpful to build a portfolio of metrics from your campaigns.

Expand the professional network

Digital marketing internships are also a great way to strengthen your network.

In such a saturated market, it can be difficult to even get managers to see your application unless you have established connections in the market.

In fact, research published on LinkedIn shows that over 80% of her job openings are filled through her personal or professional networks.

You'll also build valuable connections and continue to work with experienced professionals in your field, gaining confidence and preparing for your future career.

Conclusion

Digital marketing is the future. With its growth in India, it could become the most powerful communication medium for any brand within 5 to 10 years. The right brand initiative can stand out and earn a permanent place on social media.

The use of theoretical knowledge and as well as practical knowledge is helpful in the process of digital marketing. Lots of insight into various aspects of digital marketing such as search engine optimization, social media marketing and more are there. It incorporates the SMM and SEO in themselves are big areas to consider as a career choice. Hence the practical approach towards the application of Digital marketing tools, techniques, ideas and innovation is of great

importance in order to have career in the field of digital marketing and find opportunities in the area of digital marketing.

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