

Digital marketing

Prof. Pulin Kumar Gantayat

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

Understanding Digital Marketing

Digital marketing targets a specific segment of the customer base and is interactive. Internet marketing differs from digital marketing. Internet marketing is advertising that is solely on the Internet, whereas digital marketing can take place through mobile devices, on a subway platform, in a video game or via a smart phone app. For example : After extending the late-night hours of many of its locations, McDonald's needed to get the word out. It targeted shift workers and travelers with digital ads because the company knew that these people made up a large segment of its late-night business. McDonald's encouraged them to download a new Restaurant Finder app, targeting them with ads placed at ATMs and gas stations, as well as on websites that it knew its customers frequented at night.

Types of Digital Marketing

- 1. Website Marketing**
- 2. Content Marketing**
- 3. Email Marketing**
- 4. Social Media Marketing**
- 5. Affiliate Marketing**
- 6. Video Marketing**
- 7. SMS Messaging**

Challenges

The challenge of capturing and using data effectively highlights that digital marketing requires an approach to marketing based on a deep understanding of consumer behavior. For example, it may require a company to analyze new forms of consumer behavior, such as using website heatmaps to learn more about the customer journey.