

A study of success of digital marketing- A look at organization perception and adoption of Marketing Techniques

Mr. Sajeesh Hamsa

SCMS Pune, Symbiosis International (Deemed University), India

sajeesh.hamsa@scmspune.ac.in

Abstract

Organizations following a journey of digital change usually increase the possibility of short- to medium-term results and find further new opportunities in marketing brand strategies. This paper explores the broad spectrum of software technologies that form the digital marketing landscape. The various approaches businesses have implemented in different sectors and their validity. Even noting that digital strategy may not be appropriate for business and marketing creativity is the most embraced process. The use of content marketing, AI tools, automation and big data were explained.

Keywords: Digital marketing techniques, marketing automation, AI and marketing, entertainment marketing, business online marketing

Introduction

The fortune of many companies picking up market segments and rapidly increasing the use of Internet by the users and corporates, it has become essential that all establishments need an effective online existence to succeed as well as to certainly even continue to be a relevant competitor in real world market. (Chaffey & Ellis-Chadwick; 2019). Digital marketing effects very aspects of advertising starting from strategy to planning through the marketing mix, marketing communications and even customer actions to marketing research. (Chaffey & Smith; 2013). In the paper (Reza Kiani; 1998) mentions about the fast-growing attractiveness of electronic commerce and presence of several businesses on the digital market. The openings presented by this new setting are still to be explored. The paper talks about the space offered by the Internet world to dealers, vendors and consumers about a parallel platform to communicate to each other. His methodology reflects the Web as a mutual communication model in which various communication form takes place. (Zhu & Gao; 2019)

With the continuous growth of big data technologies and the progressive emergence of the digital society, marketing developments are developing in the retail sector. Satisfactory service to customers involve in understanding the needs of consumer, and that requirement make the firms to reconsider their marketing approaches in the digital sphere. The focus is also required from the

firms' perspective in adopting to digital marketing and social media to redress the limitations. (Tiago & Veríssimo; 2014).

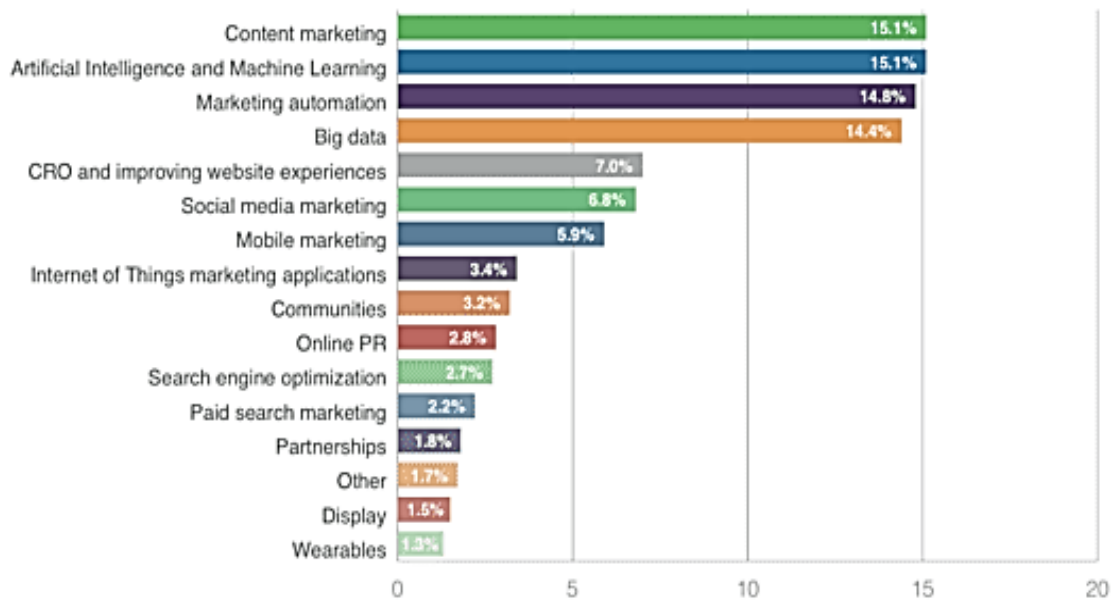
New technology is evolving and is primarily the domain of early adopters and technologists. The technological progress is gaining a larger market share and is becoming more common, placing it on the marketing radar. (Ryan, 2016). Following the changing trends, the companies have their digital planner, leading digital executives, digital communication managers, digital budgeting managers, digital advertising managers etc. Major contribution remains in the culture of these organizations that leads to a willingness to take risk, prompt innovation activities, substantial contribution towards creating in house talent, and employing and promoting leadership. (Kiron and etal; 2016). However, globalization procedures, digitization, especially in the field of data and communication advances, influence the presence of new and evolving existing methods of relationship promote-on. (Aslam & Srivastav; 2018). Financial institutions using of digital communications can improve and connect with consumers more effectively and efficiently in bringing them closer to the offers. (Domazet and Neogradi; 2019) An integrated marketing strategy contribute to upstream online marketing helps ensure reliable, credible messages designed specifically for the target markets and organized to achieve maximum impact through specific channels. (Key & Czaplewski; 2017).

To achieve long-term sustainability among retailers, companies and consumers are using either information technologies or adjusting traditional marketing modes to accurately understand precise marketing resources for highly valued customers as well as building a new marketing mode. (Zhu & Gao, 2019). New technology-based marketing developments have major impact on approaches like marketing automation, where machine intelligence is used to eventually win a client and refine the search for potential prospects or manipulating huge amounts of "Big Data" to improve marketing automation overall efficiency and to obtain benefit from social networking sites. (Grossberg; 2016).

The researcher through this paper has tried to study the various forms technologies can be adopted in marketing strategies. The paper starts with the introduction, followed by extent literature review where the forms of digital marketing used at present is discussed. The paper concludes with the discussions and further research directions.

Theoretical Background- Use of technologies in marketing

In the existing spear of digital technological development, marketing campaigns that are being deployed by firms are likely to adopt as trends along companies in the coming years. Shifts in positional priorities considered to be serious by marketers to grow their business presence.



Source: smartinsights by Dave Chaffey

Content Marketing tools and Methods

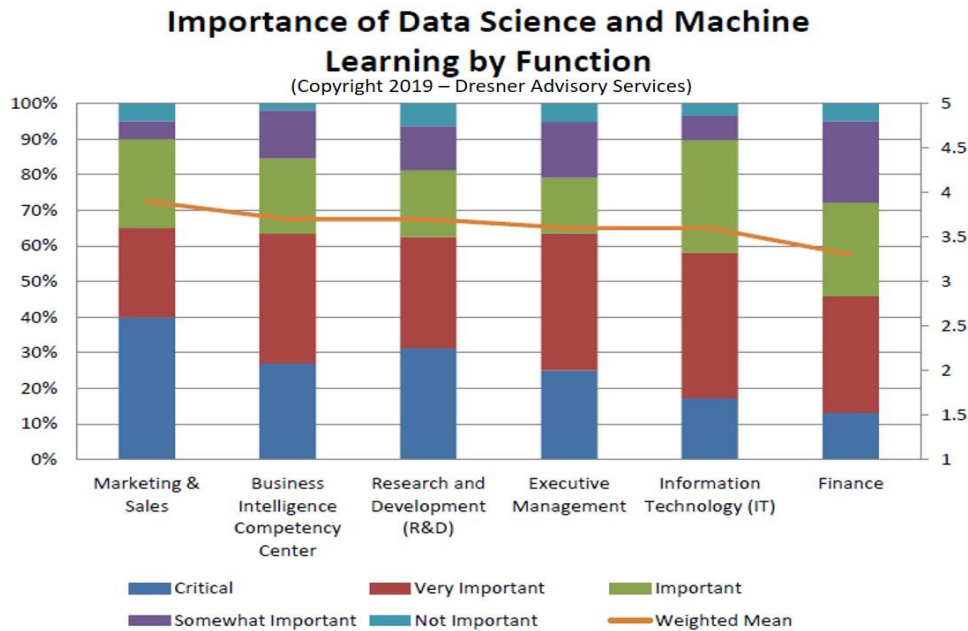
An increasing number of large and small brand names engage in branding activity, also call it as content marketing. The very unique ingredient to content marketing is storytelling to attract and retain customers. (Pulizzi; 2012). Organizational processes to build productive, reliable and timely content to meet the demands of customers and the need to integrate content marketing with sales processes is a necessity in business process (Järvinen & Taiminen; 2016). The main component of online marketing is inbound marketing, and seen as natural marketing form that is related to the company's strong relationship with its potential clients or customers who have willingly shared their value in the brands or products of the company. The use of custom emails, blog posts, display advertising and social media are the methods adopted. (Patruti-Baltes; 2016).

Multimedia display advertising that provides gaming experience through instant messaging involves involves an Internet-connected game server and a device for online communication. The document for the game uses a sponsor's graphic and Web address. Sponsor earns for the cost of getting the game to Web users, so the benefactor can advertise on the game client for their goods or services. (Stehling; 2004). Branded entertainment, more of a composite message that brands use to create content for entertainment. Well into the near term, the use of branded entertainment is set to rise considerably; branded entertainment is seen as one of the the most effective tool for generating customer interaction and awareness. (De Aguilera-Moyano & etal; 2015). Content marketing is cost effective and important. Email seems to be the most widely used tool for customer relationships and an adaptable tool too. (Nikunen & etal; 2017).

The adoption of AI tools

One can envision astounding things when modern promotion meets advanced AI. The innovative progresses of Artificial Intelligence (AI), the Internet of things (IoT) and Robotics, has significant impact on trends in marketing. Several manufacturing companies are looking for limiting investment funds through mechanized and automated generation forms that both reduce labor costs and brings increased efficiencies in production. Technological advances and the coming of applications and arrangements with their phenomenal impacts and new outcomes compel marketers to press ahead with the bend of knowledge (Grewal & etal; 2020)

For example, AI in recruitment process finds that, AI within the enrollment handle have a notable effect on the likelihood of right candidates carrying out the till the final completion of all process involved. Anxiety is usually illustrated when AI is part of the recruitment process, uncomfortableness does not truly impact the execution of job applications and therefore companies do not have to devote fund either to cover up their use of AI or to minimize the uncomfortableness of potential candidates (Van Esch & etal; 2019). In entertainment industry AI recommends films and TV programs for multiple members of your family given past desires, current social circumstances and emotional experiences in real time. Technologists gives the right hidden knowledge around the corner when advertisers use artificial intelligence to gather, analyze and function unprecedentedly on details about viewers (Turow; 2018).



Source : enterpriseirregulars

Dressing in outfits based on similar principles of colour, texture, form and so on can have a significant impact on appearance, like trying to look taller or shorter, as well as demonstrating personal styles. AI based models like generative adversarial network (GAN) brings efficacy as

opposed to several state-of-the-art approaches (Liu & etal; 2019). In the areas of product design where rapid prototyping and quick validation required in the development phase, AI helps in enormously reduce waste. AI transfers accurate data and information on the availability, condition and accessibility of goods and products that makes it possible to track and facilitates remote servicing as well as possibilities for reuse, re-manufacture and repair (Ghoreishi & Happonen; 2019).

Marketing automation using big data

The value of any client service management or a personalized user application path is based on the efficiency and ingenuity of deployed marketing automation techniques. The architecture of self-learning systems may achieve a greater degree of adaptability for instance, using input from previous campaigns, it is possible to design application which independently adapts to the conditions of the marketing campaign. (Heimbach and etal; 2015). Data-driven along with informative Internet marketing platform may provide marketing strategists to adopt different marketing campaigns for different groups of people. Resulting in cutting the operating costs and boosting online advertising conversion rates (Yuan; 2019).

The present business climate introduces more alternatives than ever to quantify the success of marketing efforts. Simultaneously are vulnerable to continuous changes, as a consequence of the introduction of marketing automation technologies. Approaching towards taking marketing responsibility and presenting the functions of marketing automation within the companies, provide an outline of the effect of marketing automation software implementation on marketing performance output. The implementation of automation process leads as a powerful instrument for growth, flexibility and accountability. (Fernandes; 2019). The Big Data exploration technique is used to carry out market research through data mining to develop an international marketing campaign. Big Data mining method, it is possible to determine and judge the possible price pattern on the marketplace, thus providing companies with a decision-making basis for risk avoidance. (Hui; 2018)

Software innovations techniques use in wearable's

The wearable marketability is primarily due to three recent developments in miniature sensor technology, telemetric transfer and cloud service storage of private information and less power consumption. Trends in fitness or health and training are the segment where wearable tech exist to be number one trend from the period of its introduction. Wearable technology offers the opportunity to accumulate a massive amount of personal data and thereby opens up the possibility of big data research and analysis. (Sperlich, & Holmberg; 2017). The device consist primarily of android tablets, apple watches and mobile accessories, the extension of which contains a variety of different innovations based on new feedback and engagement styles. (Caporusso and etal; 2019)

The best placement techniques for wearable can be achieved by various combinations that information on identity of the customer and the desirability of the device. Self-image flexibility

seems to be more inclined to be encountered with multi-functional product lines. Investing capital in implementing technological advances (both practical and ergonomic) in comparison to mono-functional goods may be beneficial on big brands. Data management platforms (DMPs) provide advertisers with ' corporate control over all their customer and marketing data. Through collecting and storing data on people from a wide range of digital and physical outlets. Brands can also base their decision to undertake product-licensing choices on the principle of constellation congruency. (Montgomery and etal; 2018)

Discussions

Big technology firms, in cooperation with consumers and at a steady pace, seek great goods and approaches. From more oriented towards customized online marketing to focus on live video and online advertising. These developments are on the rise and will definitely change the way digital marketing is actually done. Augmented reality gives consumers a feeling of being solely visual-based anywhere, and such system enables to digitally put clients in front of the real products without even having to physically experience it. Online marketing also offers a wide range of options for innovative brand building like the willingness to use the product in relation to advertising campaigns or links to community-based brand-building platforms along with posts on social media which may further push marketing. Excessive use of smart bots by businesses at international events is expected to help businesses recognize and individually meet potential client requirements. Organizations following a journey of digital change usually increase the possibility of short- to medium-term results and find further new opportunities in marketing brand strategies.

References

- Aslam, M., & Srivastav, A. K. (2018). Analyzing the effect of marketing digitization on business processes and consumer behaviour. *International Journal in Management & Social Science*, 6(5), 162-169.
- Caporusso, N., Walters, A., Ding, M., Patchin, D., Vaughn, N., Jachetta, D., & Romeiser, S. (2019, July). Comparative User Experience Analysis of Pervasive Wearable Technology. In *International Conference on Applied Human Factors and Ergonomics* (pp. 3-13). Springer, Cham.
- De Aguilera-Moyano, J., Baños-González, M., & Ramírez-Perdiguero, J. (2015). Branded Entertainment: Entertainment content as marketing communication tool. A study of its current situation in Spain. *Revista Latina de Comunicación Social*, (70).
- Domazet, I. S., & Neogradi, S. (2019). Digital Marketing and Service Industry: Digital Marketing in the Banking Industry. In *Managing Diversity, Innovation, and Infrastructure in Digital Business* (pp. 20-40). IGI Global.
- Fernandes, M. A. (2019). Accountability in marketing: the impact of marketing automation processes in the measurement of marketing activity performance (Doctoral dissertation).

- Ghoreishi, M., & Happonen, A. (2019). New Promises AI Brings into Circular Economy Accelerated Product Design: Review on Supporting Literature. ICEPP 2019, 12.
- Grewal, D., Hulland, J., Kopalle, P. K., & Karahanna, E. (2020). The future of technology and marketing: a multidisciplinary perspective.
- Grossberg, K. A. (2016). The new marketing solutions that will drive strategy implementation. *Strategy & leadership*, 44(3), 20-26.
- Heimbach, I., Kostyra, D. S., & Hinz, O. (2015). Marketing automation. *Business & Information Systems Engineering*, 57(2), 129-133.
- Hui, Z. (2018, September). Analysis of International Marketing Strategy Based on Intelligent Mining Algorithm for Big Data. In 2018 11th International Conference on Intelligent Computation Technology and Automation (ICICTA) (pp. 261-264). IEEE.
- Järvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management*, 54, 164-175.
- Key, T. M., & Czaplewski, A. J. (2017). Upstream social marketing strategy: An integrated marketing communications approach. *Business Horizons*, 60(3), 325-333.
- Kiron, D., Kane, G. C., Palmer, D., Phillips, A. N., & Buckley, N. (2016). Aligning the organization for its digital future. *MIT Sloan Management Review*, 58(1).
- Liu, L., Zhang, H., Ji, Y., & Wu, Q. J. (2019). Toward AI fashion design: An Attribute-GAN model for clothing match. *Neurocomputing*, 341, 156-167.
- Montgomery, K., Chester, J., & Kopp, K. (2018). Health wearables: ensuring fairness, preventing discrimination, and promoting equity in an emerging Internet-of-Things environment. *Journal of Information Policy*, 8, 34-77.
- Nikunen, T., Saarela, M., Oikarinen, E. L., Muhos, M., & Isohella, L. (2017). Micro-Enterprise's Digital Marketing Tools for Building Customer Relationships. *Management (18544223)*, 12(2).
- Patrutiu-Baltes, L. (2016). Inbound Marketing-the most important digital marketing strategy. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 9(2), 61.
- Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Publishing research quarterly*, 28(2), 116-123.
- Sperlich, B., & Holmberg, H. C. (2017). Wearable, yes, but able...?: it is time for evidence-based marketing claims!. *Br J Sports Med*, 51(16), 1240-1240.
- Stehling, M. (2004). U.S. Patent Application No. 10/357,581.

Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business horizons*, 57(6), 703-708.

Turow, J. (2018). AI Marketing as a Trojan Horse.

Van Esch, P., Black, J. S., & Ferolie, J. (2019). Marketing AI recruitment: the next phase in job application and selection. *Computers in Human Behavior*, 90, 215-222.

Yuan, G. (2019, April). Development and Implementation of Internet Marketing System Service Architecture Based on Big Data. In 2019 11th International Conference on Measuring Technology and Mechatronics Automation (ICMTMA) (pp. 537-541). IEEE.

Zhu, G., & Gao, X. (2019). Precision Retail Marketing Strategy Based on Digital Marketing Model. *Science Journal of Business and Management*, 7(1), 33.

Books

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital MARKETING STRATEGY, IMPLEMENTATION AND PRACTICE*, Seventh Edition.

Chaffey, D., & Smith, P. R. (2013). *eMarketing eXcellence: Planning and optimizing your digital marketing*. Routledge.

Reza Kiani, G. (1998). Marketing opportunities in the digital world. *Internet research*, 8(2), 185-194.

Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.

Webiology

<https://www.dentistrytoday.com/news/todays-dental-news/item/627-adopt-new-digital-marketing-strategies-for-success-in-2016>

<https://www.enterpriseirregulars.com/143063/state-of-ai-and-machine-learning-in-2019>

<https://www.lindseya.com/digital-marketing-strategies/>

<https://www.netscribes.com/emerging-technologies-in-marketing/>

<https://www.smartinsights.com/managing-digital-marketing/marketing-innovation/business-critical-digital-marketing-trends/>