

Trends in Digital Marketing

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Abstract:

In the mid-1990s, the initiation of E-governance in India took a broader dimension for applications in varied sector with emphasis on citizen-centric services. The vision of Digital India programme is to transform India into a digitally empowered society. This also affects the marketing strategies. There is a shift from traditional ways of marketing to digital marketing and now Artificial Intelligence (AI) driven marketing. The introduction of new technologies to marketing field, affects customers' habits that also leads to transformation of business models. The aim of this study is to explore and study the changing trends in digital marketing.

Keyword: Artificial Intelligence (AI), Digital marketing, E-governance

Introduction:

With the Government's launched program called Digital India, there is a digital transformation. We all are moving at pace towards innovative technologies and adopting these technologies, human are being entered into the digital world, where they are going to be facilitated by transformed traditional systems into modern systems. In next few years, most of systems will be smart and able to do anything as human can do. This transformation will be a reason to bring the human into very comfort zone where they will take the advantages of these

modern facilities. This transformation will help to government in developing the new aspects of developments in their country .(Singh, D., & Tilak, G. (2019)).Digital transformation is the process of using digital technologies to create new or modify existing business processes, culture, and customer experiences to meet changing business and market requirements. Digital transformation is the integration of digital technology into all process of a business, that change the way to operate and deliver value to the customers.[1]

From [2] the statistics for retail e-commerce revenue forecast from 2017 to 2023. E-commerce revenue in India is expected to grow to 62.3 billion U.S. dollars in 2023.

In order to remain competitive in digital era, the entrepreneurs must study and analyze the current marketing trends and customer habits. Digital Marketing [3] is defined as the process of using digital technologies to acquire customers and build customer preferences, promote brands, retain customers and increase sales. This is an umbrella term that contains any types of online marketing. Digital marketing involves dealing ‘5Ds of Digital’ i.e. digital devices, digital platforms, digital media, digital data and digital technology.[4] 2019-document.

Digital Transformation and its effects:

The advancement of new technology results into digital developments. Business models are getting changed by digital developments. Digital transformation involves product, its information, customers’ experience and business platform for product delivery. Thus with the digital technology, a new business model is introduced using digital developments that is referred as digital business model. Digital business models involves situations where digital technologies affected the way a business and carries out its business process. In [5] they have stated 3 stages of digital transformation viz. digitization, digitalization, digital transformation. In digitization business adopts digital technology to change the process whereas in digitalization specific function gets affected. Finally in digital transformation, business adopts digital technology in every process.

The digital transformation in a way is also affecting customers’ behavior and their habits. From Statista reports In 2018, there was 25.3 billion USD revenue in India. While in 2019, it is 32.2 billion USD. The next generation is growing with the new trends in technology and hence this graph will continue to increase due to more and more acceptance and adoption of digital technology.

Objective of the study

To study the changing trends in digital marketing.

To explore the tools used in digital marketing.

| Sr.No. | Types | Tools | | |
|--------|--------------------------------|----------------------------|-------------------------|---------------------------------------|
| 1 | Analytics | Google analytics | SumoMe | Platform Based Social Media Analytics |
| 2 | SEO & Blogging | UberSuggest | Google Keyword Planner | Yoast |
| 3 | Social Media | MeetEdger | HootSuite | TailWind |
| 4 | Paid Social Media Tool | Nanigans | Facebook's Power Editor | Twitter Native Platform |
| 5 | Email Automation | Active Campaign | HatchBuck | HubSpot Sales |
| 6 | Email Marketing | MailChimp | Emma | GetResponse |
| 7 | Visual Design | Canva | Animato | Freepik |
| 8 | Landing Pages | LeadPages | ClickFunnels | OptimizePress |
| 9 | Project Management | BaseCamp | Asana | Slack |
| 10 | Content Curation | Feedly | Buffer | Snip.ly |
| 11 | Organic Social Media | Sprout Social | WooBox | Wyng |
| 12 | Display Retargeting Tool | AdRoll | Retargeter | Criteo |
| 13 | Programmatic Advertising Tools | ChoiceStream | RocketFuel | Simpli.fi |
| 14 | Web Site Testing Tool | Unbounce | Oracle Maxymiser | Optimizely |
| 15 | Video Hosting Site | Wistia | Vimeo | |
| 16 | Content Creation Tools | Landscape by Sprout Social | Canva | Visual.ly |
| 17 | Customer Service Tools | Zendesk | LiveChat | UserVoiceHelpDesk |
| 18 | Affiliate Marketing Tools | CJ Affiliate | VigLink | Rakuten Affiliate Network |

Few companies are listed down that are using Digital Marketing:[8]

To understand how AI affects digital marketing.

Following are few tools used in Digital Marketing: [6][7]

Zappos is leader in shoes e-commerce. They are keen about what customer want and need also their policies like free shipping and about returning a product have maintained their customers' interest.

American Express uses open forum which is a collaborative web site. The guests from different sectors are invited to share their knowledge that results in rich content popular web site.

Mint uses digital strategies to display high quality content, info graphics that saved the business before getting sold. Dollar Shave Club has over million subscribers. It has used rich video content. The promotional video has been viewed over 24 million times.

The Wirecutter is using affiliate marketing. This way site generated \$150 million transactions in 2015.

Slack is a collaboration tool that manages communication more efficiently. They provide the solution and not the product. They have focused on customer's experience. Jetblue is a popular discount airline that offers their handle to provide fast customer service instead of Twitter.

Uniqlo, Japanese apparel companies claim to be a technology company rather than a fashion company. The company created first fast moving image campaign at 100 locations that resulted into 35000 new customers.

AI and Digital Marketing

Today's competitive business trends demands quick decisions, innovations and continuous process improvement. In the field of Digital marketing, "Data has become new Oil". So the technologies like Big Data, Machine learning and Artificial Intelligence (AI) are playing vital role in making decisions and predictions for marketing strategies. AI provides the solution to how the information will be processed and how it can produce a low risk decision.[9]

Basically AI comprises of different technologies like voice and image processing, machine learning, neural networks, natural language processing. AI is not only about the technology but about delivering perfect combination of content with context.[10]

The major change in marketing is introduction of electronic data processing equipment used for planning and control management. In digital marketing, AI is used for managing customer service by providing virtual assistance, detecting data trends, predictive analysis, decision making, targeted marketing, customer experience and many more. AI also changing Customer Relationship Marketing (CRM) system. Using Customer data, real time marketing helping companies to know and understand how customer behave. Since the social media generating huge data, AI has potential for effective digital marketing.[11]

Companies using AI

CB Insights research firm published a list of 100 companies that uses AI for digital marketing in 2019.

To automate the business conversations in human way, Conversica uses AI. They have automated sales assistant that assists in follows up with sales like 2 way email communication. Dynamic Field Company uses advanced machine learning to customize user experience. Whereas Gong uses AI to automatically record, transcribe and analyze sales call to decide the effectiveness of their sales conversation. InsideSale.com uses AI for predictive sales. Narrative science has AI powered writing platform. The company uses natural language platform to transform data into written narrative which is used by companies

like Mastercard. To increase revenue, Reflection company used AI and machine learning to increase revenue.[12]

Conclusion

The aim of the paper is to explore how the marketing field is affected by technology and what are the tools used in digital marketing, how introduction of new technologies like Artificial Intelligence and Machine Learning are changing the business process. The study shows that there is widely adoption of AI and it also changing the customer's habit and business model. Hence now is the time for entrepreneurs and business professional to grab the opportunities that will be leveraging from AI in the field of digital marketing.

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