

# A Critical Review of Digital Marketing

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**ABSTRACT:** *This paper provides opinions on certain current and future marketing trends. The material is based on recent literature and about what is happening in the world of business. The paper is based on the basis of Supplementary info. The paper is focused on current literature and references on the internet. The different posts, Studies, surveys, journals, magazines, numerous websites and online data Studies have been published. We are experiencing a radical digitalization transition in India. The Consumers check and search more on the internet to find the best price for sellers around them. As opposed to traditional or conventional approaches, India. We have acknowledged in this research that digital marketing can really help companies, such as search engine optimization (SEO), Search engine marketing (SEM), content marketing, marketing of influencers, content automation, marketing of e-commerce, marketing of campaigns and social media, social media marketing, social media marketing Optimization, direct e-mail marketing, show advertisements, e-books, games and optical disks and our advanced technology is becoming more and more popular. It is shown that we all are associated through Whatsapp and Facebook and the expanding utilization of online media is making new chances for computerized advertisers to pull in clients through an advanced stage.*

**KEYWORDS:** *Internet, Marketing, Digitization, Social Media, Marketing Trends, Popularity, Impact, Digital Marketing.*

## INTRODUCTION

Marketing is a market practice that remains restless and competitive. The role of marketing itself the numerous crises - commodity and energy shortages, inflation, economic downturn - have drastically changed Recessions, high unemployment, factories which die, businesses which die, terrorism and war and Impact in some sectors due to rapid technological changes. Such updates, including Internet, today's marketing executives have been forced to develop strategic decision making which requires an official means of accurate and timely acquisition.

Customer, commodity and business information and general environment information. Web: Internet Marketing includes the internet Electronic business underpins the selling, purchasing, exchanging of items, or administrations over the web [1]. Web showcasing structures a subset of electronic trade. With the upheaval of web development, web showcasing has begun getting exceptionally mainstream. It is said that Internet advertising initially started toward the start of 1990 with just content-based sites that offered item data. With the development of the web, it isn't simply selling items alone, however furthermore, data about items, promoting space, programming programs, barter, stock exchanging, and matchmaking. A couple of organizations have reformed the way; the web can be utilized for showcasing, for example, Google.com, Yahoo.com, Amazon.com, Alibaba.com, and Youtube.com. This paper offer sees on some current and future patterns in web advertising [2].

### *Rationale for the Study:*

The most important consequence of the boom of technology and fast customer access is Business disruption and marketing practices. Today, the customer is approved customer access and the online communication, content and interactive media interactivity. Customers are declining, and the influence of conventional marketing instruments and communication the corporate message and brand has little faith. The background of and Technology marketing practice: marketers are more and more forced to work in a dynamic and changing environment world in which the media and the message no longer have complete power [3].

User the customer loses faith and is becoming much more critical and knowledgeable. Behavior changes even Well-informed and proactive as ever. New skills, new techniques and new experience is not only necessary for the understanding of the change by today and future marketers Technology has made it possible to sell but also to understand and communicate with. The new client. The new client. Marketing is becoming more and more interactive and continuous marketers are facing new threats and opportunities with developments: mobile marketing, Thing Internet, Analytics, Big Data, and Things Internet, 3D Printing, Cloud, Artificial Information, and Neuroscience in consumer/neuro marketing [4].

### *Problem Statement and Study Objectives:*

Seeing that the strength of internet & social media will not decrease the upcoming few years, this topic will be crucial to every organization (Giedd & Chief, August 2012). The power of smartphones in combination with social media is a constant expanding threat to many companies (Felt & Robb, 2016). The second big point of consideration is related to the continuing trend of children, adolescents, and teenagers using digital and social media more and more excessively (Giedd & Chief, August 2012) [5]. Consciousness of purchaser's intentions is significant in light of the fact that it gives a more profound comprehension of what impacts clients to make content about a brand or store. Advanced promoting is financially savvy also, having an incredible business sway on the business. In light of this examination, it can additionally be contended that knowing which online media locales an organization's objective market uses is another key factor in ensuring that web based promoting will be effective. The adequacy of Internet promoting regarding various organizations can be examined. The examination can additionally be expanded to contrast web promoting methods explicit with different organizations.

## **REVIEW OF LITERATURE**

There have been many paper published in the field of digital marketing among all the papers a paper titled "A Critical Review of Digital Marketing" various research papers and articles provide an insight into internet marketing in depth. The below are the results of the literature:- Internet marketing was simply defined as the achievement of marketing goals Digital

technology application' (Chaffey et al., 2009). Technology is used in digital marketing to promote marketing activities to boost the awareness of consumers by meeting their needs (Saint-Marie, 2013). The value of the digital in the developed world has been recognized by companies marketing. They must merge online with companies in order to be competitive more accurately typical customer service approaches (Parsons, Zeisser, etc.) advertisers to deal with their sites and accomplish their business destinations (Kiani, 1998). On the web publicizing is an amazing showcasing vehicle for building brands and expanding traffic for organizations to make progress (Song, 2001). Assumptions as far as creating results and estimating accomplishment for commercial cash spent, advanced showcasing is more cost-effective for estimating ROI on commercial (Pepelnjak, 2008). Today, dull promoting and advertising procedures have offered approach to advanced showcasing. Furthermore, it is amazing to such an extent that it can help resuscitate the economy and can make huge openings for governments to work in a more productive way (Munshi, 2012). Firms in Singapore have tried the accomplishment of advanced showcasing instruments as being powerful and valuable for accomplishing results [6]. (Teo, 2005). All the more significantly, development in computerized showcasing has been expected to the fast advances in advances and changing business sector elements (Mort, Sullivan, Drennan, Judy, 2002). All together for advanced showcasing to convey result for organizations, computerized substance, for example, openness, route and speed are characterized as the vital attributes for promoting (Kanttila, 2004). Other attempted and tried instrument for making progress through advanced showcasing is the utilization of verbal exchange WOM via web-based media and for making the website mainstream (Trusov, 2009).

Furthermore, WOM is connected with making new individuals and expanding traffic on the site which consequently increments the deceivability regarding promoting. Web-based media with an uncommon model Facebook has opened the entryway for organizations to speak with a large number of individuals about items and benefits and has opened new promoting openings on the lookout. This is conceivable just if the supervisors are completely mindful of utilizing the correspondence procedures to draw in the clients and improving their experience (Mangold, 2009). Advertising experts should really comprehend online social showcasing efforts and programs and see how to do it successfully with execution estimation pointers. As the market elements everywhere on the world are changing corresponding to the youthful crowd's openness to online media and use. It is significant that essential combination approaches are embraced in an association's promoting correspondence plan (Rohm and Hanna, 2011). With the above surveys, we can expect that GST is an expense change that will change the situation of the nation as a help for this survey study [7].

## CONCLUSION

We are experiencing a radical digitalization transition in India. The user searches and looking for the best deal in India compared to more on the internet Methods of conventional or

traditional. Cha (2009) also found that more people were interested in his study see shopping administrations on long range informal communication destinations as valuable and simple to utilize, the more probable they are eager to search for things on informal organizations. The wide scope of customers using informal organizations implies that most objective business sectors can be reached (Cha 2009). Shankar (et al. 2011) additionally uncovered in his investigation that more customers are utilizing online media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and depend on them for advertising shopping choices; advancement through these media has gotten significant. In this investigation, we recognized that organizations can truly profit by Digital advertising, for example, website improvement (SEO), web index advertising (SEM), content showcasing, influencer showcasing, content mechanization, online business advertising, effort promoting, and online media showcasing, web-based media improvement, email direct promoting, show publicizing, digital books, optical plates and games and are getting increasingly more typical in our progressing innovation. Vogus (2011) likewise established that huge organizations are with respect to web-based media locales as essential instruments and a few organizations are in any event, recruiting representatives to manage their web-based media pages. Mangold and Faulds (2009) suggested that web-based media ought to be viewed as essential piece of an association's incorporated advertising procedure and ought not to be messed with.

It is shown that we as a whole are associated through What Sapp and Facebook and the expanding utilization of web-based media is making new chances for computerized advertisers to pull in clients through advanced stages. Familiarity with buyer's intentions is significant on the grounds that it gives a more profound comprehension of what impacts clients to make content about a brand or store. This is likewise upheld by Chu (2011), who analyzed the connection between Facebook brand-related gathering support, promoting reactions, and the mental components of self-revelation and perspectives among individuals and nonmembers of Facebook gatherings. The examination confirmed that clients who are individuals from bunches on Facebook are bound to reveal their own information than nonmembers are. Chu (2011) additionally found that clients who are Facebook bunch individuals keep a more positive mentality toward web-based media and publicizing.

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