

Changing Landscape of Marketing: - Online/Digital Marketing

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Abstract : With the advent of technology, the internet has been seen as the strong evolutionary force that has to uplift the business. Social networking sites immensely influenced the means of doing business. Digital marketing has emerged as an important marketing tool for business. Coming out new marketing trends has redefined the way business is conducted. Social media, Internet marketing, loyalty programs, internet of things, behavior-driven marketing has empowered business to reach potential customers. Digitization in marketing has provided enormous opportunities to business to interact and do real conversations with customers and potential customers because they tend to have permanent effects on brand perception. Social signals are handy way used to judge how powerful your brand is. Content marketing is one of the key parts of digital marketing which is frequently judged by consumers making purchase decisions. The use of digital technologies in marketing has changed the working of the business and provides new revenue.

IndexTerms-Digital marketing, Social media, Internet of things _

I. INTRODUCTION

Online marketing is a vital ingredient for the growth of the business. Online marketing helps the marketer in measuring the effectiveness of marketing strategy and provide the availability to precisely target consumers. Various forms of online marketing are social marketing, video advertisement and banner ads. Online marketing helps the marketer in delivering excellent customer experience.

2. Emerging Trends in digital marketing

Digital marketing trends that have a major influence on delivering excellent customer experience are as follows:-

1. Advance retargeting or behavioral driven retargeting: - It helps the marketer to get your brand in front of users that visited your home page and leave the site without taking action. It is a technique used for increasing your performance. In this technique, a message is shown to the customer which is targeted to the customer's previous interest in product and services. It is a behavior driven retargeting .new tools that are used for target audience along with consumer journey are display ads, mobile ads, and social ads.

2. Delivering a connected and personalized customer experience: - Customer expectations are rising with the increase in the technology. Only those business houses are succeeding who is has the ability to meet those requirements. Customer expectations are not random there is the outcome of movements.

To deliver a personalized experience with big data companies should consider three prong strategies that include: -

1. Technology
2. Processes and governance to provide transparency of data and
3. A cultural psychology where every employee is focused on using data to deliver customer expectations.

It helps the marketer to become completely customer-centric using customer experience analysis .for delivering a seamless customer experience the marketer have started to prioritize the customer relationship, get a deeper understanding of your customer, adopt a customer-centric mind-set across the organization. Customer experience management is one of the most valuable forms of advertising that helps to deliver the personalized experience that will entice them to not only remain loyal to you but also to evangelize to other about you. It helps to strengthen brand preferences improve customer loyalty through valued customer interactions

3. Loyalty programs are continuing to boom: - Reward programs that are given to the customer who frequently makes purchases. Loyalty programs are the effective marketing tool. Companies utilizing loyalty programs more often even before. Well-crafted loyalty programs are gaining importance as these helps to boost growth, reputation, helps to make the customer happy and to retain customers.

Emerging Loyalty programs are:-

- Point-based loyalty program
- Refer a friend customer reward
- Tier system reward to encourage more purchases
- Partner with another company to provide all-inclusive offers

4. The internet of things connects business to customers:-IOT is creating new possibilities for both business and consumer. IOT helps the business in following ways:-

4.1 Satisfying marketer hungers for data:-IOT devices help the marketer to connect with the consumer in new ways with more interactions; they will have large access to data than ever before. Smart devices help the marketer to track and record patterns of consumer behavior, making intelligent product recommendation and customizing searches in new innovative ways.

4.2 Remote works: - Businesses expects from their workforce to work remotely. Remote workers are happier as it provides freedom to work which leads to reduce labour turnover and increase productivity. IOT could open up a world of new possibilities for remote work of your business if it does not directly deal with any physical inventory .multiple devices wired into the same network, your remote working workforce will be more connected than ever before, and they will be able to accomplished task from remote location (by tapping into devices in your office or a factory floor).

4.3 Inventory management: - The business that rules on warehousing, manufacturing or storage use remote scanners and other high tech devices to help their workforce to keep track of keep track and management of inventory item by item.

4.5. Social media and automation will combine in new ways to improve customer experience journey: - In order to fulfil customer needs, the marketer will need to incorporate more sophisticated tools for creating the more personalized experience for each individual on large scale.

5. Social media advertising / Marketing: - Social media emerged as a way for individual people to communicate online. It became a way for brands to speak to and advertise to consumers. Some social media platforms are offering means of customer service like Facebook are developing into more professional communication. Social media players such as Google, LinkedIn, Twitter and Facebook give marketer more flexibility in their segmentation.

Emerging Social media advertising / Marketing Trends are as follows:-

5.1. Chabot's designed to stimulate intelligent conversation: - Chabot's are changing our conversations. It is a conversational agent designed to stimulate intelligent conversations without the existence of human being. Chabot's are becoming vital as they offer flexibility in order to automate tasks and assist in retrieving data to enhance the customer experience for the purpose of better customer service and growing interactions. Chabot's are designed in such a way that without human interaction they are able to answer the queries placed by the customer.

Example: -Chotu is an AI robot on Facebook messenger that helps in accelerating customer information acquisition through Facebook messages. Chotu performs multiple tasks at a single time and offer 24*7 customer services without paying for high overheads on staff.

5.2. 360° video: - 360° video is a big trend in social media. People will be shooting 360° video with their GoPro cameras to upload them to social networks such as Facebook or Twitter so that their friends feel totally engrossed. This new technology benefited the businesses to the great extent as they will be able to show 360° videos of hotels, houses, cars, art galleries etc. to their potential clients on different social media channels.

5.3. Employee advocacy goes social: - Companies embrace their employees in representing the company on social media platforms. It is a powerful option that employees and family members of employees can be powerful advocates for brand awareness, positive personal relations, and cause marketing. It is free as long as it is done correctly. Social media of a company must be cool enough so that the employees feel free and want to share it on personal platforms as it is not mandated or forced. Companies have social media options such as Snapchat and Instagram's for the millennial employees and Facebook and LinkedIn for generation X. It gives anyone the option to preach about company deliberate and specific content to the masses as it is a free, but better advertising does business want and need. Companies have started employee advocacy programmes. According to the recent study by Altimeter group employee advocacy programs have increased by 191%. Employee proves to be the best ambassador for a brand. This trend will take a greater importance in the development of marketing strategies in social media.

5.4 Live streaming videos: - Live streaming video is another latest frontier that has more potential. Videos help in communicating the complex information to the simple way. The live streaming video is very helpful for small businesses as it provides the new way to engage an audience and establish a brand with little or no cost. Live streaming apps are:- Facebook live, YouTube Live and Instagram live videos. You can post live videos to your profile, pages, groups and event pages which are visible on the basis of setting the marketer to choose. It is a great way to raise awareness for your brand.

5.5. Messaging apps: - Messaging apps are playing a vital role in the era of communication. These apps work on Wi-Fi networks, provide a free alternative to text messages. Messaging apps have the features like group chats, videos and audio messages, attractive emoji's, stickers. The user needs to login to these messaging apps to chat with their friends, to connect with brands and to watch content. E.g. We Chat, live is now being used in China to play video games to order dinners and to book the train ticket. Messaging apps serve as a company's communication and customer service strategy. These apps are used by the company as a tool of promotion. The growing popularity of messaging apps provides the opportunity for the mobile app developers.

5.6. Storytelling: - With the explosive growth of media and content marketing, the opportunities to tell stories to become a strategic priority for brand marketing success. The brand storytellers understand and use the following secrets such as intrigue, engage and connect emotionally with customers. These secrets include branding fundamentals and fiction writing basics. Brand stories must adhere to three primary steps of the brand building i.e. consistency, persistence, and restraint. Brand stories should be told with the brand persona because brand stories brimming with personality can attract and retain reader as compared to boring stories. Brand stories must follow a structure that includes a beginning, middle and an end.

5.7. CEO's build social media influencer marketing: - Business leaders and CEO's are more involved in the social transformation of business. Now companies have started integrating social media into their marketing strategies. The presence of CEO's on social media will provide actual strength. Social post by CEO can both amplify a message to the masses and open the door for personal connections. This marketing strategy leads to 11 X to the ROI (return on investment) of traditional advertising annually.

5.8. The social channel will continue to rise: - Social media channels like Instagram, Facebook, Twitter and snap chat are continues to rise.

1. Instagram keep going: - With the launch of Instagram shopping in 2017, shopping brands would be able to highlight up to five products in their posts and lead customers to product details and shopping pages.

2. Facebook would continue to rule the social media world: - Facebook would continue to rule the social media world both in terms of ads spend and engagement being the simplest and most effective platform for brands and customers. Facebook is definitely providing a better platform for B2B.

3. Snapchat continues to rise: - It is proving to be a great tool for bloggers to interact with their follower's base. Now a day fashion bloggers have started using the Snapchat account to share everything from the process of getting a new haircut to interacting with people.

6. Location – mobile-based advertising: -It is a new form of advertising that integrates mobile advertising with location-based service. Marketer believes that location-based advertising is the most exciting mobile opportunity. Wherever we go we carry a mobile phone with us and we share location data with various apps we use, this presents an opportunity for an advertiser to personalize their messages to people based on their current location in real time. It is provides an opportunity to advertiser to personalize their message to people based on their current location. This is done by using a person's location data; advertiser can send different messages to people depending upon where they are. It is important as it is timely, personalized and targeted to the audience. Businesses have made huge profits with the location –mobile based advertisements. Location –Mobile based advertisement hits the target audience at their point of need. It is a cost-effective means of marketing product and services. It can be easily used to build customer database.

Location mobile-based advertising is very effective as:-

1. Location data enables the advertiser to find out what they are interested in and then personalizing your message in a much more sensible approach.
2. As data is served in the real-time, it provides an opportunity for brands to target people at precise moments.
3. It provides an opportunity for targeting people in the different geographical location.

Examples of such advertising are: - Starbucks use the location-based ads. They track user's device ID & location and then served them on basis of that information.

Innovative examples of location-based marketing had unlocked an innovative door for advertising agencies, marketers, brands and start-ups.

Location-based marketing apps for businesses are: - Foursquare, Groupon, Gowalla, Google place, Google offers, Voucher clouds.

Location- mobile-based advertising techniques are: as follows-

- 1. Hyper contextual targeting:** - Hyper contextual ads use the data in a meaningful way to provide an exceptional experience to its target group. This technique is used to drive purchase intent. Hyperlocal data is used to deliver contextual messages that are meaningful to the audience.
- 2. Geo-Aware targeting:** - Geo-Aware targeting uses real-time location data which is supplied by the mobile provider. Mobile ads are displayed to a possible consumer who is close to a particular location.
- 3. Place-based advertising:** - In this technique, certain location is used during a specific time frame. For example, targeting sport related ads during a football match in the area of the stadium.
- 4. Geo-Fencing:** - In this technique user is targeted within a predefined area based on latitude and longitude information. Geo-Fencing ads are put out to the target audience to drive more people to your store. For example, food outlet gives discount offers at almost lunchtime.
- 7. Content Marketing:** - Now a day there is more traffic on the smart mobile devices than from desktops. More people access your content on the internet from mobile devices. To be a successful content marketer the key is to understand how to make an informed approach, so your content works smarter and harder.

Emerging Content marketing trends are as follows:-

- 7.1 Map customer micro-moments:** - Mapping of customer micro-moments gives prospects and customer the information needed to make the purchase decision. In this, all brands provide optimal content in multiple formats after mapping all places and ways customer can interact and engage with them.
- 7.2 Create content for a current customer:** - Content marketer will create more content for a current customer as 40% of the average company's revenue comes from current customers which helps in enhancing retention and advocacy.
- 7.3 Native advertising:** - Native advertising is a new form of advertising that used online, editorial content such as blogs or infographics. It is a paid promotion of a company on a media site which does not include traditional ads design, presentation or layout such as a banner ad. Native advertising is also endorsed by celebrities on social media. Native advertising is a subset of content marketing and is used as a strategy by a marketer for increasing distribution and reach. In this type of advertising a piece of content such as article, video, an infographic is distributed to a targeted audience via a publisher. There are many forms of native advertising but the most popular forms of native advertising are sponsored blog posts, sponsored articles, and Facebook sponsored updates. The content is helpful for the viewing audience that encourages engagement. The native advertisement is nearly used by 500 brands. Few examples of such brands are HTC, Intel, IBM, HP, Google, Acer, Dove, Bing, BMW, eBay, Adobe, Microsoft, and Nissan. Native advertising is a win for marketers because their messages have a better possibility of being seen, higher ad effectiveness, less add blindness, higher engagement of users because their messages have a better likelihood of being seen.
- 7.4 Creating customer-centric content:** - Content marketer takes into account as much as information as possible such as demographic, socioeconomic status, interest, about a target audience and its individual segments. The content marketer needs to be one step ahead of them to know what their needs will be in future. One of the best ways to find out what customer wants is to look at product reviews and to visit question /answer websites such as Quora or Reddit. BBC is providing personalized results based on your birth date and height.

7.5 live streaming videos: - live streaming videos offers a chance to interact with your audience in an authentic way. No additional cost associated with video production is required in live streaming videos. Example:-Topsy Tricks, series of benefit cosmetic. The host of Topsy Tricks every Thursday at 4:15 on Facebook live asks the audience about the product they use to create a makeup look. This benefit cosmetic series allows viewers to submit their ideas through Snapchat and Facebook live that helps the host to brainstorm on to cover future topics.

7.6 Purpose-driven content marketing: - It is a way in which brands bond with a target audience based on their shared needs and interest. Such as interest in supporting a worthy cause and driving them to participate. Uber does cause based content marketing i.e. Mother against Drink Driving Campaign.

7.7 Newsletters: - Newsletters are an important element of marketing strategies that allow you to produce content which reaches out to the audience in an organic way and it helps in nurture an already existing lead.

8. The emergence of wearable technology: - There are so many entrepreneurs who are not technically savvy but today's scenario demand more technical products. MS platforms like Word Press is a website help the persons who have minimal technical know – how to build their business online. The wearable technology involves electronic products that are designed to be worn on the person. Global wearable technology cover all prominent products today such as smartwatches, fitness trackers, smart eyewear, smart clothing and medicine devices etc. With the addition of technology like integrated health system, Fitbits, Fitness wearables, Fitness apps, and software Focus is shifted to those products that track nutrition.

Emerging trends in wearable technology are as follows:-

8.1 smart tech clothing: - Smart clothing includes elite sportswear, heated apparel, chest straps and medical apparel. Google and Levi's teamed up on Project Jacquard, the garment made from yarns that can interact directly with Smartphones and digital devices. This smart fabric will be washable. The company released sports Jersey named the Fan Jersey and Leggings named as Nadix.

8.2 Fitness and wellbeing trackers:- Fitness trackers product includes wrist-worn, chest-worn, clip on and ear – worn etc. Fitness tracker products have the highest success rate in the wearable technology. Fitness product like wristband uses a Pure Pulse Heart Rate feature that tracks heart rate. Vinaya's Zenta wearable keep in check stress and overall wellbeing is a pioneering piece of "emotion technology."

8.3 VR Goggles and Glasses: - With wearable's, you can access to your money from your smartwatches (like Apple pay on your Apple watch, Samsung pay on your Samsung gear S2), glasses and clips -on.

8.4 Pet – tech: - Pets also are on the wearable action too. These devices help in tracking and monitoring pet health. Whistle, a brand in the wearable device which tracks a pet location and daily activities. PetPace, a smart collar that monitors a pet's behavioral pattern.

8.5 Enviro – trackers: - It is another wearable trend that monitors surroundings and the environment. Tzoa revealed its enviro – tracker which directly hooks to garments and uses internal sensors to measures and report temperature, air quality, UV exposure.

9. Marketing automation tools and apps:- Marketing landscape is shifting as consumer rely more on devices. These tools help the marketer to streamline marketing functions. These tools provide robust features to simplify the time-consuming marketing activities.

These tools provide -

- Email marketing
- Search marketing
- Website visitor tracking
- ROI reporting
- Real-time sales alert

These tools are as follows:-

- Pardot
- Consumer I.O
- Hubspot
- Adroll
- Outmarket

10. Online video advertising: - Online video advertising is a rising star as it receives a massive amount of hits per day than other digital ads format including mobile ads, display ads. Online video advertisement provides improved outlets for engagement. Online video advertising empowers brands to build strong connection along with the path to purchase. A video ad creates a stimulating environment for consumers by meeting their expectation for content. Online video advertising has a greater impact on key measurement categories like message recall, brand recall, and ad likeability.

Emerging trends in online video advertising are:-

10.1 Cross-channel video: - Campaigns used to connect with the user across websites, social networks, mobile devices and connected TV's this helps in increasing exposure.

10.2 In-stream video ads:- It is a great way to target niche audience segments by displaying content within a video player before, during or after a piece of video content. Instagram video ads increase engagement through high impact advertising. Instagram video ads are used in combination with banner and mobile display to strengthen your campaign. Instagram provide rich creative experience to user. In-stream video ads are played in the video player. These are the type of ads that you see displayed during YouTube video.

10.3 Brands are becoming publishers: - Brands are becoming publishers by delivering their message directly to consumers.

10.4 Webpage video ads:-In page video ads are designed to give more information about a product and service or about company history of a given website or band. Many consumers prefer those ads as these disrupt their experience or behaviour because the consumer find sources of information that will help them learn more about brand and company when they visit a website.

10.5 Campaign video ads: - Campaign video ads are designed to work alongside the video player, text on a given webpage without overpower the existing content. These ads are offering customer a chance to click through and learn more.

10.6 In-game video ads: - In-game video ads are the most popular video advertising solution as people of all ages are now using their mobile phones and tablets to play games, these entertaining apps provide a perfect platform for advertisement .business consider these ads cost effective as compared to television advertisement and YouTube clips.

11. Search engine optimization: - It could increase a significant amount of revenue for business if marketers do great work with SEO. It helps in generating a steady stream of traffic, marketer need to constantly be maintaining and improving SEO in order to keep ranking .links to your website and content are the most important items needed to rank in search engine. Google the largest search engine has hundreds of ranking factors. SEO require a influencer to whom people listen to online. Having an influence in your corner will mean more as people link to your website share your blog post and trust your content. SEO require the mobile-ready website, websites move to HTTP.

12. Pay per click marketing:-PPC is a model of internet marketing in which advertiser pay a fee for their ads clicked every time. Search engine advertising is the most popular form of pay per click marketing. Every time our ads are clicked, sending a visitor to our website, we have to pay the search engine a small fee. Single most popular PPC advertising system in the world is Google Adwords which enables businesses to create ads that appears on Google's search engine .

Conclusion-

The leading marketers need to pay close attention to social media advertising. The efficiency of using big networks such as Facebook, Twitter, Instagram, and Snapchat provides an additional touch point for both prospective and current customer to engage with your company. Paid social campaign with digital marketing platforms allows passing information back and forth, giving customers personalized interactions while simultaneously increasing engagement, loyalty, and marketing rate of return (ROI). Social media provides free tools to build a social community and interact with it, sharing posts and responding to customer's comments.

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