

## **Impact of Digital Marketing on Business Promotions**

*Anil Kumar*

*Research Scholar*

*Shri Venkateshwara University*

*Gajraula, U.P., India*

*Dr. Vinod Kumar*

*Professor*

*Shri Venkateshwara University*

*Gajraula, U.P., India*

### **Abstract**

The marketing automation coordinator helps choose and manage the software that allows the whole marketing team to understand their customers' behavior and measure the growth of their business. Because many of the marketing operations described above might be executed separately from one another, it's important for there to be someone who can group these digital activities into individual campaigns and track each campaign's performance. The term "digital marketing" doesn't differentiate between push and pull marketing tactics (or what we might now refer to as 'inbound' and 'outbound' methods). Both can still fall under the umbrella of digital marketing. Digital outbound tactics aim to put a marketing message directly in front of as many people as possible in the online space — regardless of whether it's relevant or welcomed. For example, the garish banner ads you see at the top of many

websites try to push a product or promotion onto people who aren't necessarily ready to receive it.

*Keywords: Digital Marketing, Web Promotions, Web Marketing*

### **Introduction**

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products. For example, Think with Google marketing insights found that 48% of consumers start their inquiries on search engines, while 33% look to brand websites and 26% search within mobile applications. While modern day digital marketing is an enormous system of channels to which marketers simply must onboard their brands, advertising online is much more complex than the channels alone. In order to achieve the true potential of digital marketing, marketers have to dig deep into today's vast and intricate cross-channel world to discover strategies that make an impact through engagement marketing. Engagement marketing is the method of forming meaningful interactions with potential and returning customers based on the data you collect over time. By engaging customers in a digital landscape, you build brand awareness, set yourself as an industry thought leader, and place your business at the forefront when the customer is ready to buy. By implementing an omnichannel digital marketing strategy, marketers can collect valuable insights into target audience behaviors while opening the door to new methods of customer engagement. Additionally, companies can expect to see an increase in retention.

According to a report by Invesp, companies with strong omnichannel customer engagement strategies retain an average of 89% of their customers compared to companies with weak omnichannel programs that have a retention rate of just 33%. As for the future of digital marketing, we can expect to see a continued increase in the variety of wearable devices available to consumers. Forbes also forecasts that social media will become increasingly conversational in the B2B space, video content will be refined for search engine optimization (SEO) purposes, and email marketing will become even more personalized.

Millennials are going online for shopping, source of news, entertainment, and social networking. Due to their profuse usage of digital media, digital marketing is an effective manner for communicating with Millennials. Digital marketing is considered to be the most promising venue for reaching this generation (Okazaki, Katsukura, and Nishiyama, 2007). Digital Marketing is the practice of promoting products and services using digital distribution channels via computers, mobile phones, smart phones, or other digital devices. Computers and mobile devices are common tools for Millennials; even regarded as essential. While there have been numerous studies about online advertising, there has been little academic research focused on what types of digital marketing strategies are preferred by Millennials and which ones influence their behavior.

The purpose of this study is to examine how Millennials respond to online marketing strategies. Four research questions were answered:

- What forms of online advertising do Millennials prefer?
- Which website features grab the attention of Millennials?

- How can marketers prompt Millennials to repeatedly visit a website?
- What motivates Millennials to write online reviews?

Surveying Millennials over a three-year period, findings identify preferences and trends in online behavior. There is a need for research that identifies digital marketing strategies that attract and engage Millennials. Even though online advertising is the fastest growing advertising medium, only 13% of total advertising expenditures are currently being devoted to the Internet (The Economist, 2010). There is potential for future growth and value in digital marketing, but marketing strategies must be appealing to the consumer.

Millennials are the biggest generational group since the baby boomers. Their hefty size and buying power are making them attractive targets for many consumer industries. Estimates are that half of all spending is a result of purchases made by Millennials (Marketing Breakthroughs Inc., 2008). Having grown up socializing and making purchases online, this generation's usage of e-commerce will continue to grow along with their discretionary income. Millennials have been identified as a driving force behind online shopping.

Some researchers have found this generation to have a high propensity for being market mavens (Gerzema and D'Antonio, 2011). Market mavens are consumers with general product knowledge that act as disseminators of product information. Millennials, like market mavens, are eager to share their expertise and opinions with other consumers. According to a survey by eMarketer (2010), Millennials are talking about products and

services online more than the general population. Fifty-six percent of Millennials talk about products and services through social networking sites.

Millennials often look to peers to determine the merit of a product or service. This generation considers the opinions of their peers or fellow consumers to be more credible than traditional media or company sources of information. One study found consumer reviews to be trusted twelve times more often than descriptions that come from a manufacturer (BazaarVoice, 2011). Word of mouth (WOM) is seen as more credible than advertising as it is perceived as having passed through the evaluation of “people like me” (Allsop, Bassett, and Hoskins, 2007). According to Keller (2007), WOM has become the most influential communication channel. WOM that travels via Internet may be referred to as electronic word of mouth (eWOM).

The Internet allows Millennials to exert control over the free market by expressing their opinions through numerous venues that potentially influence a multitude of consumers and marketers. Social media, company websites, and inter-active technologies are empowering Millennials to be more active in the promotion and advancement of products and brands. This online generation is very willing to write reviews, provide product feedback, and promote their favorite brands. Consumer-generated commercials, podcasts, and blogs are on the rise with the aid of websites such as YouTube, V-Cam, and Google Video.

Some marketers may avoid consumer reviews because of the belief that consumers spread more negative WOM than positive. Research is emerging that point to the opposite. East et al. (2007) investigate multiple studies and concluded that positive WOM occurs approximately three times as often as negative WOM. Since online reviews can be a valuable

asset for a company, marketers are proactively trying to induce consumers to spread the word about their products. Providing consumers a venue to voice their opinions has become a business in itself. In return for consumer-generated content, some organizations pay cash, give points, or provide some other form of recognition. By 2013, almost 52% of US Internet users will have created user-generated content (BazaarVoice, 2011)

Marketers are rethinking their marketing strategies aimed at Millennials. The communication styles that were successful with their parents are being rejected by this generation. Having grown up in an even more media-saturated, brand-conscious world than their parents, they respond to marketing messages differently. This generation prefers buying from companies that help people, communities, and the environment.

Past research has shown some forms of online advertising, such as banner advertising, to be effective in influencing consumer behavior and enhancing ad perception and recall. Personalization has been shown to increase the level of loyalty a consumer feels toward a retailer. Millennials respond to personalized messages.

On the other hand, some research studies have described online advertising as irritating, intrusive, and ineffective. Digital marketing that is viewed in a negative manner can cause consumers to adopt a negative view of the brand being advertised or the website that contains the annoying ads (Truong and Simmons, 2010). Consumers may find online advertising or promotions exasperating if they impede the person's ability to accomplish a task. "Banner blindness" is the term used to describe how a consumer will purposefully avoid looking at an online banner ad in order to keep their focus on the job at hand. Another reason consumers may be less responsive to online advertising is that they are inundated with ads.

An abundance of annoying online clutter can cause consumers to avoid digit marketing all together.

Millennials are talking about products and services online, being influenced and influencing others. This generation considers the opinions of fellow consumers to be more credible than traditional advertising. Becoming more active themselves in the promotion and advancement of products and brands, Millennials are having an impact on the marketplace. Online consumer reviews and WOM have the potential to reach hundreds and thousands of people.

Millennials are a new breed and marketers are rethinking the marketing strategies and venues geared toward this generation. With Millennials spending a hefty amount of time online, digital marketing is an effective manner for communicating with this generation. However, it must be done right. Digital marketing that is viewed in a negative manner can cause consumers to adopt a negative view of the brand being advertised or the website that contains the irritating ads. This three-year study of Millennials found specific online marketing strategies to which this generation responds.

Coupons are overwhelmingly the favorite mode of online advertising by Millennials. There was a substantial increase in the popularity of email updates over the three-year period, which caused it to be the second most preferred form of online advertising along with side-panel ads. During this same time span, the desire to see advertisements on YouTube dwindled. Millennials' dislike of pop-up ads remained constant all three years. The website feature that consistently and overwhelmingly catches the eyes of Millennials is the use of graphics. The following website features succeed in arresting the attention of

approximately half of Millennials: personalization, a simple yet professional layout, bright colors, and an interactive site.

While an interactive website grabs the attention of Millennials, it does not successfully prompt repeat visits. Even though Millennials like email updates, they are not a strong incentive for repeat visits to a website. The strongest incentive for repeat visits to a website is competitive pricing, motivating 71% of Millennials. Good shipping rates and coupons will also motivate repeat visits. Next in line are rewards, free gifts, and personalization.

The strongest motivators for writing online reviews are the level of satisfaction with a product and the offer of compensation. However, being motivated by discounts, coupons, or rewards declined considerably in the third year.

Having grown up socializing and making purchases online, this generation's usage of e-commerce will continue to grow along with their discretionary income. There is potential growth and value in using digital marketing aimed at Millennials, but the marketing strategies must be perceived positively by this online generation.

The old pushed advertising approach is not highly effective with Millennials. Marketers are joining Millennials online, in their social networks, search engines, and other favorite stomping grounds. Companies must find ways to pull this generation to their websites and into a relationship. By taking into consideration the preferences of Millennials, the effectiveness of online communications and digital marketing aimed at this market segment can be increased.



Companies should connect with this new generation of consumers on their turf, the digital arena; this will facilitate successful communications. Marketing via the Internet can level the playing field between large and small companies. Millennials are responsive to online coupons; a company should use this form of online advertising extensively. Also, businesses can effectively communicate with Millennials through email updates; they will be noticed. Do not use pop-up ads; this generation hates them. Almost 40% of Millennials still enjoy ads on YouTube; however, this form of advertising seems to be decreasing in effectiveness. While placing an ad at the start of a YouTube video may be an easy mode of advertising, it is worth noting that the ad has the potential to do more harm than good. Consumers become exasperated at advertising that impedes their ability to accomplish a task. Also keep in mind that as consumer-generated content on YouTube increases, marketers face stiff competition in vying for a person's attention.

Spend the extra money to have superb graphics on a company website. Graphics are the one feature that overwhelmingly catches the eyes of Millennials. The use of bright colors is effective, but make sure the design is still simple and professional looking. There is already too much "clutter" on the Internet. Personalize the website. This generation likes the personal touch and the chance to network with the marketer. Make the website interactive so that Millennials can interact with the company and possibly have a part in the promotion and advancement of products and brands.

If you want Millennials to repeatedly visit your website, make sure your pricing is competitive. They, like other consumers during this time of economic distress, are looking for the best value. Value can also be provided through good shipping rates,

coupons, rewards, free gifts, and a favorable return policy. Millennials also appreciate up-to-date product information on a website.

A marketer who motivates and facilitates online reviews can utilize the free-flow of consumer-generated content to promote a brand or company. Internet-empowered Millennials are ready to “jump on the bandwagon” if the digital message appeals to them, or shun a product if the message annoys them. Online reviews are very influential, especially with Millennials. Of course, satisfying the customer must be the first order of business in order to receive a positive review. Encourage Millennials to write online reviews by giving them a discount or coupon as an incentive. This generation responds well to rewards. A “freebie” may be a small price to pay in return for a positive review that is read by numerous Internet shoppers. Companies can leverage consumer-generated content as a valuable digital marketing tool. Preferences and motivators uncovered in this study held fairly constant for the three years, showing that a marketer can be reasonably confident in successfully using these marketing strategies with Millennials. Successful marketers should realign their techniques in order to positively engage this online and vocal generation.

### References

- [1] Kim, J.-H., Kim, M. and Kandampully, J. (2009). Buying environment characteristics in the context of e-service. *European Journal of Marketing*, 43(9/10), 1188-204.
- [2] Kim, M. and Stoel, L. (2004). Apparel retailers: Web site quality dimensions and satisfaction. *Journal of Retailing and Consumer Services*, 11, 10-91

- [3] Kim, M., Kim, JH. and Lennon, S.J. (2006). Online service attributes available on apparel retail web sites: An ESQUAL approach. *Managing Service Quality*, 16(1), 51-77.
- [4] Kline, R.B. (1998). *Principles and practice of structural equation modeling*. New York, NY: The Guilford Press.
- [5] Lee, GG and Lin, HF. (2005). Customer perceptions of eservice quality in online shopping . *International Journal of Retail & Distribution Management*, 33(2), 161-176.
- [6] Li, H. and Suomi, R. (2009). A proposed scale for measuring e-service quality. *International Journal of u- and e-service, Science and Technology*, 2(1), 1-10.
- [7] Loiacono, E.T., Watson, R.T. and Goodhue, D.L. (2000.)“WebQual: a web site quality instrument. Working Paper No. 2000-126-0, University of Georgia, Athens, GA.
- [8] Loiacono, E.T., Watson, R.T. and Goodhue, D.L. (2002). WebQual(TM): a web site quality instrument. Paper presented at Winter Marketing Educators’ Conference, Austin, Texas: American Marketing Association.
- [9] Loiacono, E.T., Watson, R.T. and Hoodhue, D.L. (2002). WEBQUAL: Measure of web site quality. *Marketing Educators Conference: Marketing Theory and Applications*, 13, 432437.
- [10] Long, M. and McMellon, C. (2004). Exploring the determinants of retail service quality on the Internet. *Journal of Services Marketing*, 18(1), 78-90.

- [11] Loonam, Mary & O'Loughlin, Deirdre. (2008). Exploring e-service quality: a study of Irish online banking. *Marketing Intelligence & Planning*, 26(7), 759 – 780.
- [12] Madu, C.N. and Madu, A.A. (2002). Dimensions of equality. *International Journal of Quality & Reliability Management*, 19(3), 246-259.
- [13] Mentzer, J.T., Flint, D.J. and Hult, G.T.M. (2001). Logistics service quality as a segment-customized process. *Journal of Marketing*, 65(4), 82-104.
- [14] Oliveira, P., Roth, A.V. and Gilland, W. (2002). Achieving competitive capabilities in e-services. *Technological Forecasting and Social Change*, 69(7), 721-39.
- [15] Parasuraman, A. and Zinkhan, G. (2002). Marketing to and serving customers through the internet: an overview and research agenda. *Journal of the Academy of Marketing Science*, 30(4), 286-95.
- [16] Parasuraman, A., Zeithaml, V.A. and Malhotra, A. (2005). E-S-QUAL: a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213-33.
- [17] Rowley, J. and Slack, F. (2006), Towards a taxonomy of kiosk-based self service technologies, Submitted.
- [18] Rust, R.T. and Oliver, R.L. (1994). Service quality: insights and managerial implications from the frontier. In Rust, R. and Oliver, R. (Eds), *Service Quality: New Directions in Theory and Practice*, Thousand Oaks, CA: Sage Publications, 1-20.