

Role of Media in Creating Impact in Corporate Products

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Abstract

Role of Media in marketing is quite important and digital marketing is a type of marketing that promotes products and services through the use of internet and online-based digital technology such as desktop computers, mobile phones, and other digital media and platforms. Its evolution in the 1990s and 2000s revolutionised the way brands and businesses use technology to sell themselves. As digital platforms have become more integrated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical stores, digital marketing campaigns have become more common, combining SEO, SEM, content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, and social media marketing. Non-Internet channels that supply digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones, are included in digital marketing. Digital marketing differs from online marketing in that it extends to non-Internet venues. The evolution of digital marketing is inextricably linked to the advancement of technology. Ray Tomlinson delivered the first email in 1971, and his technology provided the platform for users to transmit and receive information over multiple machines. However, the year 1990 is more often recognised as the beginning of digital marketing because it was then that the Archie search engine was built as an index for FTP sites. Computer storage capacity was already large enough in the 1980s to store large volumes of consumer data. Companies began to choose internet approaches like database marketing over limited list brokers. These databases allowed businesses to keep better track of their

clients' information, altering the buyer-seller relationship. The manual process, on the other hand, was inefficient.

Keywords : Media, Role of Media, Media and Marketing

Introduction

The phrase "digital marketing" was initially coined in the 1990s. Customer Relationship Management (CRM) software became an important component in marketing technology with the introduction of server/client architecture and the ubiquity of personal computers [1]. Vendors were pushed to add more services in their software as a result of fierce rivalry, such as marketing, sales, and service applications. After the Internet was born, marketers could also use eCRM software to possess massive amounts of online customer data. Companies could gain the priority of their customers' experiences by updating consumer data. The "You Will" campaign by AT&T was the first clickable banner ad to go online in 1994, and 44 percent of all individuals who saw it clicked on it in the first four months after it went live.

Customers began browsing for items and making judgments about their requirements online first, rather than contacting a salesman, in the 2000s, as the number of Internet users grew and the iPhone was released, creating a new dilemma for a company's marketing department [2].

Furthermore, according to a poll conducted in the United Kingdom in 2000, the majority of retailers had not established their own domain address. These issues prompted marketers to look for new ways to incorporate digital technology into the market development process. Marketing automation was created in 2007 in response to the ever-changing marketing environment. The technique of using software to automate traditional marketing activities is known as marketing automation. Marketing automation aided businesses in segmenting customers, launching multichannel marketing campaigns, and providing customers with individualised information. based on the activities they engage in. As a result, a user's

activity (or lack thereof) triggers a personalised message in the user's preferred platform. Despite the benefits of marketing automation, many businesses are having difficulty implementing it appropriately in their day-to-day operations.

In the 2000s and 2010s, when the expansion of devices capable of accessing digital media led to rapid growth, digital marketing grew more complex [3]. Digital marketing was still rising in 2012 and 2013, according to statistics. Consumers became increasingly reliant on digital technology in their daily lives as social media platforms such as LinkedIn, Facebook, YouTube, and Twitter grew in popularity in the 2000s. As a result, they expected a consistent user experience across many channels when searching for product information. The diversification of marketing technology has improved as a result of changes in customer behaviour.

'Online marketing,' 'internet marketing,' and 'web marketing' are all terms used to describe digital marketing. With the passage of time, the term "digital marketing" has gained in prominence. In the United States, the term "internet marketing" is still widely used. Web marketing is the Italian term for digital marketing. Digital marketing has been the most widely used term in the world, especially since 2013 [4]. In 2010, it was anticipated that 4.5 trillion web advertising were served annually, with digital media expenditure increasing by 48 percent. Businesses using Online Behavioural Advertising (OBA) to customise advertising for internet users account for a growing share of advertising, yet OBA raises concerns about consumer privacy and data protection.



Figure 1 : Digital Marketing

Nonlinear marketing, a sort of interactive marketing, is a long-term marketing strategy based on companies gathering data on Internet users' online actions and attempting to be visible in many places. Nonlinear digital marketing tactics are focused on addressing prospective customers via many web platforms, as opposed to traditional marketing techniques, which emphasise direct, one-way communications to consumers (via print, television, and radio advertising) [5].

This change, when combined with increased consumer awareness and demand for more sophisticated consumer offerings, has forced many businesses to rethink their outreach strategy and adopt or incorporate omnichannel, nonlinear marketing techniques in order to maintain adequate brand exposure, engagement, and reach [6].

Nonlinear marketing tactics entail efforts to adapt advertising to various platforms and to target advertising to specific individual customers rather than a broad, homogeneous audience [7].

The following are some examples of tactics:

- SEO stands for search engine optimization (SEO)
- Marketing on social media
- Marketing through video
- Marketing via email
- Website promotion
- Contextual advertising/paid search

Consumer responses to traditional marketing tactics are becoming less predictable, according to some studies. According to a 2018 study, approximately 90% of internet shoppers in the United States did their research online before going to the store or making a purchase. According to the Global Web Index, a little more than half of consumers researched products on social media in 2018. [requires citation] Businesses frequently rely on consumers to promote their products on social media in a positive way, and they may adjust their marketing approach to target people with significant social media followings in order to create such remarks. Businesses can employ consumers to sell their products or services in this way, lowering their advertising costs.

Brand recognition

One of the primary goals of modern digital marketing is to increase brand awareness, or the degree to which customers and the general public are aware of and recognise a specific brand [8-11].

Because of its impact on brand perception and consumer decision-making, increasing brand awareness is critical in digital marketing and marketing in general. According to the essay "Impact of Brand on Consumer Behavior," published in 2015:

"Brand awareness, as one of the most fundamental elements of brand equity, is frequently regarded as a precondition for consumers' purchasing decisions, since it is the most important factor in including a brand in the consideration set. Due to familiarity with the brand and its qualities, brand awareness can also impact consumers' perceived risk assessment and confidence in their purchasing decision."



Figure 2 : Media and Assorted Points

Recent trends demonstrate that businesses and digital marketers are prioritising brand awareness, concentrating more on establishing brand recognition and recall in their digital marketing activities than in previous years. According to a study conducted by the Content Marketing Institute in 2019, 81 percent of digital marketers worked on improving brand recognition in the previous year [12].

According to another Content Marketing Institute poll, 89 percent of B2B marketers now believe that growing brand awareness is more essential than increasing revenue. For a variety of reasons, increasing brand recognition is a key component of digital marketing strategy:

The popularity of online purchasing is increasing. According to Statista, 230.5 million individuals in the United States will shop, compare, and buy things over the internet by 2021, up from 209.6 million in 2016.

According to Salesforce research, 87 percent of individuals started searching for products and brands on digital platforms in 2018.

Customer behaviour and the role of digital interaction. An estimated 70% of all retail purchases in the United States are impacted in some way by an online connection with a brand. Brand recognition is having an increasing impact and involvement in online consumer decision-making: 82 percent of online buyers shopping for services favour brands they are familiar with [12].

Social media's use, convenience, and influence. According to a recent research from Hootsuite, there were more than 3.4 billion active users on social media platforms in 2019, up 9% from 2018. According to a 2019 survey by The Manifest, 74% of social media users follow brands on social media, and 96% of those who follow businesses also engage with them on social media. According to Deloitte, one in every three U.S. consumers is impacted by social media when purchasing a product, and 47 percent of millennials consider their social media interactions with brands when making a purchase. Brand awareness tactics employed on the internet

To promote brand awareness among consumers, digital marketing methods may include the utilisation of one or more online channels and techniques (omnichannel).

Methods and tactics for increasing brand recognition include:

SEO stands for search engine optimization (SEO)

For popular industry-related search queries, search engine optimization techniques can be utilised to boost the visibility of business websites and brand-related content.

The expanding influence of search results and search features like highlighted snippets, knowledge panels, and local SEO on customer behaviour is thought to correspond with the importance of SEO in generating brand awareness.

Search engine optimization (SEM)

The purchase of ad space in prominent, visible positions atop search results pages and websites is known as search engine marketing, or SEM. Brand recognition, awareness, and conversions have all been demonstrated to benefit from search ads.

Paid ads are clicked by 33% of searchers because they directly react to their specific search query [13].

Marketing on social media

The number one purpose for marketers using social media platforms is to increase brand awareness, according to 70% of them. The top platforms now employed by social media marketing teams are Facebook, Instagram, Twitter, and YouTube. Because of its professional networking characteristics, LinkedIn has been recognised as one of the most-used social media networks among business executives as of 2021.

Marketing with content

Brand-focused blogs, articles, social updates, videos, and landing sites, according to 56 percent of marketers, boost brand memory and engagement [14].

Innovations and strategies

The "rise of digital marketing" was one of the key developments in traditional marketing, which necessitated the reinvention of marketing strategies in order to react to this big shift in traditional marketing.

Because digital marketing is based on technology that is always evolving and changing, the same characteristics should be expected from digital marketing strategies and advances. This section is an attempt to classify or categorise the important highlights that exist and are being used at the time of publication.

Segmentation: In digital marketing, more emphasis has been placed on segmentation in order to target certain markets in both the business-to-business and business-to-consumer sectors.

Influencer marketing: Influencers are regarded as important nodes within relevant communities. In digital targeting, this is becoming increasingly crucial. Brands may use influencers to take advantage of social media and the massive audiences that many of these platforms have. Paid advertising, such as Facebook Advertising or Google Ads campaigns, or sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM, and Salesforce CRM, can be used to contact influencers. Many colleges are now focusing on influencer engagement methods at the master's level.

To summarise, Pull digital marketing occurs when consumers actively seek out marketing information, and Push digital marketing occurs when marketers deliver messages without the recipients actively seeking it out.



Figure 3 : IMC Tools

The technique of gathering information about a user's online activity over time, "on a specific device and across different, unrelated websites, in order to send advertisements tailored to that user's interests and preferences" is known as online behavioural advertising [15-21].

Such Advertisements are personalised depending on each user's behaviour and pattern and are based on site retargeting.

To optimise effort, resource sharing, reusability, and communications, a collaborative ecosystem can be built up between the company, the technological service provider, and the digital agency.

In addition, businesses are requesting customers to assist them in better understanding how to serve them. User-generated content is the name given to this type of data. Much of this is obtained through company websites, where consumers are invited to offer ideas, which are then reviewed by other site users. The most popular concepts are analysed and put into practise in some way. Using this way of gathering data and developing new products helps strengthen the relationship between the company and its customers while also generating ideas that might otherwise go unnoticed. UGC is low-cost advertising because content comes directly from customers, saving the organisation money on advertising [22].

Data-driven advertising: Users generate a lot of data during their customer journey, and marketers can now leverage that data to activate their known audience through data-driven programmatic media buying. Users' data can be collected from digital channels (e.g., when a customer visits a website, reads an e-mail, or downloads and interacts with a brand's mobile app) without exposing customers' privacy. Brands can also collect data from real-world customer interactions, such as store visits and CRM and sales engine datasets. Data-driven advertising, also known as people-based marketing or addressable media, allows organisations to identify their most loyal customers in their audience and send much more

personalised communications in real time that are highly relevant to each customer's moment and behaviours.

The fact that internet tools have democratised the promotional environment is an essential consideration nowadays when deciding on a strategy.

In marketing, remarketing is very important. This strategy allows marketers to place targeted adverts in front of a defined demographic or interest category. These people are known as searchers on the internet because they have either looked for specific items or services or visited a website for a specific reason. Advertisements that appear within computer or video games are known as game adverts. Billboards in sports games are one of the most common types of in-game advertising. In-game advertisements could also take the form of brand-name objects such as guns, automobiles, or apparel that are used as gaming status symbols [23].

Six guidelines for creating online brand content are as follows:

Individuals should not be considered consumers.

Have a position in the editorial department;

Create a brand identity for the company;

Maintain a consistent flow of information;

Ensure that you communicate with your audience on a frequent basis;

Create an event channel.

Brands can now selectively target clients who may be interested in their brand or based on previous browsing interests thanks to the new digital era. Businesses may now utilise social media to target certain age groups, locations, genders, and interests for their focused posts. Furthermore, customers can be 'followed' on the internet based on their recent search history, so they see adverts for related brands,

products, and services. This enables firms to target the exact customers they know and believe would benefit the most from their product or service, which was previously impossible before the digital era.

Advanced tourism, ethical and sustainable tourism, social media and online tourism marketing, and geographic information systems are all examples of tourism marketing. As a bigger research subject expands, more diversified and in-depth academic research attracts attention.

Forms of digital marketing that are ineffective

According to the headline global marketing index, digital marketing activity is still expanding around the world. According to a survey published in September 2018, global spending on digital marketing methods has surpassed \$100 billion. Digital media continues to expand at a breakneck pace. Traditional media is disappearing while marketing costs are increasing. Brands can use digital media to reach out to customers and engage them in a personalised way with their product or service. Prioritizing clicks, balancing search and display, understanding mobiles, targeting, viewability, brand safety and invalid traffic, and cross-platform measurement are five areas that are listed as current industry approaches that are typically unproductive. The reasons for the ineffectiveness of these practises, as well as some suggestions for improving these features, are examined non the context of the following points.

Putting clicks first

Prioritizing clicks refers to display click ads, which are advantageous since they are "easy, rapid, and inexpensive." However, display ad rates in 2016 in the United States were only 0.10 percent. This indicates that only one out of every thousand click ads is relevant, and hence has little impact. This demonstrates that marketing businesses should not solely rely on click ads to assess the performance of display ads.

Search and display must be balanced.

It's critical to strike a balance between search and display for digital display ads. Marketers have a tendency to focus on the most recent search and attribute all of its success to it. As a result, other

marketing initiatives that develop brand value in the minds of consumers are ignored. ComScore discovered that digital display marketing outperforms paid search when compared to or positioned alongside it, based on data collected online from over a hundred multichannel merchants. As a result, when someone clicks on a display ad, the company should open a landing page rather than its home page. A landing page usually contains something that entices the customer to continue their search beyond this page. Marketers frequently observe greater sales among consumers who have been exposed to a search ad. However, the fact that a display advertising can reach more individuals than a search campaign should be considered. When display is used in conjunction with search ads, multichannel retailers have a greater reach. When executing a search campaign, both the search and display components are appreciated because display campaigns increase brand awareness, which means more people are likely to click on these digital adverts.

Understanding mobile devices is important in digital marketing because smartphones and tablets now account for 64% of all internet time in the United States. Apps present a significant opportunity as well as a significant problem for marketers because the app must first be downloaded and then used. This may be problematic given that "half of a person's time spent on smartphone apps is spent on their single most used app, and over 85 percent of their time is spent on the top four rated apps." Mobile advertising can help with a range of commercial goals and is effective since it takes up the entire screen, and voice or status is likely to be highly valued. The message, on the other hand, must not be perceived as obtrusive. Limited creative powers and reach are additional disadvantages of digital media on mobile devices. Although there are many beneficial features, such as the user's right to choose product information, digital media providing a flexible messaging platform, and the possibility of direct selling, there are also some drawbacks [25].

Measuring across platforms

As measuring procedures get more complex, the number of marketing channels continues to grow. To combine audience measurement and media strategy, a cross-platform view is required. Although advertisements on a consumer's device are not measured, market researchers need to understand how the Omni-channel affects consumer behaviour. Deduplication and realising that you have reached an incremental level with another platform, rather than providing more impressions against those who have already been reached, are important parts of cross-platform measurement. 'ESPN and comScore cooperated on Project Blueprint, revealing the sports broadcaster experienced a 21% gain in unduplicated daily reach attributable to digital advertising,' as an example. Electronic media, such as television and radio, compete with digital and other technology advertising. However, because of the ability to cross platform using digital technologies, television advertising does not directly compete with online digital advertising. Radio also acquires clout through cross-platform content, such as online streaming. Across numerous platforms, television and radio continue to persuade and influence audiences.

Viewability, brand safety, and invalid traffic are all factors to consider.

Marketers use issues like targeting, viewability, brand safety, and invalid traffic to promote for digital advertising. Cookies are a type of digital advertising that act as tracking tools on desktop devices, causing problems such as cookie deletion by web browsers, the inability to sort between multiple users of a device, inaccurate estimates for unique visitors, overstating reach, understanding frequency, and issues with ad servers that can't tell the difference between when cookies have been deleted and when consumers haven't seen an ad before. Because of cookie-induced mistakes, demographics in the target market are sparse and fluctuate. Another aspect of digital marketing that is influenced is 'viewability,' or whether the ad was actually viewed by the consumer. Many advertisements are unnoticed by consumers and may never reach the target market. Another question is if the commercial was created with the intention of being unethical or having offensive material. Another problem that marketers confront is detecting fraud after an ad has been exposed. This is related to invalid traffic, as premium sites are more

adept at detecting fraudulent traffic than non-premium sites, yet non-premium sites are more problematic.

Digital Marketing Channels are Internet-based systems for creating, accelerating, and transmitting product value from a producer to a consumer terminal via digital networks. Multiple Digital Marketing channels facilitate digital marketing. As an advertiser, one's main goal is to find channels that allow for maximum two-way communication and a higher overall ROI for the business. There are several digital marketing avenues to choose from, including:

Affiliate marketing - Affiliate marketing is seen as a risky, unreliable, and difficult method of marketing via online platforms. This is due to a lack of trust in affiliates' capacity to generate the required number of new consumers. As a result of this risk and unscrupulous affiliates, the brand is vulnerable to exploitation when it comes to claiming commissions that were not earned honestly. While legal means may provide some protection, the ability to recoup any losses or investments is limited. Regardless, affiliate marketing enables the brand to target smaller publishers and websites with lower traffic. Brands that frequently utilise this type of marketing should be aware of the hazards associated and seek for affiliates with which guidelines have been established between the parties involved to ensure and limit the risk.

Online display advertising - As the name implies, this type of advertising involves displaying promotional messages or ideas to customers via the internet. This includes a variety of advertisements such as those found on blogs, networks, interstitial ads, contextual data, search engine ads, classified or dynamic ads, and so on. The strategy can target a specific audience by tuning in from various types of localities to watch a specific commercial; the variations can be determined to be the method's most fruitful aspect.

Email marketing is considered inexpensive in compared to other forms of digital marketing. It's also a quick approach to send a message to existing or future customers, such as their value proposition. However, recipients may consider this medium of communication as intrusive and aggravating, particularly to new or potential consumers, therefore the effectiveness of email marketing is dependent on the language and visual appeal used. In terms of visual appeal, there is evidence that employing

graphics/visuals that are related to the message being sent, but less visual graphics to be applied with early emails, is more effective, resulting in a more personal feel to the email. In terms of language, the email's style is the most important aspect in determining how engaging it is. When compared to a more official tone, using a casual tone gives the email a warmer, kinder, and more inviting sense.

Search engine marketing (SEM) is an Internet marketing technique that involves promoting websites by improving their exposure in search engine results pages (SERPs) mostly through paid advertising. SEM may include search engine optimization, which involves adjusting or rewriting website content and architecture in order to improve pay per click (PPC) listings by achieving a higher ranking in search engine results pages.

Social Media Marketing - The phrase 'Digital Marketing' encompasses a variety of marketing facets because it encompasses a variety of marketing channels, one of which is Social Media. Social Media Marketing is a marketing strategy that involves using social media channels (such as Facebook, Twitter, Pinterest, Instagram, Google+, and others) to promote a product or service. It is a process in which methods are devised and implemented in order to increase traffic to a website or to attract buyers via the internet via various social media platforms.

A social networking service is an online platform that allows people to develop social networks or relationships with others who have similar personal or professional interests, hobbies, backgrounds, or real-life connections.

In-game advertising - "Inclusion of products or brands within a digital game" is how in-game advertising is defined.

Advertisements can be placed in the game by brands or products, either subtly or in the form of an advertisement banner. The type of game, technical platform, 3-D and 4-D technology, game genre, brand and game congruency, and prominence of advertising within the game are all elements that influence whether brands are effective in advertising their brand/product. Individual factors include attitudes toward ad placement, game participation, product participation, flow, and entertainment. Not only does the attitude toward advertising take into consideration the message displayed, but it also takes into

account the attitude toward the game. The consumer's perception of the brand is influenced by how entertaining the game is, therefore if the game isn't very enjoyable, the consumer may unconsciously have a bad attitude toward the brand/product being sold. "Integration of advertising in digital games into the general advertising, communication, and marketing strategy of the firm" is crucial in terms of Integrated Marketing Communication since it results in better clarity about the brand/product and a larger overall effect.

Online public relations is the use of the internet to communicate with potential and existing clients in the public sphere.

Advertisements that play on internet videos, such as YouTube videos, are considered video advertising in terms of digital/online means. With time, this sort of marketing has grown in favour. Pre-Roll commercials play before the video is watched, Mid-Roll advertisements play during the video, and Post-Roll advertisements play after the video has been seen. Post-roll ads were found to have higher brand recognition than other types, and "ad-context congruity/incongruity plays an important role in reinforcing ad memorability," according to the study. It's possible that the message will go unnoticed because of viewers' selective attention. The fundamental advantage of video advertising is that it interferes with the viewing experience of the video, making it difficult to avoid them. There are three stages to how a consumer interacts with internet video advertising: pre-attention, attention, and behavioural decision. These online marketing provide options and choices for the brand/business. These variables include duration, position, and neighbouring video material, all of which have a direct impact on the effectiveness of the produced advertisement time, therefore altering them will produce varied outcomes. The length of an advertising has been demonstrated to affect memorability, with a longer duration leading to greater brand awareness. Because this sort of advertising interrupts the viewer's experience, the consumer is likely to feel as if their experience is being disrupted or invaded, resulting in a bad perception of the brand. These advertising can also be shared by viewers, adding to the platform's appeal. Sharing these movies might be compared to an online version of word-of-mouth marketing, allowing you to reach a larger audience. The six various effects of sharing videos include "pleasure, affection, inclusion, escape,

relaxation, and control." In addition, videos with entertainment value are more likely to be shared, albeit pleasure is the most powerful reason for sharing videos. Creating a 'viral' trend from a large number of brand advertisements can increase the good or negative impact of an internet video campaign.

Native Advertising - This is paid content that mimics the appearance, feel, and, in some cases, the voice of a platform's existing content. It works best on digital channels like as websites, newsletters, and social media. It's a touchy subject, as some critics believe it deceives customers on purpose.

Material marketing is a type of marketing that focuses on obtaining and keeping customers by providing them with useful content that improves the purchase experience and raises brand awareness. This strategy could be used by a company to keep a customer's attention in order to influence possible purchase decisions.

Sponsored Material - A brand creates and pays for content to promote a specific product or service.

Inbound marketing is a marketing technique that involves attracting customers to a company or product through the use of content. Extensive study about the brand's target market's behaviours, interests, and habits is required.

SMS Marketing: Despite the fact that its popularity is waning, SMS marketing continues to play an important role in attracting new users, providing instant updates, and promoting new deals, among other things.

Push Notification: In this digital age, Push Notification is in charge of bringing new and abandoned customers back into the fold through clever segmentation. Many online firms use this to create personalised appeals based on the consumer acquisition scenario.

It is critical for a company to reach out to customers and establish a two-way communication model, as digital marketing allows customers to provide feedback to the company via a community-based site or by email.

Firms should strive for a long-term communication relationship by employing a variety of channels, as well as promotional techniques tailored to their target market and word-of-mouth marketing.

Social media marketing's advantages

The following are some of the possible advantages of social media marketing:

Allows businesses to reach out to huge, diversified audiences that would otherwise be unavailable to them through traditional marketing methods such as phone and email advertising.

Most social media networks offer low-cost or no-cost marketing, making them accessible to businesses of all sizes.

Allows for customised and targeted marketing to certain demographics and markets.

Companies can interact directly with customers, obtaining feedback and resolving concerns practically instantaneously.

A perfect setting for a business to perform market research.

It can be used to gather information on competitors and gain a competitive advantage.

Brand events, deals, and news can all be promoted through social media channels.

Incentives in the form of loyalty points and discounts can also be offered through social media platforms.

Self-regulation

Throughout the standards, the ICC Code has integrated rules that apply to marketing communications using digital interactive media. There's also a new section on digital interactive media approaches and platforms that's been completely overhauled. The following are examples of self-regulatory codes for the usage of digital interactive media:

Consumers should have clear and transparent procedures to opt out of having their data gathered for advertising or marketing reasons.

A clear evidence that a social networking site is for profit and is controlled or influenced by a marketer;

Limits are in place to ensure that marketers only engage directly with customers when there are reasonable grounds to assume they are interested in what is being offered.

Respect for the regulations and standards of acceptable commercial activity in social media, as well as the posting of marketing messages only when the forum or site has explicitly stated its readiness to welcome them;

Children require special attention and protection.

Strategy

Planning

In marketing, the term "digital marketing planning" is used. It refers to the first step in developing a digital marketing strategy for a larger digital marketing system. Digital marketing planning differs from traditional marketing planning in that it employs digitally based communication methods and technologies such as social media, the web, mobile phones, and scannable surfaces. Nonetheless, both are in line with the company's vision, goal, and general business plan.

Various stages of planning

The digital marketing planning (DMP) involves three primary stages, according to Dr. Dave Chaffey's approach: opportunity, strategy, and action. He believes that every company interested in implementing a successful digital marketing strategy should frame their strategy around three elements: opportunity, strategy, and action. Situation analysis, goal setting, plan creation, resource allocation, and monitoring are common phases of this general strategic method.

1) Possibility

To establish an effective DMP, a company must first do a market analysis and identify SMART (Specific, Measurable, Actionable, Relevant, and Time-Bound) goals.

They can set SMART goals by examining the company's and rivals' current benchmarks and key performance indicators (KPIs). It is critical that the analytics utilised for KPIs are tailored to the company's nature, objectives, mission, and vision.

By monitoring their own outreach as well as influencer outreach, businesses can look for marketing and sales opportunities. This gives them a competitive advantage because they can analyse the influence and brand associations of their co-marketers.

To take advantage of the opportunity, the company should compile a list of its present customers' personalities and buying journeys, from which they may determine their digital marketing capability. This means companies must first establish a clear image of where they are now and how much labour, time, and other resources they can devote to their digital marketing plan. They can also identify gaps and

growth for future marketing chances that will either satisfy targets or suggest new objectives and boost profit by summarising the buying experience.

2) Plan of Action

To develop a well-thought-out digital strategy, the business must examine its digital proposition (what it offers customers) and communicate it using digital client targeting tactics. As a result, they must develop their online value proposition (OVP), which entails stating explicitly what they are offering clients online, such as brand positioning.

The organisation should also develop digital targeting tactics and (re)select target market categories and personas.

It's crucial to assess the marketing mix for online possibilities after you've done this effectively. The 4Ps — Product, Price, Promotion, and Place – make up the marketing mix. Some academics have added three more factors to the classic 4Ps of marketing: Process, Place, and Physical Appearance, resulting in a total of 7Ps.

3) Take action

The firm must determine a budget and management methods in the third and final stage. These must be quantifiable touchpoints, such as the total number of people who have been reached across all digital platforms. Furthermore, marketers must guarantee that the company's budget and management systems integrate the company's paid, owned, and earned media. The organisation must also put in place measurable content creation, such as oral, visual, or written internet media, during the action and final stages of planning.

After validating the digital marketing strategy, a standard structure for digital communications (such as a Gantt Chart) should be used across the company's internal operations. This guarantees that all platforms are in sync and compliment one other as the digital marketing plan progresses.

Recognizing the market

An empathy map is a tool that marketers may use to reach out to customers and understand their thought processes. A four-step approach is used to create an empathy map. The first stage is to ask questions that

a consumer in their demographic would think about. The next stage is to communicate the sentiments the customer may be experiencing. Consider what the customer would say in their position as the third stage. The final stage is to envision what the customer could try based on the previous three processes. This map allows marketing teams to put themselves in the shoes of their target populations. Web analytics are also an important tool for gaining a better understanding of your customers. They display people's internet habits for each website. Predictive analytics is one type of analytics that helps marketers figure out which path their customers are taking. This takes the data acquired from previous analytics and generates various projections of what people will do, allowing businesses to strategize on what to do next based on consumer patterns. Consumer behaviour refers to a person's habits or attitudes that impact the purchase of a product or service.

Conclusion

Consumer behaviour has an impact on nearly every stage of the purchasing process, especially when it comes to digital surroundings and gadgets. Predictive analytics is a type of data mining in which existing data is used to forecast likely future trends or actions. Can help businesses estimate client behaviour in the future. Buyer personas are created by doing consumer research into habits such as brand awareness and purchasing behaviour in order to characterise potential buyers. Creating a buyer persona allows a business to better understand its target market and their individual demands and objectives. Marketing strategy is a type of strategic planning used by a company to identify its future market position and target audience. It consists of two main components: segmentation and positioning. A corporation may better anticipate and plan for each phase in the marketing and buying process by adopting a marketing strategy. Economy of sharing The "sharing economy" is a business model that tries to gain a resource that is underutilised. The sharing economy has had an unimaginable impact on many traditional elements, such as labour, industry, and the distribution system, in recent years. This effect is significant enough that some industries are clearly threatened. Traditional marketing channels are being influenced by the sharing economy, which is changing the nature of some specific concepts such as ownership, assets, and

recruiting. In the same way that the value of a product or service is moved from the original producer to the end customer via a supply chain, digital marketing channels and traditional marketing channels are similar in function. Digital marketing channels, on the other hand, are internet-based systems that manufacture, promote, and distribute items or services from the producer to the consumer via digital networks. The emergence and growth of the sharing economy have been aided by increasing shifts in marketing methods. As a result of these shifts in marketing channels, the company has experienced exceptional and historic growth. In addition to this common strategy, digital marketing channels' built-in control, efficiency, and cheap cost are critical elements in the use of the sharing economy. Within the sharing economy, digital marketing channels are often separated into three domains: e-mail, social media, and search engine marketing (SEM). E-mail is a type of direct marketing that is educational, promotional, and frequently used to manage client relationships. By subscribing to the newsletter mail that was consumed, the organisation can keep the user up to date on activity or promotion material. A company's capacity to obtain contact information from past, present, and future clients is critical to its success. Social Media- Compared to traditional marketing methods, social media has the power to reach a larger audience in a shorter amount of time. As a result, social media is a tremendous instrument for customer involvement and information transmission. Search Engine Marketing, or SEM, necessitates a deeper understanding of the technology that underpins internet platforms. This marketing technique necessitates a long-term commitment and dedication to a company's digital presence's continuous enhancement. In the sharing economy, other developing digital marketing platforms, particularly branded mobile apps, have performed well. Branded mobile apps are designed expressly to encourage customers to interact with the firm. This type of interaction is frequently facilitated by entertainment, knowledge, or a market transaction.

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