

# Digital Marketing Platform: Consumer Perspective

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## ABSTRACT

The dynamic environment of digital channels has caused a dramatic shift in marketing techniques in this age of technological breakthroughs. By utilizing digital platforms and technologies, digital marketing offers us a plethora of web-based operations aimed at promoting goods or services and simplifying the purchasing process for customers. Therefore, to comprehend the broader context of how customer relationships relate to online platforms, one must first grasp the concept of digital marketing. Consumer behavior has been greatly impacted by the increasing availability of cell phones, high-speed internet access, and social media platforms. Nowadays, consumers actively engage via internet-based platforms, expressing perspectives, seeking suggestions, and coming to judgments regarding what they're going to purchase on the internet. As a result of this transformation, it has become more crucial for businesses to establish and comprehend customer connections in the framework of digital marketing.

Keywords: Marketing, Consumer Behavior, Community Engagement, Digital Marketing

## INTRODUCTION

Marketing for businesses is a constantly ever-evolving, and relentless activity. Numerous situations like the limited supply of commodities and energy, the rate of inflation, financial crises, high levels of unemployment, dying sectors, global conflicts and terrorism, and the impact of accelerated advancements in technology have altered the process and function of industry.

Present-day marketing managers have to choose more market-focused tactical strategies that are heavily dependent on the internet. This necessitates an established procedure for gathering fast and precise data on consumers, goods, industry, and the whole ecosystem at large<sup>1</sup>.

The 21st century saw a notable increase in the use of social media platforms like Facebook, Instagram, and WhatsApp, which has influenced how people interact and this entirely changed company marketing techniques. Businesses are recognizing that social media marketing (SMM) is a vital resource for connecting with customers and building online brand recognition, which also helps with engagement and raises the visibility of the brand.

By establishing interpersonal networks and shared experiences, these virtual communities' mimic real-world communities and encourage brand loyalty through communication and value sharing. Therefore, community engagement and retention are significantly impacted by the happiness and satisfaction clients obtain via brand social communities, highlighting the need of creating insightful content<sup>2</sup>.

Marketing requires effective communication<sup>3</sup> and Digital marketing refers to all advertising or marketing activities that use computers or the internet and include search engine, social networking sites as well as email. It is also known as web, internet or online marketing and it deals with the interaction with the customers within the digital media whereby they are largely active<sup>4</sup>.

#### Comparison between traditional marketing and digital marketing

In the current marketing environment, traditional marketing continues to offer an array of benefits. Reaching a broad audience via well-known channels like newspapers, and magazines is one of its main advantages. Due to their wide reach among consumers and ability to effectively attract large audiences, these conventional channels are well-suited for brand-building initiatives that attempt to raise recognition across a range of demographics. Furthermore, conventional marketing strategies frequently exhibit a noticeable and recognizable appearance, which helps increase credibility and dependability in the minds consumers who are used to seeing these kinds of advertisements<sup>5</sup>. However, there have been plenty of perks associated with digital marketing that have entirely altered how companies relate to their intended consumers. The capacity to precisely focus on specific categories of people centered upon their demographic data, passions, habits, and additional characteristics constitutes a substantial asset<sup>6</sup>.

By ensuring that promotional information find their most appropriate consumers, this sort of personalization enhances the odds of interaction and conversions<sup>7</sup>. Additionally, digital marketing possesses incomparable real-time monitoring and analytic ability, giving businesses accurately assess the results of their marketing efforts along with tweaking their approaches when necessary. Digital marketing is an extremely productive and economical way for companies to communicate with clientele owing to its

data-driven approach, which allows them to tailor their advertising expenditures for maximum impact as well as return on investment (ROI)<sup>8</sup>.

## LITERATURE REVIEW

When a business' design, colors, and characters are incorporated into its identity, packaging, and marketing environment, the result is a variety of subjective consumer responses that include sensations, emotions, thoughts, and behaviors. These emotional reactions are collectively referred to as brand experiences. These factors play a major role in influencing how customers view and engage with businesses. Businesses try to have affective consumer experiences via all five senses (sight, touch, sound, smell, and taste) and connect with customers' emotions and sentiments, creating favorable impressions around a product<sup>9</sup>.

Today's era is totally digitally inclined. Individuals favor online buying over conventional market visits and businesses are on their toes to match customers' evolving tastes. In such type of digital sphere brands leave no stone unturned to use all digital market tactics to develop their strong persona. Brands digitally work on their six elements of brand building which are:

- Service offering
- Positioning
- Value positioning
- Brand strength
- Brand awareness
- Brand identity

Brand experiences range from intended and brief interactions to impulsive and prolonged ones, with differences in strength, magnitude, and resonance. Consumer trust and happiness may be impacted over time by these brand perceptions.

- **Affiliate Marketing:** affiliate marketing incorporates the use of individuals or organizations. (affiliates) so that they can sell goods or services on a percentage of the revenue collected as a result of the referral they made. provide.
- **Content Marketing** Content marketing is meant to attract and push a target market through. the establishment and dissemination of quality useful information.
- **Email Marketing:** Email marketing refers to the act of contacting the potential as well as existing contacts. consumers make use of email campaigns and promote products as well as other

offerings as they build. connection in order to market habitual business and consequently brand loyalty.

- **Marketing Analytics:** Marketing analytics refers to the act of collecting, examining, and interpreting. performs analyses on customer in order to determine the effectiveness of advertising campaigns. behavior, and improve strategy to better results.
- **Mobile marketing:** This entails the application of personalized messages to the customers through. Using a number of channels, including SMS, handheld devices, including smartphones and tablets. Mobile applications, and mobile friendly websites.
- **Pay-Per-Click (PPC):** It refers to the approach in which marketers pay a charge for every time someone clicks on their ad. This method is often utilized in social networking platforms like Facebook Ads and search engine advertising networks like Google Ads.
- **Search Engine Optimization (SEO):** It is the process of increasing a company's exposure in genuine (non-paid) searches by enhancing information, key phrases, along with other aspects in order to boost ranks and attract targeted visitors.
- **Social media marketing:** It includes connecting with consumers via various interaction tactics and advertising on social networking platforms like Facebook, Instagram and Twitter. It additionally includes driving visitors to websites and generate revenue from sales or leads.

Brand building is the process of establishing and developing a brand's position, planning and executing a marketing strategy, evaluating and interpreting brand performance, and enhancing and preserving brand value. All these parameters can be effectively and efficiently fulfilled by the digital platform considering the technological advancements in the marketing industry occur concurrently with the growth of technological advances facilitated by the internet<sup>14</sup>.

It is important to note that internet technology is advancing very fast and more has been adopted. cultures, which are technologically advanced, one can only say that they are the most significant reason of the. shift of marketing operations out of the physical into the virtual world<sup>15</sup>. Digital marketing. is available to all, all places at all times and in any form. It is undoubtedly much more effective than the previous marketing strategy that has limited geographic, time varieties.

## **Digital marketing constraints: Indian Perspective**

In India, there exists major barriers to digital marketing. First off, the cultural and linguistic diversity across the nation presents obstacles for companies as it requires the provision of customized content to suit different regional audiences<sup>16</sup>. Assessing the effectiveness of campaigns and their comparison among peers becomes more challenging given the lack of established evaluations and standards. Moreover, escalating concerns regarding privacy brought on by legislation such as the Personal Data Protection Bill (PDPB) and General Data Protection Regulation (GDPR) complicate digital marketing initiatives<sup>17</sup>. Finally, the absence of qualified personnel in the business community raises barriers for business enterprises attempting to put strategies and compete in an environment of ever-evolving marketplace<sup>18</sup>.

### Role of digital marketing in enhancing client engagement process and Consumer relationship

Over the last couple of decades, businesses have started to comprehend how digital marketing can significantly impact their brand presence and deepen their connection with consumers<sup>19</sup>. By integrating online platforms into their marketing plans, corporations aspire to better comprehend their consumers' changing preferences while successfully stay in touch with them<sup>20</sup>. Even so, effective execution is essential for these technologies to be deployed successfully. Stakeholders now have improved access to data, and communication paths have become more flexible literally forcing businesses to develop real-time interactions<sup>21</sup>.

With majority of advertising professionals acknowledging their online social networking campaigns for boosting revenue and profits, platforms like Facebook, LinkedIn, YouTube, Twitter, Instagram have now grown into vital channels for businesses to interact with customers and increase their brand visibility and recognition<sup>22</sup>.

## CONCLUSION

The above content illustrates the manner in which digital mediums are transforming the way in which both brands and consumers engage. As a means to enhance customer connection and shape brand perceptions, it highlights the critical role that information communication technology (ICT) plays. Despite limitations like the difficulties of policing online discussions, social media is essential for generating profitable revenues and expanding consumer base, especially for developing nations. With the ever-evolving landscape of business structures and innovative ventures intruding the conventional territories it becomes almost necessary to have strong social media strategies to build brand awareness and improve customer relationships

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