

## THE PERSPECTIVES OF THE DIGITAL MARKETING

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**Abstract** - The article highlights the perspectives of digital marketing and its application in the economy. In particular, author gives examples of real world applications of digital marketing and the mainstream research on studying the consumer behavior.

**Key words:** digital technologies, digital marketing, business model, commerce, promotion.

### 1. INTRODUCTION

The development of business supported by information and communication technologies (ICT) can be assessed from two different perspectives. Electronic commerce, perceived as the utilization of the 'Net' and its services for additional communication, marketing, and sales channels, based on only very moderately changed business models, indicates an evolutionary path of development. However, beside this evolutionary development of electronic commerce stands a more revolutionary path of development. The new information and communication infrastructure that is building the basis for electronic commerce developments and the applications and experiences of electronic commerce developments so far will have a more extensive impact on businesses than mere channel enhancements. This development will radically alter processes and structures within and between industries, and will lead to the digital economy. This quite clearly will have a major impact on fundamental business models.

Following the definition by (Timmers, 1998) and considering the Business Media model as discussed in (Klose and Lechner, 1999), a business model is defined as follows:

-An architecture for the product or service addressing certain customers needs;

-A definition of the relevant business community, including a description of the various agents and their roles and protocols of interaction;

- A description of the potential benefits for the agents;  
- A description of the source of revenues.

For marketers, the future doesn't lie in better retargeting. To truly change the game, marketers must understand the needs and aspirations of their customers. The question to ask isn't "What can I sell this person?" It's "What does this person want?" That question unlocks so much more. For instance, maybe someone wants to accomplish a particular goal or feel a sense of security<sup>1</sup>. When we focus on delivering meaningful information and experiences, it's possible to get more creative about the type of solutions that can meet people's needs. In a recent study, we found that people are actually open to ads that dig a bit deeper. We also found that people are quick to spot the difference between gimmicky ad personalization and something that's legitimately helpful.

The future of marketing is about communicating meaningful messages that deliver consumer value and earn brand ROI, more so than messages that garner a conversion. We must go beyond demographics or psychographics — even marketing to explicit need states, such as "reassure me I'm buying the right product for my needs" — to embrace a more holistic view. That will enable us to deliver a meaningful message at just the right time and through the right channel. And advances in automation make it all possible.

### 2. LITERATURE REVIEW

Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies' (Chaffey et al., 2009). Digital marketing is the use of technologies to help marketing activities in

<sup>1</sup> [https://www.thinkwithgoogle.com/intl/en-ccc/consumer-insights/consumer-trends/new-research-on-advertising-automation/?gclid=CjwKCAiA7939BRBMEiwAhX5JxPBGyPSIpW8xcWiZQPf1P-jbz1z\\_6-uBdKeKrbCM1PQbrqKiy616xoCVYEQAvD\\_BwE](https://www.thinkwithgoogle.com/intl/en-ccc/consumer-insights/consumer-trends/new-research-on-advertising-automation/?gclid=CjwKCAiA7939BRBMEiwAhX5JxPBGyPSIpW8xcWiZQPf1P-jbz1z_6-uBdKeKrbCM1PQbrqKiy616xoCVYEQAvD_BwE)

order to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996). Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement (Pepelnjak, 2008).

Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002).

In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing.

### 3. MAIN PART

According to the recent research, the imitated elements of Google’s automation tools and information cues to create and deliver ads to participants in the study. The researchers found they drove a 15% higher purchase intent and 30% higher click-through when compared to ads with only basic personalization.

This doesn’t mean that every second of every ad has to be crammed with meaning. Imagine

messaging from an auto brand that highlights top car features most likely to be of importance to the person seeing it — perhaps safety features for one person and design for another. When ads had just a few components of meaningfulness, we saw double-digit increases in purchase intent (up to 12% higher) and click-through rates (up to 25% higher). This was especially true when someone saw an ad from a brand that wasn’t already a preferred brand. These ads worked because by being personal, not personalized, they were meaningful.

The researchers also explored past purchases and different touch points, and we asked consumers in an opt-in panel exactly when in the purchase journey they were looking for what kind of help and outreach from a brand. They learned that people want evolving types of support, depending on the type of product they’re shopping for and how close they are to making a purchase.



Source: Google/The Sound, BR, DE, JP, and U.S., Rethinking Readiness Study, Gen Pop 18+ N=4,200, Jan. 2020.

When looking at purchase journeys for essentials, such as shampoo or dog food, people follow consistent needs patterns. They are called “impact territories” — the ways people want brands to impact their lives, not just their purchases, during the journey. Prior to making a purchase, people are looking for guidance about what to buy, tools they need to succeed, and help smoothing the path to purchase. When making a purchase people expect brands to lighten the mood and make the purchase fun or

uplifting. And after a purchase, people want the brand to continue removing barriers (such as for reordering), help them stand out, and open their eyes to ongoing or new uses.

To deliver a more personal experience, brands must first build relationships. And those relationships will determine a brand's ability to have a meaningful impact, generating growth and long-term value.

#### 4. CONCLUSION

We experience a radical change worldwide towards the digitalization. The consumer are looking and searching more on internet to find the best deal from the sellers around the world as compared to traditional or conventional methods.

Digital marketing is cost effective and having a great commercial impact on the business. Indeed, small companies are now able to reach targeted markets at a minimized cost and are able to compete with bigger companies, on an equal footing (F. Palumbo and P. Herbig, 1998).

The study shows that digital marketing has the power of changing the relations between business entities and customers. This is especially clear in the wide range tools marketers use to deliver the information and adapt the new trends so robustly.

So, it can be said that this particular sphere is only in its early phase of development. Future promises the emergence of more sophisticated tools for the digital marketing.

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