

DIGITAL MARKETING INFLUENCING FIRMS PROMOTION AND ITS EFFECT ON CUSTOMER FEEDBACK



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ABSTRACT

The paper is a discussion on the following concepts : mobile marketing, E-mail marketing, web marketing and marketing through social networking sites, which generally allocate digital marketing promotion and discussing their varieties of effects on consumers' assumption. This study has even discussed the various forms of digital and its involvement in social networks and their parts in relation to individual assumptions, choices, differences and characteristics which are essential to them as per the available literature. The review of the research includes few concepts of mobile marketing, terms like adaption, a role of trust, and customers' Satisfaction.

Keywords:

Digital marketing,
 Mobile Marketing,
 E-mail Marketing,
 Web Marketing &
 Social Media Marketing

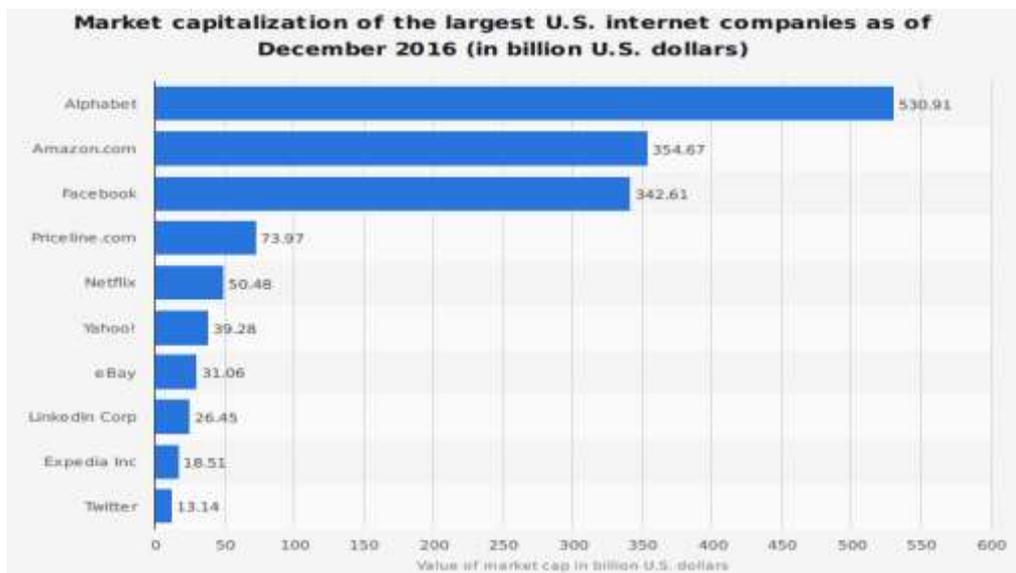
I. INTRODUCTION

As we proceed centuries ahead, the business processes used by organizations are changed, it is absolutely proved that such good disruption is attributable to the arrival of the Internet (Aiming and Noor Ismawati 2003). The present economy are transformation from an economy that is only related to goods moved to an economy in which valued creation, employment and economic wealth are very essential. An outline of the Internet states that this concept of the internet is not only a social networking platform but also a platform for consumers to conduct their activities of buying or any commercial transactions on the global market. The speed of developments, innovations is just increasing daily and we are witnessing data explosion in the digital space compared to the previous era. Internet usage has a great influence on this issue. As today we can easily see that for many people use the Internet, smart phones, logging on to social media sites like Face book, LinkedIn or twitter has become an essential daily requirement. (Read, Yeassen et Sal. 2010).

Worldwide, Digital marketing is gaining popularity because of its speed, reliability, its convenience and the cost-effective nature with regards to the marketing of goods, services, information. By reviewing literatures about this subject one of the main weaknesses are still unclear about the definition of the researcher and authors of Digital marketing, E-commerce, E-business and internet marketing, most of the researcher misused the meaning of these four and may use Digital Marketing E-commerce, E-business, and internet marketing as equal meaning with different wording which is incorrect. Digital marketing has broader scope while internet marketing just refers to internet thing like world wide web (www) and electronic mail, while Digital marketing includes all above plus tools like mobile phones, intranet and extranet etc. Digital marketing strategies involve existing utilities and combine them with communications and data network to create a relationship with the firm and it customers by the communication happen in the internet environment. Digital marketing provides so many opportunities for the firms. Digital marketing involves using information technology which applied to traditional marketing practice. It tries to hasten the marketing efficiency and its effectiveness in way of traditional marketing were undeveloped in them. Consequently, Digital marketing and all its strategies added customer value further than what traditional marketing could gain. Digital marketing in point of view of e-business begun to enhance and reinvent the mean of traditional business beside the internet played vital a role in this process. Marketing through electronic devices lied at the main part of integrating information technology and marketing attributes

1. INTERNET MARKETING

Today is an era of internet marketing. With the smart phone explosion and penetration people access data needed for day to day requirements in life through the internet. With the cost of data decreasing day by day because of the increasing competition between servicing provider’s customers are depending on internet for anything and everything. Smart TV becoming affordable and common, it becomes easy for customers to access information on their living room. 1990 -2000 is known in the world as the dotcom boom where every organization in the world developed their own websites and company websites became the main platform for communicating information two and fro. Organizations used their websites for doing their everyday activities, communicating with customer’s, publishing their financials, recruitments, feedbacks etc., which in return influenced the majority of the operational activities of the organization. They further got integrated with their websites which were a major shift from the conventional organization structure. The way organizations implemented this change vary form company to company and hence this subject got attention from various researchers which resulted in series of scholarly articles in the same. Meanwhile, organizations developed and introduced a variety of internet base marketing activities which further formed the pathway for exponential growth in Internet Marketing. Organizations understood the importance of this platform which made them allocate adequate budget for internet marketing. Internet marketing which is an integral part of Digital marketing used various websites for business to grow and increase customer traffic on their home page, used the search engine and most commonly used websites for advertisements and all other internet marketing activities. The growth of customer friendly sites like Amazon, eBay gained substantially popularity both through internet marketing as well as through word of mouth along with better customer relation management (CRM) gained global acceptance. Such success paved way for the growth of similar websites in the world where billions of Dollars of revenue are generated. (Kalyanam and McIntyre 2002). Websites such as Google have transformed internet based marketing, with almost every organization in the world spend substantial on marketing expenses. The growth of revenue for Google is mentioned table 1Materials and Methods should be complete enough and clearly describe the experiments and techniques used in the study. However, only truly new procedures should be described in detail; previously published procedures should be cited, and important modifications of published procedures should be mentioned briefly. Write this section in past tense.



Source -Google NASDAQ OMX 2016

The opportunities in internet based marketing have been studied and documented many times in various journals as well as in various researches. Even though there are no SOPs to marketing managers that guide them for an action which assure them a successful marketing campaign for internet unless they invest heavily for longer periods. One of the major challenge in internet marketing is the touch and feel factor of products which is an important factor when it comes to sales, but with the option of customer feedbacks and reviews companies overcome such demerits of product and service marketing challenges. Internet marketing is gaining popularity day by day, almost every company in the world that is having an online presence is using the internet as the main tool for advertisement as well as to promote corporate activity. (Kiang, Raghu et al. 2000).

While reviewing the literature about E-commerce, it highlights the advantages of digital marketing as a main platform to transact products and services, this can be classified in to three major functions.

- Communication Channel
- Distribution Channel
- Trading and Transactional Channel

Moreover; the ability of serving transaction and physical distribution can be noticed as a unique ability that firms can find in this phenomenon (Kiang, Raghu et al. 2000). Digital marketing not only revolutionized how companies across the world did business by also the change in customer behaviour. Digital Marketing opened a wide avenue for organization to understand customer behaviour as well as save customer time and distance. Digital Marketing helped the organization as well as customers save transaction cost as well as fixed expenses. (Sheth and Sharma 2005). Organization starts integrating digital marketing in every aspect of the supply chain which in return reduces the cost of reaching products and services to the customer. Companies implementing various digital marketing strategies in this highly competitive industry created the below change mentioned below.

- Offering relevant information about the company's products and services to the customers.
- Developing an effective communication channel between organizations and customers
- Regularly updating the customers about new product launches, offers and promotions.
- Simplifying business transaction which is more customer friendly.
- Facilitating channels of distribution efficiently and effectively.
- Digitalizing services and products.

With the exponential growth, which is happening in the digital world companies need the leverage the following

- Technological Innovation
- Technological Customization
- Market Expansion

With the business going digital and impact of globalization, Organizations need to efficiently use digital marketing to develop innovative business models and strategies which help them to be competitive. (Varadarajan and Yadav 2002). We will be discussing the four major digital marketing tools in detail below:

II. MOBILE MARKETING

(Wharton's David Bell 2016) explains four unique features of a Smartphone.

- (1) Smartphones are uniquely connected to one user.
- (2) It is always "on" and can be taken everywhere.
- (3) It allows for instant sales because it is an effective channel of distribution with financial transaction facility, mobile banking etc.; and
- (4) It is very interactive with facilities such as video and voice facility and geo tracking facility.

Mobile phones with a smart phone features have become an integral part today irrespective of the age group. People from 10 years to 80 years use the smart phone for various functions such as voice calls, video calls, messaging, banking, social media interaction etc. Brands like Apple and Samsung have become a household name because of the smart phones they manufacture and is the common device every individual carry all the time. Because of this smart phone explosion and its acceptance among the users which are basically the customers for all offering of organization, it creates unlimited opportunities for these organizations marketing department to create awareness through mobile platform about their products and services. In this among the widespread of adaption on this device create significant opportunities for marketer to use and increase their awareness and build connection between them and customers. This advantage of smartphone makes marketing organizations to use this medium as the best tool for marketing to reach customers anytime anywhere in the world. (Persuade and Azhar 2012). Mobile marketing is a two-way communication device where in organizations can communicate their offering to customers and get feedback from the customers in real time which make the relationship effective. Because of these reasons smart phone manufactures start integrating and developing applications as per customer's requirements. (Shankar and Balasubramanian 2009). With latest-generation smart phones, the mobile Web experience can be very different for users given different screen sizes of smart phones, long duration download times, and inadequate software capabilities. Hence Marketers are quick to design simple, clear, and mobile friendly sites, paying even greater attention than usual to user experience and navigation.

Barnes and Scornavacca (2004), the most common and cost effective mobile marketing tool is SMS Marketing where in organization can use their customer database for push base practice, on the other hand technology of smart phones open a wide range of social media applications and other applications as a marketing tool which is beneficial to both organization and customers. Today majority of the consumers use smartphones and tablets for all online functions such as entertainment, banking transactions, communication and storage. Customer attitude towards such mobile technology also vary from customer to customer depends upon the users understanding of the hardware as well as the applications.

Irrespective of developed as well as developing markets, the penetration of smart phones is growing at a rapid speed which makes mobile marketing attractive option for marketing. Companies use mobile SMS as a feedback mechanism, the classic example was the strategy Coca-Cola adopted in china where in the company adopted a national marketing campaign requesting residents of Beijing to send SMS guessing the rising temperature of Beijing every day for 30 days to win a year long supply of products from Coke. This campaign helped coke to attract more than 4 million messages in the 30 days with company getting access to customer data base.

The latest generation of smart phone got the features of E-wallet and RFID integrated into the device which opened the variety of avenues to customers to use smart phones for advanced functions with better security features. Customers can now use them integrate their credit cards into their smart phone which saves them from swiping the credit card. With organizations developing user friendly mobile application makes customers to choose the right application for fast and quick transactions as well as for comparisons for making the right decision. (Barnes and Scornavacca 2004).

2.1 Customer Value in Mobile Marketing context

Creating value for customer is the main priority of organization for its success and to achieve the same organization seeks ways to understand customer needs and want and come up with products and services which creates value for the customers. Mobile marketing helps organizations to understand the components needed or effective creation of customer value and perceptions. Some studies mention that mobile services are primarily used for convenience of transaction irrespective of its user-friendliness. (Kim, Chan et al. 2007). Latest study shows that the entertainment factor of smart phone devices is a strong feature along with its utility. This entertainment feature is much more visible among smart phone users who have limited internet faculty and fear factor to use smart phone technology. (Bauer, Barnes et al. 2005).

2.2 Mobile Marketing Attitude

Customers attitude as we all know their adaptation is the major determinant toward the acceptance of mobile marketing activities such as promotions, advertisements etc., there are several articles which demonstrate the various strengths aspect of mobile marketing industry in entertainment and delivering information value (Bauer, Barnes et al. 2005). As per the study conducted by Haghirian and Inoue (2007) among the Japanese consumers' about their attitude towards advertisements through mobile platform, they found that the credibility of information which is passed through mobile marketing have the greatest impact in Japanese consumer's attitude (Haghirian and Inoue 2007). Another literature study did by Okazaki also demonstrate and prove strong relationship between consumer behaviour, intentions and their attitudes in term of using mobile in business (Okazaki 2004). As per the study conducted by Chowdhury and Parvin found mobile advertisement which communicates special pricing and discounts have a very high positive attitude towards the acceptance of mobile advertisements. Mobile discount vouchers, facility for mobile banking tools create greater interest in customer's attitude towards mobile marketing. The attitude of customers in accepting the mobile as a tool of marketing shows significant difference compared to customers who are more mobile friendly. (Chowdhury, Parvin et al. 2006).

2.3 Adoption and Acceptance

Currently the most common mode of communication, entertainment and shopping device across the world in smart phones. we are seeing a significant growth in the number of mobile phone users in the world which proves how well this technology has be accepted across the world. Because of its exponential growth mobile marketing has evolved as an alternative for traditional advertisement and marketing channel. Organizations are preferring mobile marketing over conventional marketing communications because of its flexibility in creating and delivering marketing messages. The advantage of creation of personalized and localized messages helps customers to get the personal touch which made them accept mobile marketing messages as well as helps organization to implement mobile marketing as the main tool of marketing. Majority of the mobile phones were as mini-computers and with the growth of data services as well as wireless technology organizations started

allocating considerable resources to implement effective mobile marketing strategies. The technology acceptance model (TAM) is the foundation to access the level of customer's acceptance and adoption of new mobile.

2.4 Role of Trust in Mobile Marketing.

As the Mobile marketing is rising ever since 2000 with the high penetration on mobile phones across the world, organizations have opened mobile marketing as an additional revenue stream, which help them to reach its customers. With the steady growth in mobile phone users in the world crossing over 5 billion, the functionality of mobile phone has evolved from just a calling device to a multi-function unit having the ability to perform tasks such as surfing, viewing, calling etc. The world is moving towards the mobile and smart phone era, lot of developers are working day and night to come out with variety of user friendly applications for the customers both in IOS as well as Android platform.

With this exponential growth of smart phones and its unlimited possibilities comes with the biggest threat of trust, invading consumer privacy by the fraudsters, spammers as well as hackers. Hence taking these risks into consideration, building a fool proof solution for customers where in their privacy and data is secured will be the integral part in building the relationship between the brands and the consumers.

To build the trust in the consumers there are various organization under the supervision of respective government control mobile marketing activities in respective countries. This gives customers the confidence to depend as well as trust mobile marketing. Some common guidelines which the mobile marketing firms need to follow as mentioned below.

- Consumers need to be given the choice to receive SMS by giving the option of "opt-in" while launching the mobile marketing program.
- Consumers should have the control of when, where and how they receive such marketing messages. If its unwanted they should be able to opt out and organizations should respect the same.
- Ability to do Customization. All information provided by the customer should be used only to personalize content (e.g. receiving messages as opted by the customers which is relevant and useful to them)
- Consumers must receive consideration from the organization in return to the communication they receive.
- The organization should restrict or limit the amount of messages the customer can receive on a set period.
- Trust and Confidentiality. Organizations should confirm to customers that their information will not be shared with any non-affiliated third-parties.

2.5 Mobile Marketing and Satisfaction

Per Kaan vernali and Toker, in comparison with the adaption and acceptance of mobile marketing, there is no study done to find out the customer satisfaction and loyalty (Varnali and Toker 2010). The research on relationship between value proposition and its perception by the customers with the smart phone devices has been attributed towards mobile marketing satisfaction. The quality of information from the mobile marketing in terms of its trust worthiness, history, accuracy and reviews have significant impact in the customer satisfaction criteria. (Chee et al 2002).

Marketing organization who focus on mobile marketing as their marketing channel should try to find the difference between mobile satisfaction and mobile loyalty between the different type of consumer segments and how this factor help them to have a better understanding of customer's

values towards mobile marketing. Also, if consumer's mobile devices usage is dynamic in time, organization can gain experience which will help them to take decision whether to continue or abandon the SMS marketing. Also, companies should try to find out the factors affecting the consumer's usage behaviour and its evolution.

III. EMAIL MARKETING

The medium of communication where the sender communicated a commercial message to individuals or group of consumers using email as the tool is called Email Marketing. In other sense, any mail to its current as well as potential customer electronically can be termed as email marketing. In email marketing organizations send copy of advertisements in digital format, request for business/sales and donation, which help organizations to build loyalty, trust and brand awareness. Marketing agencies use various tools to collect email address of customers which later they sell these customer databases to companies for them to reach the potential customers. Hence organizations can send such offers by email to their own customer data base as well purchased emails. Email marketing usually is used by organization to enhance their relationship with existing as well old and future customers, use this as a tool for developing value and customer satisfaction, to collect customer feedback which helps organization to adapt to customers' requirements. Most of the email advertisements results in immediate purchase. (Jackson and DeCormier 1999).

The different types of email marketing commonly used are as below.

First one being Transactional emails, which are basically generated once the customer transacts with the organization, this can be in the form of electronic invoice, computer generated password reset emails, confirmation from organization about the purchase the customer initiated, update on their confirmed orders, follow-up on regular re orders, reminder about time specific service activities as well as mail requesting customers to give a feedback on the transaction and service level of the organizations.

Direct emails are another type of email marketing where in organizations send emails which communicate only promotional message of the offer. Organization collect or buy list of customers email address and then send direct promotional messages to them directly.

Mobile email marketing is the third type of email marketing where in large amounts of mails are send by email through smartphones and tablets. Here emails are generated as per the consumer behavior of his use of smart phone and then tailor made promotional materials which are relevant to him which can be viewed through his smart phone. In today's world email marketing is considered as a pull strategy than push strategy.

Email marketing is one the of the most cost effective mode of marketing activities the mantra being less expenses with maximum return. Base on the finding of Salehi and Mirzaei, having a great digital marketing manager is a great asset to organizations. (Salehi, Mirzaei et al.):

3.1 E-mail Marketing and Permission Issue

Opt-in email marketing also called Permission issue option, is a process where in the recipient has the right to decide whether he needs to receive similar kinds of emails going forward. Customers if they feel its beneficial for them to get such mail allow the marketing agencies to keep sending such mails and if they feel it's not adding any value with the tool of Opt out function they can stop getting such mails in future.) (Wright and Bolting 2001; Rettie 2002; Raad, Yeassen et al. 2010). Basically, when it comes to Opt-In Email, customer will be anticipating the

email from the organization. It is given that consumer requested hence he want to receive the email unlike junk mails. (Sterne and Priore 2000; Raad, Yeassen et al. 2010)

3.2 E-mail Marketing Success Factors

Even though email marketing is the cost effective, but if not planned properly the results can be disappointing. Hence, it's very important to ensure proper planning is done to ensure effectiveness and success of every email marketing campaigns. (Rosenspan 2001). Companies should follow the below steps which will ensure these email marketing campaigns bring desired results. c volume

Step 1: Create a Permission-Based Email data base which is validated

Step 2: Develop an advertisement content which is simple, Clear, Attractive, Direct with personalized touch.

Step 3: Ensure its formatted proficiently where in Break up blocks of text with bullet points which help customers to understand the content well.

Step 4: Try to do Cross Promotional activities by incorporating Mobile marketing with Email marketing.

Step 5: Implement different testing mechanism to measure the results using different variable such as Headline, Body, Keywords, Time of the Day, Hardsell vs Soft sell etc.

IV. WEB MARKETING

Web marketing is a broad category of promotion and advertising that has multiple forms of marketing activates via online. The main reason for marketers to shift from traditional medium of advertisement to online is because of its cost efficiency. Lot of websites offer online advertisement space free of charge or at very negligible cost. Organizations can upload company commercials and other marketing videos and websites such as YouTube or even start their own blog free of charge wherein they can attract millions of customers to watch the same. The cost of advertising in leading official websites will be fraction of cost compared to advertisement in newspapers or television (Adam, Bednall et al. 2011). Marketing in this industry develop and integrate technology into internet marketing which create a strong webpage which generate high traffic which in turn result in better visibility (Frost and Strauss 2001) The most common types of web Marketing is mentioned below.

- Display Advertising is a tool where marketing use banner advertisement incorporated with graphical images for better attention. (Hamborg, Bruns et al. 2011).
- Search Engine Marketing -Advertising in leading search engine websites by paying them so that they get preferential positioning during search.
- Search Engine Optimization is a commonly used method to increase visibility
- Referral Marketing is an online marketing method where in customers can refer each other by recommending products and services with benefits.

V. SOCIAL MEDIA MARKETING

The form of marketing where in advertisers use social media platforms such as Facebook, Instagram, snapchats etc. for promoting their products and services. the advantage of social media marketing is that these platforms got their own customer base which can be segmented as per the organizations requirements and with the help of their own data analytical tools, marketers can track, measure, control the budget, effectiveness, success factors as well as engage with the customers one on one. Marketers can address current as well as potential stake holders, these data are visible to news agencies, bloggers as well as to public. The strategic explanation of Social media marketing can be the management of the various implantation of marketing activities, its governance and identifying the scope along with its culture and tone and evaluating the results. The success of social media marketing depends upon the customer feedback in terms of comments, posts, reviews, recommendations towards the marketing campaign the run by companies in social media platform. Hence with those feedbacks and comments organization will be able to evaluate and do analysis on the effectiveness.

For successful implementation and integration of social networks in to organizations marketing strategy they need to develop a social media marketing model. (D'Andrea Alessia; Ferri Fernando; Grifoni Patrizia 2012). The companies should follow the following steps for successful implementation of social media marketing plan.

- Identifying the right social media platform – Facebook, LinkedIn, Twitter, Instagram etc.
- Allocating budget for social media advertisement as the result depends on long term strategy.
- Creating marketing organizational structure in a way where emphasis is given to digital marketing.
- Identifying the correct target group as per the company's products and service offering.
- Selection the right message which need to be promoted by not confusing the customers.
- Regular analysis and evaluation of the data to check the results.

The latest study by Bennett, Shea "Social Media Business Statistics, Facts, Figures & Trends 2014) , shows over 80% of marketing executives recommends social media as an integral part of their marketing organization . Retail business across the work has witnessed a steady increase of 133% in their revenues from social media marketing. Bowden, J. (March 17, 2014 The Impact of Social Media Marketing Trends on Digital Marketing).

VI. CONCLUSION

This research paper outlines the conceptual use of the five way of digital marketing tools various organizations can use to enhance its marketing and communication techniques efficiently and effectively. These platforms offer organization cheap yet effective and strong medium to promote their product and service to reach the right audience. Analysis of the relevant literature aims in outlining the key success factors of each mode of digital marketing which is the primary aim of this research. This study also outline the various advantages, steps, issues and success factors related to each medium such as Mobile Marketing, E-mail Marketing, Web Marketing and marketing through social network sites (SNS). Hence by reviewing various relevant literatures, this research can conclude that firms can implement one of combinations of multiple medium of digital

marketing strategies to promote their products and services to its potential and existing customers and create brand awareness, customer loyalty and to create customer value by having a strong two-way communication and feedback mechanism.

Per literature firms use different tools to create excellent relationship with its customers for better understanding of their customer behaviour as well as their own offering. This intern will help them to derive new product development and innovation strategies, implementing the right market expansion strategy as well as to identify the right customer data base. This will help organizations implement the right marketing strategy to gain better return on their investment as well as for increased sales revenue. As this topic is evolving rapidly, further studies could help in analyzing the customer preference as per various market segmentation to have a better understanding of customer behaviour, perception which will help organization to focus more to do business in the digital world.

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