

Important Updates on Digital Marketing

Niraj Bharambe^{1*}, Sanjana Bhangale², Trupti Thakur³

^{1,3}Department of IT & CS, Shri D. D. Vispute College of Science, Commerce and Management, Panvel, India

²Department of IT & CS, Pillai's College of Arts, Science and Commerce, New Panvel, India

Abstract: This paper provides insight into some current and future selling ways. The content relies on the newest publications and developments within the business world. This paper relies on secondary info. This paper relies on existing documents and on-line sources. browse numerous articles, research, reports, newspapers, magazines, numerous websites, and on-line info. we have a tendency to face a serious amendment in Republic of India towards medical aid. the client needs and desires a lot of on-line to search out the most effective deal for Indian sellers compared to ancient or standard ways. during this study, we have a tendency to united that companies will like Digital selling like programmed improvement (SEO), programmed selling (SEM), content selling, influential selling, content amendment, e-commerce selling, campaign selling and social media selling, usage in social media, direct email selling, show advertising, e-books, optical discs and games and have become more and more common in our development technologies. it's shown that we have a tendency to ar all connected to WhatsApp and Facebook and therefore the increasing use of social media is making new opportunities for digital marketers to draw in customers through the digital platform. shopper awareness is vital as a result of it provides a deeper understanding of what influences users to form content a few product or store. Digital selling is dear and contains a large impact on business. consistent with the study, there might even be a dispute over that social media platforms the target market is another vital consider making certain that on-line selling is effective. the web selling practicality of varied businesses will be analyzed. analysis can even be accessorial to check on-line selling ways specific to totally different businesses.

Keywords: Internet, Marketing, Digitization, Social media, Marketing trends, Digital marketing.

1. Introduction

Marketing may be a relaxed, versatile enterprise. The role of selling itself has modified dramatically because of a range of things - shortage of products and services, inflation, inflation, high state, dying industries, dying corporations, act of terrorism and war, and therefore the effects of fast technological modification in sure industries. Such changes, together with the net, have compelled fashionable selling executives to focus a lot of on the market once creating strategic choices, requiring legitimate ways in which to get correct and timely info concerning customers, product and markets, and therefore the atmosphere. web selling involves the utilization of the net to promote and sell merchandise or services. web selling uses the ability of selling to sell and sell product. Electronic commerce refers to any on-line marketplace. Electronic commerce

supports the sale, purchase, trade of product or services on-line. on-line selling forms a set of electronic commerce. With the explosion of web growth, on-line selling has become very hip. web selling is alleged to own begun within the early 1990's with solely text-based websites providing product info. With the expansion of the net, not simply merchandising product alone, however furthermore, product details, advertising area, package programs, auctions, stock commerce, and matchmaking. a couple of corporations have modified course; the net is used for selling, like google.com, yahoo.com, amazon.com, alibaba.com, and youtube.com. This paper provides an outline of current and future trends in on-line selling.

2. Book Review

Many analysis papers and articles supply a close understanding of web selling. The literature findings area unit bestowed below:

Online selling is just outlined as 'achieving digital selling goals' (Chaffey et al., 2009). Digital selling is that the use of technology to help selling activities to enhance client expertise by meeting their desires (Chaffey, 2013). within the developed world, corporations have recognized the importance of digital selling. For businesses to thrive, they're going to have to be compelled to meet on-line and ancient ways to satisfy client desires accurately (Parsons, Zeisser, Waitman 1996). The introduction of latest technologies ought to produce new business opportunities Advertisers manage their websites and win their business objectives (Kiani, 1998). web selling may be a powerful selling vehicle for complete building and therefore the growth of cars in corporations to achieve success (Song, 2001). Expected by emotional results and measurement the success of advertising revenue spent, digital selling is dearer to live ROI in advertising (Pepelnjak, 2008).

Today, wonderful advertising and selling ways have taken the place of digital selling. Also, it's thus powerful that it will facilitate revitalize the economy and may additionally produce bigger opportunities for state to perform effectively (Munshi, 2012). Singapore corporations have tested the effectiveness of digital selling tools as effective and helpful in achieving results. (Theo, 2005). most significantly, the expansion of digital selling has been the results of speedy technological developments and changes in market power (Mort, Sullivan, Drennan, Judy, 2002).

*Corresponding author: nirajbharambe@gmail.com

In order for digital selling to provide business results, digital content like accessibility, navigation, and speed area unit outlined as key selling indicators (Kanttila, 2004). Another used and tested digital selling tool is that the use of spoken WOM in social media and for creating the location widespread (Trusov, 2009). Also, WOM is connected to putting together new members and increasing traffic to the web site that additionally will increase visibility in terms of promoting.

Facebook, with its distinctive model, has displayed opportunities for businesses to attach with several folks through merchandise and services and open up new selling opportunities. this will solely happen if managers area unit well-versed in victimization communication methods to interact customers and improve their information (Mangold, 2009). selling professionals should actually perceive on-line social selling campaigns and programs and perceive the way to sleep with effectively with performance measure indicators. because the forces of the worldwide market evolve counting on the younger audience on social media and usage. methods for desegregation methods ought to be adopted within the organisation's selling communications strategy (Rohm & Hanna, 2011). within the higher than review, we are able to assume that GST may be a tax modification which will modification the planet state of affairs because the basis for this review study.

Blogs as a digital selling tool are instrumental in increasing sales revenue, particularly in merchandise wherever customers will learn to review and write ideas regarding personal experiences. For businesses, on-line reviews have worked well as a part of their selling strategy (Zhang, 2013). on-line service tools have a bigger impact than ancient means that of communication (Helm, Möller, Mauroner, Conrad, 2013). As a part of the study, it's tried that users gain a lot of confidence and happiness as they become aware of the social media itself that is that the motivation for businesses and selling professionals (Arnott, 2013). internet experiences have an effect on shopper psychological processes and improve their on-line looking call (Cetinã, Cristiana, Rădulescu, 2012).

The Internet may be a powerful business tool (Yannopoulos, 2011). selling managers WHO fail to use the importance of the web to their business selling methods are in danger as a result of the web is dynamic product strategy, price, distribution, and promotion.

3. Subject Concept

The most attention-grabbing results of the explosion of technology and its straightforward handiness to shoppers is that the disruption of markets and promoting practices. The client these days is authorized and controls the web communication method, content, and communication method. the facility of ancient promoting and communication tools is decreasing and also the client is a smaller amount assured within the message of commonness with the merchandise. Technology is dynamical the context and functioning of marketing: marketers area unit powerfully forced management} during an advanced and dynamical world wherever they not have complete control of media and messages. client behavior additionally changes:

the client loses trust and is additional sensitive, smarter, additional knowledgeable, and additional economical than ever. New information, new skills, and innovations area unit required these days and for future marketers not solely to grasp the favorable surroundings of selling and technology however additionally to grasp and communicate with a replacement client. promoting is changing into additional technologically advanced and technologically advanced for advertisers with new challenges and opportunities: Mobile promoting, net of Things, Statistics, Big Data, 3D Printing, Cloud Computing, computer science, client neurobiology / Neuromarketing among more and difficult area unit the things within which the longer-term vender is predicted to be able to operate and deliver. With the speedy development of digital technologies and media, it's a significant challenge to stay track of these developments and to implement them. that's why the author felt the necessity to concentrate on this during this study.

4. Statement of Learning Problems and Objectives

Recognizing that the ability of the net and social media won't diminish within the next few years, this text can apply to any or all organizations (Giedd & Chief, August 2012). the ability of Smartphones in conjunction with social media may be a growing threat to several firms (Felt & Robb, 2016). The second major issue of concern is expounded to the continuing exploitation of kids, adolescents, and adolescents World Health Organization use digital and social media too (Giedd & Chief, August 2012). that's why this study aims to target understanding on-line selling and its processes for the subsequent purposes:

- What effective on-line selling ways ar used today?
- What are the essential comparisons between ancient and digital marketing?
- What's the foremost standard on-line selling method?
- Do firms like on-line selling over ancient marketing?

These queries can facilitate USA predict on-line selling trends and build applicable recommendations to firms.

5. Method of Operation

Experimental analysis is meant to permit the investigator to appear at a specific event, so as to develop the concepts instructed (Reynolds, 1971). This study examines and involves each quantitative and chemical analysis. As a results of this study (critical review), knowledge were collected on associate Indian basis. Details and secondary data are analyzed to organize this paper extensively. Details and knowledge were collected from numerous specialists and investigators, printed e-books, articles printed in numerous journals, journals, conference papers, worksheets, annual company web site reports, and CSR work reports, moreover as their internal correspondence. Company-related data and knowledge square measure used in public on company websites. this can be a good/standard apply of analysis that may be a vital thanks to review. The method used was a posh review article.

6. Study Review and Discussion

A. Internet Marketing

The Internet may be a world system of connected pc networks. it's a network of networks consisting of voluminous non-public, public, academic, business and government networks. "The web may be a work of art due to a mix of technological advances and therefore the greatest supply of data that group has ever had to use. the net additionally arranged the inspiration for additional data channels than humans did till the twentieth century." (Phillips, 2003). The word promoting has several meanings. one among the foremost fashionable definitions is "Marketing may be a human process within which people and teams get what they have and wish by building and exchanging product and their price with others." (Kotler, Keller, 2007). By linking the 2, "We will apply the principles of on-line promoting. this will be done primarily by making websites, on-line advertising, and on-line market research, electronic promoting, etc. However, on-line promoting needs a distinct approach to some aspects than ancient promoting." (Blažková, 2005). Speaking of on-line promoting additionally referred to as on-line promoting, net promoting, e-marketing, or promoting on-line product or services on-line.

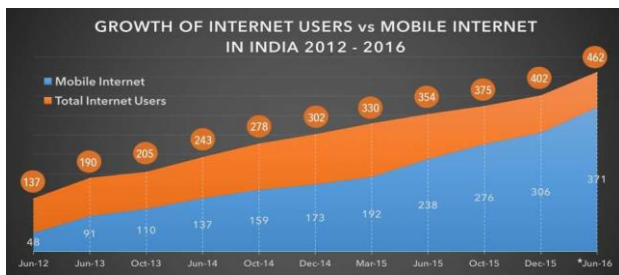


Fig. 1. Internet users and mobile users
(Source: IAMAI, Feb 2016, Million User Prices, *Limited Users)






Internet selling includes the utilization of a corporation web site in line with on-line promotional ways, like banner advertising, search engines, PPC advertising, email, and links or services from alternative websites to seek out new customers. many folks might imagine that net selling is simply an internet site with its content, however it's terribly tough. net selling is that the link between a web site, search engines, partner sites, blogs, alternative web site links, B2B partners, customers, source partners, and far a lot of. In any form of selling, it's vital to possess an outsized audience, as long as net selling is affected, the quantity of shoppers could also be associated with the utilization of the web itself, See Fig. 1.

B. Power of Internet/Digital Installation

Internet selling includes the utilization of a corporation web site in line with on-line promotional ways, like banner advertising, search engines, PPC advertising, email, and links or services from alternative websites to seek out new customers. many folks might imagine that net selling is simply an internet site with its content, however it's terribly tough. net selling is that the link between a web site, search engines, partner sites, blogs, alternative web site links, B2B partners, customers, source partners, and far a lot of. In any form of selling, it's vital

to possess an outsized audience, as long as net selling is affected, the quantity of shoppers could also be associated with the utilization of the web itself, See Fig. 1.

Table 1
Examples of Power of Internet/Digitization

The world's biggest bank, with no actual money – Bitcoins.	
The world's largest Taxi Company owns no vehicles – UBER	 UBER
The world's most well-liked media owner creates no content - Facebook	
The world's most respected retail merchant, with no inventory – Amazon, Alibab.com	
The world's largest accommodation supplier owns no realty – Airbnb, booking.com	

C. Different Internet Marketing Trends/Strategies

The net promoting program can facilitate outline specific e-marketing objectives and develop methods to confirm that services square measure delivered to require advantage of Internet advertising opportunities and to combat their threats. E-marketing focuses on however the corporate and its merchandise use the online and alternative digital media like email and mobile media to interact with its audience to fulfill its promoting objectives. we've developed all types {of promoting of selling of promoting platforms from content and social promoting to marketing technologies, analytics, and structure transformation, to search out and acquire the ultimate outline of the 2017 advertising trends. a spread of articles on the promoting methods of assorted authors and specialists are scan, analyzed, and summarized as follows:

1) Search Engine Optimization (SEO)

In layman's terms, computer program optimisation or SEO primarily scans your web site to come back naturally or naturally with search results from Google, Yahoo Bing, or another computer program. Google updates its technology frequently so solely relevant results are often displayed. From that viewpoint, several consultants say that SEO is dead which effort is futile. However, the actual fact is that Google is making an attempt to forestall formula fraud by filtering sites that ought to not be at the highest of the SERPs (Search Engine Result Pages). thus there's little doubt that you just ought to invest in SEO work. Your web site should modify content-related and query-related technologies, compiling, indexing, and translating non-text content. Remember, it's a cheap promoting strategy that may bring live traffic to your business.

2) Search Engine Optimization (SEM)

Search Engine promoting or SEM could be a complete strategy for driving traffic to your business, particularly through paid efforts. it's so conjointly known as Paid Search promoting. The SEM atmosphere is exclusive and complicated. betting on

your business model, you'll opt for the PPC model (pay per click) or CPC (cost per click), or the CPM model (cost per thousand). There are totally different SEM platforms. By far, Google Ad Words (on Google Network) and Bing ads (on Yahoo Bing Network) are very fashionable. SEM includes show advertising, re-search and re-location promoting, mobile promoting, and paid social media

3) *Content Creation*

Content may be conferred during a form of ways that, together with blogs, white papers, e-books, case studies, guidelines, questions, and answers, forums, news and updates, photos, banners, infographics, podcasts, webinars, videos, or microblogging content and social media sites. All the most recent changes in Google's algorithmic rule - be it Panda, Penguin, or apodiform bird - purpose to the content of the foremost vital metrics whereas filtering search results. you'll be inventive and build content for any topic and artfully link it on to your business. you'll need to scan our article on a way to incorporate content and market your startup or business at no value. Also, you wish to customize your content on totally different platforms. for instance, cellular phone content ought to be fun and short. Remember, a good strategy can have interaction your readers and leave them inquisitive about a lot of info from you. smart content is shared and is that the best thanks to complete your business.

4) *Social Marketing (SMM)*

Social Media promoting or SMM is that the backbone of your SEM efforts. It involves driving traffic to your sites or business mistreatment social networking sites like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, etc. As mentioned higher than, nice content is shared and likable. making and customizing numerous communication platforms. keep in mind to grant birth and be real; you wish to interact with users daily, a minimum of four to 5 times daily. Your SMM efforts is terribly useful in product promoting and driving. client communication tools and ways have modified dramatically with the appearance of communication; thus, businesses ought to learn to use social media in a very approach that's in step with their business set up (Mangold and Faulds 2009). to form a good promoting campaign through social media, the patron should be receptive technology.

5) *Digital Display Advertising*

This is conjointly the premise of your SEM efforts. you'll use a spread of advertising formats to focus on potential audiences - be it text, image, banner, rich media, collaborations, or video ads. you'll customize your message supported interests, content topics, or client position within the purchase cycle. However, remember that alphanumeric display advertising is dear. you wish professionals to drive an honest ROI for your business.

6) *Mobile Marketing*

Mobile promoting may be a new promoting part, that focuses on two-way promoting communication between the corporate and customers that takes place through mobile phones. Websites, apps and content square measure tailor-made to mobile devices. Mobile users square measure growing day by day and square measure the foremost effective means of selling. Dushinski (2009) in his paper describes mobile promoting as a

versatile tool to attach firms with every shopper with their mobile devices at the proper time, within the right place, and with the proper messages.

7) *Collaborative marketing*

Make sure your selling strategy includes potential client voice communication. in line with a study by ExpoTV.com, 55% of respondents additional highly to favor to opt to choose to have in progress communication with corporations the businesses they purchase from; and 89% felt more loyal to companies once invited to produce feedback. Use tools like widgets and login options to form your web site additional interactive, request feedback and track user activity. interact with customers actively and customize offers supported preferences and their browsing activities.

8) *Viral Marketing*

Viral is like AN device these days that's constant size because the recent mouth. infective agent promoting may be a strategy wherever distinctive content is cosmopolitan on-line as a result of the content is valued, shared, and well-liked. this is often an excellent thanks to mark and drive traffic to your web site. Content will take any format; all you wish to try and do is be artistic. Retailers have caught this bug and area unit more and more weaving elements of the virus into their promoting programs. This technique isn't solely costly however additionally typically additional reliable than commonplace ads." (Howard, 2005)

9) *Email Marketing*

When you send associate degree email promoting message to a possible customer list, that strategy is termed Email promoting. With effective email promoting code, you'll keep an inventory of emails categorised in keeping with specific factors, as well as client preferences and dislikes, and disbursement habits. bear in mind to send the emails themselves; this helps to make trust. However, remember that Email promoting may be thought-about spam and have just laws in some countries.

10) *Integrated Marketing*

Affiliate promoting could be a performance-based promoting program, wherever you pay the publishers United Nations agency bring you, customers. Performance could also be supported conversions - promotions, earnings, or straightforward sales. you'll wish to be a region of the cooperative programs of various publishers. Basically, publishers can offer you area on their pages to advertise your business and assist you drive conversions; and you may pay them in line with the compensation model. you'll get facilitate from the Integrated Network, which can give you with a good base of publishers, and alternative edges like pursuit and reportage technology. cooperative promoting is particularly useful for startups, because it can bring a lot of traffic to their business through sites with high traffic. In short, Affiliate promoting could be a win-win scenario for each marketers and publishers. Sites like Amazon, eBay, LinkShare, and Flipkart launch Affiliate Programs. Most on-line businesses with sensible traffic have their own affiliate programs.

11) *Online Public Relations (Online PR)*

Public Relation is a crucial a part of fashionable promoting tools. firms that don't take into account PR will lose customers.

The question is what percentage customers will they lose? the solution to the current question is extremely troublesome as a result of PR is way tougher to live than for instance on-line advertising, however, smart PR invariably brings different advantages to the corporate. on-line PR is additional profitable than ancient PR within the risk of in-depth communication and two-way on-line. firm's exploitation {an on-line|a web|an internet} business will improve on-line publicity by commercial enterprise PR articles on online PR lists, by commercial enterprise media on on-line media, by sharing videos or music containing business messages or advertisements, or by collaborating in varied discussion forums or pro-pipes.

12) Digital Media Planning and Purchasing

When a media agency researches and develops a comprehensive strategic framework, we tend to decision its Digital Media coming up with. whether or not you're driving sales or changing, introducing a brand-new product or promoting a longtime product, or ever-changing client behavior, the media agency plans totally different platforms and formats to succeed in the specified audience. Learns regarding accessibility and scope for a spread of internet and mobile applications. The agency works with totally different partners and buys the proper area and concepts. this can be known as Media shopping for. In fact, Media shopping for and coming up with covers all of the methods we tend to mentioned higher than.

13) Web Statistics

Perhaps, the foremost vital facet of your Digital selling is net Analytics. In fact, net Analytics helps you to gather, measure, understand, analyze, organize, report, and predict your net business activities. net Analytics shouldn't be confused with net Statistics. Contrary to easy news, net Analytics provides you analysis and numerous thinking angles for viewing your business. different vital net Analytics tools square measure Google Analytics, Spring Metrics, Woopra, Clicky, Mint, and Chartbeat. each publiciser ought to use net Analytics to know their business and improve ROI and conversions.

D. Preferred Online Marketing Method

Ascend2 and its alternative analysis partners surveyed 275 selling professionals in 2016 worldwide. The results square measure shown in figure 2.

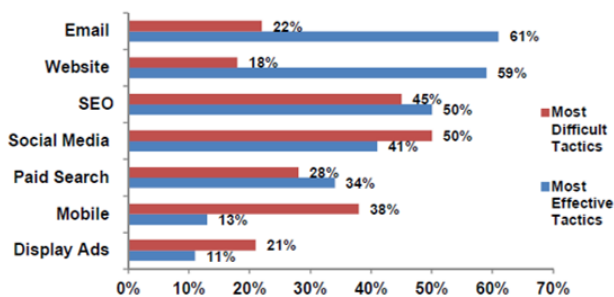


Fig. 2. Preferred internet marketing approach

(Source: marketingcharts.com, Ascend2 and its research partners, 2016)

Figure a pair of shows that email and website produce the

foremost effective and most troublesome methods to implement. A survey conducted by Dave Chaffey's "Digital selling Trends for 2017" (April 2017) invited comments from good Insights readers on the foremost necessary trends at the best level. 2,352 responses were received from advertisers round the world. Respondents were asked to supply their opinion "Choose one selling job that you just suppose can provide your business the largest increase in earnings and sales in 2017 (or your shoppers if you're employed for place of work or as a consultant)". the subsequent statistics show the varied functions of digital selling with a significant business impact in 2017. Content selling communities have a large impact on a company's business.

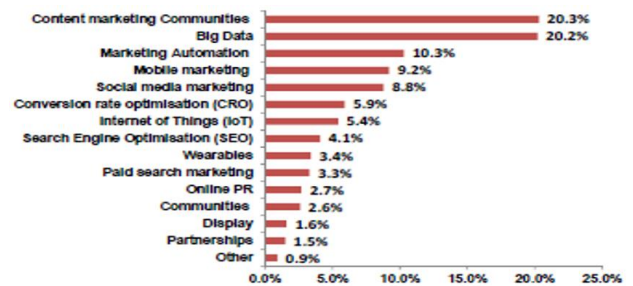


Fig. 3. Digital marketing commercial impact

(Source: <http://www.smartinsights.com>)

E. Traditional Marketing through Internet Marketing

If we have a tendency to compare on-line promoting ways with ancient promoting ways, then their area unit enough places and opportunities wherever on-line promoting is competent and has its advantages, and is usually most well-liked.

- Unlike ancient promoting wherever we've to attend an extended time to induce feedback from customers, on-line promoting is time period.
- Since we are able to reply to customers in time period, it's simple to trace whether or not a specific campaign is functioning for a product or not, and betting on the vendor with feedback will create the proper modification in promotional, ancient promoting campaigns, this flexibility isn't attainable.
- In ancient promoting, it's tough for little retailers to contend with the largest competitors within the market because of the price concerned and strategic technology, and within the case of on-line promoting, with an honest web site you'll be able to reach your audience with a secured higher service guarantee.
- Involvement of prices is another issue produces that makes a major distinction between the standard ways of on-line promoting; a business house will create its own digital marketing strategy at an awfully low value and replace typical costlier advertising ways like media printing, radio broadcasting, television, and magazines.
- Marketing with on-line promoting, any business promotion plan is as accessible and accessible because it will be seen in any a part of the globe with one promoting campaign at a price compared to regular promoting campaigns and as long as an publiciser has discovered

keyword search ways on the web site. low-maintenance to take care of posture.

- By promoting electronically, a seller will produce choices to encourage his audience to require applicable action, visit the acceptable web site, realize their merchandise and options and numerous services, during this manner customer will categorical their opinion concerning the merchandise, their alternative of product purchase and relevant feedback. a good chance to have interaction with customers, that is usually outlined once there's a standard promoting method.
- With the advancement of on-line advertising will be done higher than the standard methodology of selling, a well-designed web site with quality info will pinpoint client wants and add worth to their expectations through the creation of nice opportunities. on-line promoting has the potential to make explosions and infectious agent effects in promoting quite ancient mode promoting, as an example mistreatment social networking websites, emails, and social media channels lightness the content of a message which will be shared terribly quickly.

F. The benefits of digital marketing bring customers

With the speedy development of technology, digital selling has remodeled customers United Nations agency get behavior. Bring varied edges to shoppers as given below:

- Be awake to merchandise or services: Digital selling technology permits shoppers to stay company details up so far. lately most shoppers will afford it access the net at any time and firms area unit perpetually change data regarding their merchandise or services.
- Greater engagement: With digital selling, shoppers will participate in a very style of company activities. consumers will visit the company's web site, browse data regarding merchandise or services, and search on-line and supply feedback.
- Clear data regarding merchandise or services: With digital selling, shoppers receive specific data regarding merchandise or services. there's very little probability of misinterpreting the data taken from the vendor within the place of business. However, the net provides full details of the merchandise that customers will believe and build a sale call.
- Comparison straightforward comparisons with others: As a lot of firms try and promote their merchandise or services victimization digital selling, it's a large profit to customers that customers will build comparisons between totally {different completely different} merchandise or services at different price and time-friendly strategies. Customers don't get to visit a range of stores to urge data regarding merchandise or services.
- Shopping 24/7 looking: Because the net is on the market all day; there's no limit to the time a client needs to shop for a product on-line.
- Share the content of merchandise or services: Digital selling provides viewers the chance to share product content or services with others. victimization digital

media, one will simply transfer and acquire data regarding product options or services to others.

- P clear value: The corporate displays the costs of merchandise or services through the digital selling channel and this makes the costs clearer and a lot of visible to customers. the corporate will invariably modification costs or provide specials.
- Ables allows fast looking: With ancient selling, customers 1st check up on the ad and notice the correct store to shop for merchandise or services. However, with digital advertising, customers should purchase merchandise or services right away.

7. Conclusion

We area unit experiencing a serious shift in Republic of India towards digitalisation. the client is trying and searching for a lot of on-line to search out the most effective deal for Indian retailers compared to ancient or standard ways. Cha (2009) conjointly established in his analysis that once folks see searching services on social media as helpful and straightforward to use, they're a lot of seemingly to be willing to shop for things on social networks. The wide selection of users World Health Organization use social media implies that a lot of targeted markets are often reached (No 2009). Ravi Shankar (et al. 2011) conjointly got wind in their analysis that a lot of shoppers use social media platforms (e.g., Twitter, Facebook, MySpace, and LinkedIn) and think about them to plug getting decisions; encouragement on these problems has become vital.

In this study, we have a tendency to in agreement that companies may gain advantage from digital selling like program optimisation (SEO), program optimisation (SEM), content selling, authoritative selling, content automation, e-commerce selling, campaign selling, and social media selling, social media usability, direct email selling, show advertising, e-books, optical discs and games and are getting progressively common in our development technologies. Vogus (2011) conjointly determined that giant corporations read social networking sites as strategic tools which some businesses even rent staff to observe their social media pages. mangold-wurzel Associate in Nursingingd Faulds (2009) advocate that social media ought to be thought-about as Associate in Nursinging integral a part of an integrated selling strategy and will not be taken gently.

It is shown that we have a tendency to area unit all connected to WhatsApp and Facebook and also the increasing use of social media is making new opportunities for digital marketers to draw in customers through the digital platform. client awareness is vital as a result of it provides a deeper understanding of what influences users to make content a couple of product or store. this is often conjointly supported by Chu (2011), World Health Organization examined the link between product-related participation on Facebook, advertising responses, and psychological aspects of self-disclosure and behavior between members and non-Facebook cluster members. analysis has found that users World Health Organization area unit members

of teams on Facebook area unit a lot of seemingly to disclose their knowledge than members. Chu (2011) conjointly found that users World Health Organization area unit members of the Facebook cluster maintain a higher position through social media and advertising.

Digital selling is expensive and incorporates a large impact on business. Indeed, smaller corporation's area unit currently ready to access targeted markets at a reduced value and might vie with larger corporations, equally (F. Palumbo and P P. Herbig., 1998).

8. Limitations of Research

According to this study, there are often more conflict concerning whether or not that social media sites ar employed by the company's target market is another necessary consider making certain that on-line selling is winning. The performance of net selling for varied businesses are often analyzed. analysis can even be additional to match on-line selling ways specific to totally different businesses.

References

- [1] A. J. Parsons, M. Zeisser, R. Waitman (1996), "Organizing for digital marketing", McKinsey Quarterly.
- [2] A. Munshi, M. S. S Munshi (2012), "Digital marketing: A new buzz word", International Journal of Business Economics & Management Research, Vol. 2, Issue 7.
- [3] Blažková, M. Jak využít internet v marketingu: krok za krokem k vyšší konkuren-ceschopnosti. Grada Publishing, 2005.
- [4] Chaffey. D (2013), "Definitions of E-marketing vs Internet vs Digital marketing", Smart Insight Blog, February 16.
- [5] The Chu, Shu-Chuan (2011), "Viral advertising in social media: Participation in Facebook groups and responses among college-aged users." Journal of Interactive Advertising 12: 30-43.
- [6] Cha, Jiyoung. (2009), "Shopping on Social Networking Websites: Attitudes towards real versus virtual items." Journal of Interactive Advertising, 10: 77-93.
- [7] Cetinã, J, Cristiana. M, Rãdulescu. V (2012), "Psychological and Social Factors that Influence Online Consumer Behavior", Procedia - Social and Behavioral Sciences, Vol. 62, pp. 184-188.
- [8] Felt, L. J., & Robb, M. (2016), "Technology Addiction: Concern, Controversy, and Finding Balance", San Francisco: Common Sense Media.
- [9] Fred Palumbo, Paul Herbig (1998), "International marketing tool: The Internet", Industrial Management & Data Systems, Vol. 98, Issue 6, pp. 253-261.
- [10] Giedd, J. N., & Chief, M. (2012), "The Digital Revolution and Adolescent Brain Evolution."
- [11] G. Reza Kiani, (1998), "Marketing opportunities in the digital world", Internet Research, Vol. 8, Issue 2, pp. 185-194.
- [12] Glynn Mangold, David Faulds (2009), "Social media: The new hybrid element of the promotion mix", Business Horizons, Volume 52, Issue 4, pp. 357-365.
- [13] Guoying Zhang, Alan J. Dubinsky, Yong Tan (2013), "Impact of Blogs on Sales Revenue", International Journal of Virtual Communities and Social Networking, Vol .3, pp. 60-74.
- [14] Hanna, Rohm, Crittenden (2011), "We're all connected: The power of the social media ecosystem", Business Horizons, Volume 54, Issue 3, Pages 265-273.
- [15] Howard. T (2010), "Viral advertising spreads through marketing plans", USA Today.
- [16] J Chandler Pepelnjak, "Measuring ROI beyond the last ad", Atlas Institute, Digital Marketing Insight, 2008.
- [17] Kotler, P., Keller, L (2007), Marketing management, Grada Publishing.
- [18] Mangold, Glynn W., and David J. Faulds (2009), "Social Media: The New Hybrid Element of the Promotion Mix." Business Horizons 52: 357-365.
- [19] Mort, Gillian Sullivan; Drennan, Judy (2002), "Mobile digital technology: Emerging issue for marketing", The Journal of Database Marketing", Volume 10, Number 1, pp. 9-23.
- [20] Michael Trusov, Randolph E. Bucklin, Koen Pauwels (2009). Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site. Journal of Marketing: Vol. 73, No. 5, pp. 90-102.
- [21] Nina Koiso-Kanttila (2004), "Digital Content Marketing: A Literature Synthesis", Journal of Marketing Management, Volume 20, Issue 1-2, pp. 45-65.
- [22] Pai, P, Arnott. DC (2013), "User adoption of social networking sites: Eliciting uses and gratifications through a means-end approach", Computers in Human Behavior, Volume 29, Issue 3, pp. 1039-1053.
- [23] Phillips, D. Online public relations. Grada Publishing (2003).
- [24] Roland Helm, Michael Möller, Oliver Mauroner, Daniel Conrad, "The effects of a lack of social recognition on online communication behavior", Computers in Human Behavior, Vol. 29, pp. 1065-1077, 2013.
- [25] Shankar, Venkatesh, Jeffery Inman, Murali Mantrala, Eileen Kelley, and Ross Rizley (2011), "Innovations in Shopper Marketing: Current Insights and Future Research Issues." Journal of Retailing, pp. 29-42.
- [26] Sinclair, Jollean K., and Clinton E. Vogus (2011). "Adoption of social networking sites: an exploratory adaptive structuration perspective for global organizations." Information Technology Management 12:293-314.
- [27] Stuchlík, P., vořáček, M. Marketing na internetu. Grada Publishing, 2000.
- [28] Thompson S.H. Teo (2005), "Usage and effectiveness of online marketing tools among Business-to-Consumer (B2C) firms in Singapore", International Journal of Information Management, Volume 25, Issue 3, June, pp. 203-213.