

# Digital Marketing Features

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## ABSTRACT

The article analyzes the peculiarities of digital marketing: the definition of digital marketing, the advantages and disadvantages of digital marketing, the process of digital marketing. Digital marketing is an important stage in business planning, during which a strategy is developed that can help make the business much better known and at the same time sell much more goods or services. Digital marketing helps to increase brand awareness as interest in social networks, email marketing, content marketing grows every year. Digital marketing can be defined as the process by which the mayor strives to better understand customers and at the same time find out if the goods and services offered are suitable for the market.

**KEYWORDS:** digital marketing, digital marketing advantages and disadvantages, digital marketing process

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## INTRODUCTION

Global digital marketing is growing at a tremendous rate, and this is opening up new avenues for business. From long-established email marketing to comprehensive internet marketing solutions. Digital marketing is promoted through email, content marketing, social networks such as Facebook, instagram, twitter, youtube. The demand for digital marketing is growing daily. Digital marketing is one of the types of marketing associated with all digital marketing channels. The term digital marketing was first used in the 1980s, when the possibilities and popularity of the Internet began to grow rapidly. Digital marketing includes not only digital marketing channels, but also ways and strategies for how a product or service will reach a target customer.

### 1. Digital marketing concept

Digital marketing is a type of marketing in which online technologies are used to achieve business goals. Digital marketing often called internet marketing or e-marketing. In the 21st century, this type of advertising for business has grown tremendously. Compared to traditional forms of advertising, digital forms of marketing help to advertise business at a significantly lower cost, but at the same time provide an opportunity to reach target audience very effectively. Bala, M., Verma, D. (2018) state that digital marketing involves using the internet to sell and sell goods or services. Digital marketing uses the power of e-commerce to sell and sell products. Electronic commerce means any online marketplace. Digital marketing is one of the most effective, most profitable tools in modern marketing. Digital marketing provides unlimited advertising opportunities. The

business will be visible on social networks, Google search engine, various blogs, many news portals and websites. Today's consumers search for information online, so digital marketing is a vital e-commerce tool for both small and medium and large businesses in order to compete successfully in today's market and for international expansion. Compared to traditional advertising, e-marketing is not only cheaper, but also more effective. The target user is selected according to the areas of interest - target words, hobbies, age, gender, place of residence entered in search engines. When, in the meantime, a message based on traditional marketing can reach many people for whom it will be irrelevant. Also, digital marketing is easier to measure, has a better return on investment and conversion rates. It is important for marketers to set goals and prepare a targeted e-marketing strategy. The goal of every business is to make a profit, so in order to work successfully, companies must constantly monitor the environment, look for effective solutions and focus on the consumer and the value created for him. To do this, it is essential to set targeted goals, prepare a coherent digital marketing strategy, and consistently track and measure results. Digital marketing allows to evaluate the company's activities and the factors influencing it in the digital space. After analyzing the product or service positioning in the market, consumer segments, we select the most effective e-marketing channels, plan and execute advertising campaigns, optimally allocate the budget. Digital marketing is an advertising process in which professional help can help not only save, but also achieve long-term results.

**Table 1. Digital marketing definition**

Author	Definition
Bala, M., Verma, D. (2018)	Marketing is becoming an increasingly digital and permanent technology changes present new challenges and opportunities for marketers: mobile marketing, Internet of Things, Analytics, Big Data, 3D Printing, Cloud Computing, Artificial Intelligence, Consumer Neuroscience / Neuro Marketing is one of the most exciting and challenging domains where the prospective marketer is expected to be able to operate and deliver.
Sawicki, A. (2016)	Digital marketing can be defined as the use of digital technologies that are used to create channels to reach potential recipients to achieve company goals while more effectively meeting consumer needs. Digital marketing is quite often considered synonymous with internet marketing or e-marketing.
Ištvančić, M., Milić, D., C., Krpić, Z. (2017)	Social networks are also among the most prominent media advertising channels. They allow for daily communication with customers and help in better understanding advertised brand. The biggest advantage of advertising on social networks is the variety of customer information they have, making it easy to find the ideal customers.
Stephen, A., T. (2015)	Digital advertising is a major theme in the marketing literature and, according to consumer behavior, takes into account how consumers react to different aspects of digital advertising. A number of recent articles examining various aspects of digital advertising behavior perspectives.
Bizhanova, K., Mamyrbekov, A., Umarov, I., Orazymbetova, A., Khairullaeva, A. (2019)	Digital marketing defines the term as follows: "Digital marketing is traditional marketing and uses modern digital channels for products such as downloadable music and, in particular, to communicate with stakeholders such as customers and investors about the brand, products and business progress.
Yasmin, A., Tasneem, S., Fatema, K. (2015)	Digital marketing is a type of marketing that is widely used to promote and reach products or services users using digital channels. Digital marketing is not just about online marketing, including channels that there is no need to use the internet. This includes mobile phones (both SMS and MMS), social media marketing, visual advertising, search engine marketing and many other forms of digital media
Sathya, P. (2015)	Digital marketing is an umbrella term for marketing products or services that primarily use digital technology internet, but also the screen of mobile phones advertising and any other digital medium.

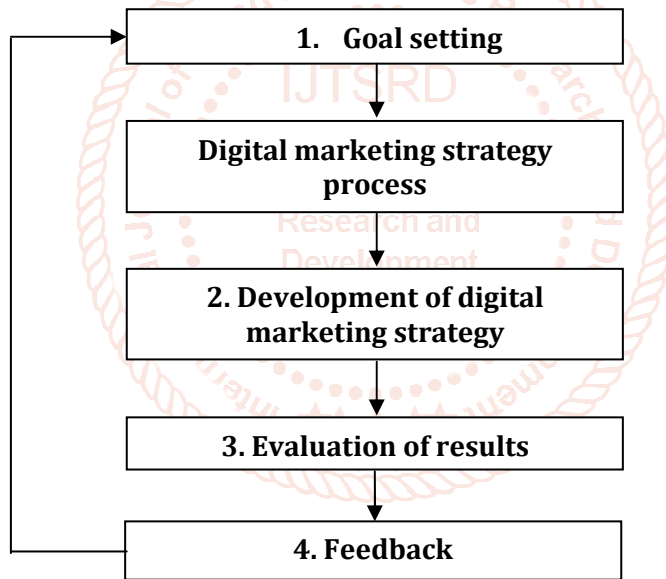
**Table 2. Digital marketing advantages and disadvantages (based on [10,11,12])**

Digital marketing advantages	Digital marketing disadvantages
<p>Extremely low risk</p> <p>Reducing costs by automating and using electronic media</p> <p>Faster response for both traders and the end user</p> <p>Increased ability to evaluate and collect data</p> <p>Opens up access to the market through personalization</p> <p>Increased interactivity</p> <p>Increased impact of products and services</p> <p>Unlimited universal availability</p> <p>Importance - helps generate better income. · Brand development - an online presence can help improve an organization's performance from any provincial market to the entire nation and all supermarkets, while providing virtually limitless development opportunities.</p> <p>Available 24 /7 hours a day</p> <p>Easy to measure: the internet can identify everything, making it less difficult for associations to know right away whether or not their technique works, what association or customer wants their stuff, from what points or countries they are from, and so on.</p> <p>Reduced costs: this allows associations not to spare money, a component that associations really value because digital demonstration does not require a lot of budgetary responsibility.</p> <p>Global achievement</p> <p>A website or social channel allows you to find new markets and market around the world with only a small investment in a project or company.</p> <p>Lower price</p> <p>A properly planned and targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.</p>	<p>Reliability from technology</p> <p>Security, privacy issues</p> <p>Maintenance costs due to a constantly changing environment</p> <p>Greater pricing transparency and greater price competition</p> <p>Global competition due to globalization</p> <p>Pictures or images can be used to deceive customers and remove important business from you. online visibility and reduce valuable customers.</p> <p>Computerized marketing involves too much competition: Improving online advertising is the same as creating online advertising, and it knows about the incredible procedure for such a large number of applicants.</p> <p>· Computerized advertisers do not have the opportunity to enter an increasingly dominant position where they can thrive and thrive and, by taking advantage of an excessive number of bidders, make enthusiasm much more complex and expensive. focused observers.</p> <p>Security issue: The online demonstration has its drawbacks that are not noticeable based on its experience. much like a person or customer who asks questions about goods or administration online.</p> <p>· A warning not to disclose all private data as it may be used by unidentified persons. So, this is also one of the inconveniences of digital marketing.</p> <p>· Lack of trust: One of the biggest shortcomings can be improper accumulation of customer inventory.</p>

<p>This allows the company not to spare money, it is a component that associations really take into account because digital demonstration methods do not require a lot of budgetary responsibility.</p> <p>Measurable results Measuring online marketing using social media, web analytics, and other online metrics makes it easier to determine how effective your campaign has been. You can get detailed information about how customers use your site or react to your advertising.</p>	<p>There may be restrictive unique offers that give the impression that they are fraudsters.</p> <ul style="list-style-type: none"> <li>· In this way, it is a chapter that destroys the image and credibility of value and real organizations.</li> <li>· More initial investment is needed: "Digital advertising" includes various elements, such as building a weak and expert search on your site and developing the right strategy.</li> <li>· Paid advertising such as AdWords search engines, Search Engine Ads, and Social Media marketing is very expensive.</li> </ul>
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**2. Digital marketing strategy process**

The goal of every business is to make a profit, so in order to work successfully, companies must constantly monitor the environment, look for effective solutions and focus on the consumer and the value created for him. To do this, it is essential to set targeted goals, prepare a coherent digital marketing strategy, and consistently track and measure results. Digital marketing allows to evaluate the company's activities and the factors influencing it in the digital space. After analyzing the product or service positioning in the market, consumer segments, we select the most effective e-marketing channels, plan and execute advertising campaigns, optimally allocate the budget. Digital marketing is an advertising process in which professional help can help not only save, but also achieve long-term results. A digital marketing strategy is the attitude and ongoing effort that a marketing team will take to achieve its goals. The digital marketing strategy revolves around how the team plans to achieve its goals, while keeping in mind marketing priorities and aligning with business goals. The strategy and the milestones set with specific work are an important part of the marketing planning process, which is not given enough attention by the marketers themselves, who want to take action to implement this plan. However, action without a strategy creates an atmosphere where all marketers work independently and the goals of the required indicators are not pursued through teamwork, but rather individually.



**Figure 1 Digital marketing strategy process**

Digital marketing is a type of marketing in which online technologies are used to achieve business goals. Digital marketing tools help to advertise a business at a much lower cost, but at the same time provide an opportunity to reach your target audience very effectively.

**3. Digital marketing tools**

**Email marketing** is a huge affair for digital marketers. Finally, strategy is one that provides the greatest benefits to business. According to Adobe, only millennials spend at least 6.4 hours a day between millennials. To send emails, but if you combine this with the use of this generation for future generations, it's much easier to understand why this is such a great tool. The benefits of an email marketing business include:  
 sending targeted and personalized content to customers;  
 brand recognition for your business;  
 building confidence in your audience;  
 optimize time and budget for marketing campaigns.

In the 21st century, social networks are becoming increasingly popular and their use is growing. People use them not only for personal reasons but also as a tool for business improvement or development.

**Facebook.** Facebook is considered to be the most popular social network and with each passing year its popularity is only growing. Facebook currently has more than 2 billion registered users and more than one billion logins per day.

**Twitter.** Twitter is known to most as a "blog," which usually publishes all text news with a 140-character limit. At present, soc. many features can be used on the network and will continue to be available.

**LinkedIn.** LinkedIn is a social network for professionals. This is the best place to present your business / services to the whole world and climb the career ladder. Each profile created shows detailed human information about education, certifications, awards, work experience, volunteering, and all other information related to the job. Users can not only promote themselves or the business they run, but also make important connections with other professionals by communicating in group discussions.

**Google+.** Google+ has become the fastest growing social network the internet has ever seen.

**Youtube.** This search engine is the second largest because it lags only behind Google search. Although Youtube is owned by the same Google company, it is still recognized as a separate social network where we can watch and share a wide variety of videos.

**Instagram.** While Instagram is more dedicated to mobile phones and photo or video sharing, this social network has still grown as one of the most popular.

**Content marketing** is a marketing method based on the constant creation of useful content. The ultimate goal of this strategy is to attract customer attention and drive higher sales. Content marketing creates useful content that helps solve problems, find answers to questions from customers. Content marketing has its advantages:  
Increasing sales - As you create content, people will see more benefits, so they are more likely to choose you over your competitors. After all, a quality product is one of the most basic foundations of business.

Save money - content marketing will ensure that you promote your company with high quality and do not waste money on advertising campaigns that do not bear fruit.

More opportunities to gain loyal customers - If you progressively create useful content, customers will see that you are creating benefits for them. They will know they can come to your blog, read tips, or watch helpful videos. They are likely to be more loyal not only in attendance but also in purchases. They will see that you really know your field.  
Natural need - research shows that the world's largest campaigns use content marketing, because it is a truly effective marketing principle.

### Conclusions

Digital marketing is one of our greatest values. Digital marketing helps online businesses grow and expand. Profit is probably the most important part of any business, so an entrepreneur needs to have a proper digital marketing plan. This area of marketing has become a real boon for many companies. Digital marketing agencies develop and implement strategies and plans to increase the effectiveness of advertising campaigns. Price is a key indicator that is relevant. Due to the price ratio, this type of marketing is

more attractive than the traditional one. Traditional methods require more manpower, which increases their operating costs. In this world of high technology, digital marketing techniques are the most popular among professionals. You can reach any corner of the world digitally at an incredibly low cost. The benefits of digital methods are easier to analyze and measure and go far beyond traditional marketing. As a result, improving campaigns and adjusting strategies can be implemented faster and more efficiently. The digital format requires less manpower, resulting in more business savings.

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