

## A Study on Digital Marketing and Its Types: A Deep Review of Pros and Cons

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### ABSTRACT

Digital marketing is one of the new trendy terms that is used in recent days. Digital marketing can be defined as marketing products or services to a group of targeted consumers to improve the market share of the business with the help of electronic devices. Digital marketing was used in 1970 and it developed in 2000, it was the period when there was a shift from traditional marketing to digital marketing. The study was done with the help of secondary data. Various literature and web sources were used to do a deep study on digital marketing and its types. Reports, case studies, research papers, articles, newspaper articles, and websites have been used. The reason behind this research paper is to have a complete understanding of digital marketing types and its pros and cons.

**Keywords-** Digital marketing, traditional marketing, content creation, SEO, audio marketing.

## I. INTRODUCTION

Digital marketing can be defined as marketing products or services to a group of targeted consumers to improve the market share of the business with the help of electronic devices. Digital marketing was used in 1970 and it developed in 2000. This type of marketing includes the usage of search engines, smartphones, websites, social media platforms, and other similar channels. (Fatema K et al., 2015.) This can also be referred to as web, online, or internet marketing. The purpose of digital marketing is to attract potential customers to buy the product or service of the business through various electronic mediums to help the business entrepreneur directly connect with the potential customers. Years back corporations marketed their products and services via print, television, and radio but now there has been a shift from traditional marketing to digital marketing as corporation-focused marketing through electronic media such as the use of websites, search engines, social media, and a lot more. The trend and competition in the market made the business shift

from traditional to digital as it is a popular marketing tool because it is interactive and can be used to target specific segments of consumers.

### 1.1 History And Evolution of Digital Marketing

In the year 1990, the term digital marketing was first used, and the first search engine was launched – “ARCHIE”. In 1993 the first clickable web ad banner was introduced around the globe. From 1994 to 1995 it was a remarkable year as there was a launch of the YAHOO! And there was the e-commerce transaction, over the Net market. In 1996 there was the launch of smaller search engines such as “ALEXA”, “HOTBOT”, AND “LOOKSMART”. In 1997 first social media site “SIXDEGREE.COM” was launched. In 1998 GOOGLE was launched, Microsoft launched MSN, and Yahoo launched YAHOO WEB SEARCH.

In 2000 Internet bubble bursts, there was a shutdown of sixdegree.com, and smaller search engines were wiped out. (Chang et al., 2019) In 2001 First marketing campaign {universal music} was done and LinkedIn was launched in 2002. WORDPRESS was

launched launch of MYSFACE took place. In 2004, GMAIL was launched, and google was used by the public, FACEBOOK goes live. In 2005 YOUTUBE was launched. In 2006 Microsoft launches MSN the live search, and the launch of TWITTER took place. In 2007 launch of TUMBLER took place and in the following year, 2008 SPOTIFY was launched. In 2009 Google launches instant for real-time search engine results and google also affiliate network shutdown. In 2010 GOOGLE BUZZ was launched and WHATSAPP was launched in 2011 web use overtakes figures for Television viewership among youth which created a greater impact on the trend and in the following year 2012 Social media budgets were up 64% and google knowledge graph was launched, 2013 yahoo acquires tumbler .2014 was the year where there was a major change in the trend because smartphone exceeds pc internet usage, Facebook messenger app, tailored ads on LinkedIn, iWatch was introduced, and Facebook look back was launched, Facebook acquires WhatsApp In 2015, there was a rise in predictive analytics, wearable tech, and content marketing. In the year 2016+ Internet of things happened where mobile overtakes email and social, and online ad spending is equivalent to TV spending.

## II. LITERATURE REVIEW

According to David W. Stewart, Qin Zhao (2013); this examination raises questions concerning the diploma to which the Internet is truly one-of-a-kind and whether it will be a boon to consumers and investors. Economic necessity related with the want to obtain and preserve earnings streams suggests that Internet markets will possibly be extra similar to than distinctive from common markets. The authors mission assumptions concerning the role of the Internet in developing frictionless markets that gain shoppers and the function of non-public facts and privacy on the Internet that are fundamental stipulations for probably profitable commercial enterprise models. The authors additionally discuss subsidization of Internet businesses in the context of public coverage and study different problems associated to the relationship of modern models of Internet business to public coverage and purchaser welfare.

According to Gheorghe MINCULETE, Polixenia OLAR (2018); in a complex, current and flexible economic system in a continuous and rapid evolution, person consumers, on the one hand, and organizational buyers, on the other hand, have greater and extra economic resources that enable them to act in the stipulations of the usage of the methods, the current means and systems relevant in the exercise of acquisitions that have accelerated substantially in the digital environment. Digital marketing, at first referred to as "electronic marketing" or "internet marketing", first regarded in the structure of quite a number techniques

carried out by pioneering corporations that bought their products via the net in the early 1990s.

According to Kosio-Kantilla (2004); the literature on digital content marketing has been on the business models for success in the magazine and newspaper industry. A pre-occupation in both fields has been the cannibalization of the business celebrities and models with traditional channels through the availability of content and other additional particular concern related to the repercussions of peer-to-peer file sharing, and the free, accessible of news content on newspaper revenue (Rosenqvist and Andersson in 2006; Knolmayer and Fetscherin in 2004; Waelbroeck and Peitz in 2004).

According to Hassan Ali Al-Ababneh (2014); the most important theoretical aspects of the improvement of digital advertising in cutting-edge conditions are determined. An in-depth theoretical and methodological analysis of scientific research in the field of digital advertising and its key aspects used to be carried out, which made it feasible to decide the relevance and conceptual want for the improvement of scientific and methodological foundations to decide modern-day traits in the development of digital advertising and marketing in the world. In view of the absence in the scientific literature of a unified approach and opinion on the definition of digital advertising and its constituent components, the author has formed a classification of the foremost digital advertising and marketing equipment of organizations, which to highlight its primary channels relying on the technological know-how of use and application in business.

According to Helena Alves, Cristina Fernandes, Mario Raposo (2019) said that social media marketing is helpful for brand recognition with the help of likes, shares, comments in a particular post. Each social media platforms such as Facebook, Instagram, twitter, YouTube plays an important role in boosting up the sales for a particular product or service. For example, the most viewed YouTube video are the most trusted one, the more likes a post has the more loyal the customer will be for that brand, the more the shared video/post the more the brand is recognised. The attitude of the customer will be improved through social media marketing. The research paper also says that the customers loyalty depends in social media marketing.

According to Buket Ozoglu and Ayşe Topal (2020); the digital age in which the Internet is placed in the core has initiated a period that definitely revised the whole advertising gadget from using regular tools to the use of modern-day tools. Thus, this has led to the birth of digital marketing. Digital advertising can be described as the marketing practices carried out with the aid of the use of digital channels such as internet, mobile, and interactive platforms. It provides fee advantage and competitive advantage for corporations thru its different features. New industries which bring new tendencies into economies such as new products and ideas are referred to as emerging industries. There are a number of difficulties

an emerging enterprise faces while coming into a market such as high costs, uncertainty, complexity, and instability.

According to Gao-fu LIU, Peng-chao GAO, Yu-chun LI, Zhuo-ping ZHANG (2019); the influence of short video in social media platforms has a great impact in the hearts of consumers such as building the brand. The research study says that there are a lot of advantages in a short video marketing because its eye catchy. The short video is preferred because it's easy to share, view and understand in less than 3 minutes. The brand loyalty will be improved through the short video marketing and the product or service will have a trustworthy place in people's heart and mind because of the marketing strategy.

According to Ms. Sudha Lawrence, Ms. Snehal Deshmukh, Ms. Elavarasi Navajivan (2018) has said that how digital marketing has replaced traditional marketing. Its due to the time constraints, the traditional marketing really needs a lot of time in advance because but with the advantage of technology and internet it really does not take a lot of time in digital marketing. It's hard to target audience in tadeonal marketing but on the other hand it's easy to target audience in digital marketing its due to the access of the technology which is operated in digital marketing. The less information in traditional marketing is hard to target audience where in digital marketing it can produce a lot of information.

S. Venus Jin, Aziz Muqaddam, Ehri Ryu (2018) said that the social media celebrity influenced products or service have a greater impact compared to traditional marketing influencer. The brand loyalty, trust and envy have a great impact in consumers only with social media marketing. They say Instagram has a wide role in digital marketing. Instagram has an app has a lot of features which attracts the consumers in several ways. The role of the influencer is to promote the product or service of the particular product or service.so, the followers of that influencers will tend to buy the products recommended by the follower.

### III. OBJECTIVES

- To study digital marketing and its types
- To study the pros and cons of different types of digital marketing

### IV. METHODOLOGY

The study was done with the help of secondary data. Various literature and web sources were used to do a deep study on digital marketing. Reports, case studies, research papers, articles, newspaper articles, and websites have been used. The reason behind this research paper is to have a complete understanding of digital marketing and its importance in the current business environment.

## V. COMPARISON BETWEEN TRADITIONAL AND DIGITAL MARKETING

Traditional marketing was popular years back when businesses used techniques of marketing to promote the product or services. The medium they used is radio, billboards, TV ads, print advertisements, and newspaper advertisements. Digital marketing is the modern way of marketing technique in which business promote their product or services through an electronic medium such as google, social media platforms, and other online channels.

The medium they use in traditional marketing is television banners, broadcasters, door-to-door, sponsorship, etc. The medium used in Digital marketing is an electronic medium such as google, social media platforms, SEM, PPC, etc. Traditional marketing is Cost effective compared to digital marketing. Traditional marketing is not preferred for brand building compared to digital marketing because digital marketing is effective and efficient to build a brand for a particular product and service. To measure traditional marketing is difficult as it does not have applicable analytic tools as digital marketing has Respective Communication in traditional marketing is one way but whereas in digital marketing it's two-way communication which is the biggest flex. The targeting and reach in traditional marketing are standardized and it's only local but in digital marketing, it is customized and operates throughout the globe.

## VI. TYPES OF DIGITAL MARKETING

### a. Content marketing

Content marketing is a type of marketing where a business or corporation will attract the targeted consumers through the content, where they publish the content in an electronic medium such as social media platforms, email, and PPC campaigns. The tolls used in content marketing are plenty.

#### *Pros*

The corporation or any business entrepreneur doesn't have to pay anyone, to spread the message that they want to let know the consumers as this kind of marketing is free, so it is cost-effective and helps to build the brand, loyalty, and trust. The content will reach a lot of audiences.

#### *Cons*

When a type of marketing has a list of advantages it does also have a disadvantage because content marketing is a long process as they must work on what works best with the content so it's a time-consuming process. To generate the ideas for the content is a challenging process. And the process of evaluation is difficult as there will be web traffic.

### b. SEO (search engines optimization)

It's the process of ranking the web page through the set of practices and a lot of processes in various search

engines such as yahoo, google Bing, and other search engine.

**Pros**

It increases high-quality website traffic and it's an organic discovery. Even though it takes a lot of time the ROI (return on investment) from SEO (search engine optimization) is impressive. It gives common people trust and loyalty and it reaches the entire target audience, that's the reason it is known as a long-term marketing strategy.

**Cons**

It takes a lot of time, and the competition is huge so it's the cause of not guaranteed results. The overall process is costly because it requires constant maintenance. People can't generate the initial profit.

**c. Display advertising**

Display advertising is graphic advertising on various online websites, social media platforms, and apps through designed advertising platforms which can be in any form such as video, audio, images, or text. The goal of display advertising is to deliver the message to site visitors.

**Pros**

It helps the business to reach the target audience and bring brand awareness to promote the product or service. The customers are likely to be attracted to the advertisement if it's catchy and interesting, so it automatically boosts the sales of the business (Clow K et al., 2010).

**Cons**

The CTR (click-through rate) is lower compared to search ads. This is not an interactive marketing strategy so it's only suitable for long sales processes. People may block the ad through blocking tools.

**d. Mobile marketing**

Mobile marketing is a multi-channel online marketing technique where the focus is more on the younger generation who spend a huge amount of time on smartphones. Marketing is done through the inbuilt mobile application and apps.

**Pros**

Mobile marketing gives an instant result because the business owners or corporations will not wait until they have the necessary access. And mobile marketing is affordable because it is of sending a message to the targeted customers. Two-way communication happens because people spend so much of their time on their phones nowadays so automatically a customer relationship is built.

**Cons**

The mobile phones are in different models, so they don't have standards. so trying to create a particular campaign for all smartphones is an unsuccessful strategy. And most of the ads will be untouched as people will be finding it tedious to look in detail.

**e. Social media marketing**

Social media marketing can be defined as marketing products or services with the use of social media platforms.

**Pros**

Social media makes a particular brand build in a very simple way and effective way which increases sales, customer satisfaction, and loyalty and makes the corporation or business connect with the customers. It's a cost-effective process and it's easy to measure the success with the analytical tools.

**Cons**

The major downside of social media marketing is time and cost as it takes a lot of time and effort and it's a costly process because it's the most demanded marketing strategy.

**f. Email marketing**

Despite appearing obsolete in a world where everyone uses instant messaging or Snapchat, email marketing is still among the most effective kinds of digital advertising. Email is often used for promotions, especially by electronic commerce sites (think Black Friday bargains or Mother's Day) (Solomon, M. R. et al., 2017).

**Pros**

With your email list maintaining consistent touch can help you develop relationships with them and keep you in their minds when they're ready to make a purchase.

**Cons**

Many emails go ignored, so you'll need to create compelling subject lines to draw readers' attention from their inboxes. You will also need to find out the easiest method to continue providing content so that people stick with you and don't unsubscribe.

**g. Influencer marketing**

Influencer marketing involves collaborating with well-known figures who already have a following. When they do promote your goods to their current audience on websites like YouTube, Facebook, and Instagram, or audience will follow their advice and purchase from you. Celebrities aid in promoting your product to consumers, but influencers may also be successful in business-to-business transactions if you connect with more focused and serious thought leaders in the sector.

**Pros**

Instead of waiting until you have built your following, you can piggyback on the influencer's already-existing audience.

**Cons**

Instead of just paying a tonne of money to get a major celebrity, it is much more advantageous to find an influencer that supports your brand and your audience and builds true relationships with them.

**h. Affiliate marketing**

"Affiliate marketing" refers to contracting with other people or businesses to advertise your goods in exchange for a commission (Brown, B. C et al., 2009). It is particularly well-liked among e-commerce websites and social media content developers (Amazon Associates is one of the largest programs). The affiliate will advertise the product on their social media pages, and if a customer

purchases the product through their website, the affiliate will immediately receive a commission for that sale.

**Pros**

Your affiliates are putting forth the effort to market and sell your product.

**Cons**

It takes time to manage and supervise your affiliates; you can't just outsource it and expect good results; you need to make sure they understand your brand's messaging and identity. Additionally, your stuff won't be completely in your hands.

**i. Video Marketing**

The current "darling" of internet marketing is video. created by 99Spy. Whatever your line of work, this is arguably the one thing you should be doing! It can be longer or shorter, amusing or instructional, life or previously recorded, and streamed in real-time. You now create content for your digital channels rather than merely grabbing television advertisements and posting them online.

**Pros**

Now that videos are being promoted across all the main platforms, including Facebook, LinkedIn, and Instagram, your video content will be seen by more people and appear higher in search engine results.

**Cons**

Due to people's short attention spans, it might be challenging to hold their interest for more than a few seconds before they move on to the next item in their feed. While anyone may produce a low-cost film, producing high-quality, interesting video content will require time, money, and expertise.

**6.10 Audio marketing**

In the 1920s and 1930s radio has come to an extent the golden age of business. The television replaced the maximum amount of radio, the general public still listens to the radio now with the expansion of internet radio. (Russo A et al., 2010) While we still have the option to run traditional advertisements or ads of a similar nature on websites like Spotify, audio marketing is considerably more comprehensive and now includes podcasts and smart home assistants like Google Home and Alexa.

**Pros**

Audio content is simpler and less expensive to produce than video (and it also can repurpose content, for an example, extracting only the audio from an existing video)

**Cons**

Since there is no quick return on investment, there is a high learning curve.

It's still early days for the marketing of smart home helpers.

## VII. CONCLUSION

Digital marketing has a wide scope as it has a different types of digital marketing, each of it holds number of pros and cons. Irrespective of the types of

digital marketing and the pros and cons each type of digital marketing holds any common man in the globe will choice that particular type of digital marketing to explains his business or corporation. Digital marketing has helped the business environment to grow immensely, so we people must be thankful and happy for the shift from traditional marketing to digital marketing as it helps the seller to make a profit and it makes consumers satisfied. Technology changes quickly: In present social media is in people's heart but after few years it will be replaced by other platform, but the building blocks of marketing will remain same.

So, the journey of history and evolution of digital marketing must be remarkable in people's hearts. It helps the business and corporate environment to boost the market share by increasing the sales for their product irrespective of the cons it holds. I would say that without digital marketing the business environment would have not flourished.

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