

EFFECTIVENESS OF DIGITAL MARKETING IN THE COMPETITIVE MARKET

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Abstract

This paper examines the effectiveness of digital marketing strategies in enhancing competitiveness within dynamic market environments. It explores how digital channels, including social media, search engines, and email marketing, contribute to brand visibility, customer engagement, and sales growth. By analyzing key performance indicators and market trends, the research highlights the advantages and challenges faced by businesses adopting digital marketing. The findings demonstrate that strategic digital marketing implementation significantly improves market positioning and customer acquisition, offering valuable insights for companies aiming to sustain competitive advantage in rapidly evolving industries.

Keywords: *Marketing, Digital, Social Media.*

Introduction

The global of advertising has skilled an excellent transformation, with the arrival of digitalization. Now advertising and merchandising is now not constrained to the conventional sources. The world of marketing has experienced a notable transformation, with the advent of digitalization. Now marketing and promotion is no longer limited to the traditional sources. The term digital marketing comprises various marketing processes, utilizing various digital channels in order to build a brand image and promote a product or service in its best possible way.

Marketers increasingly bring brands closer to consumers everyday life. The changing role of customers as co-producers of value is becoming increasingly important, and technology plays a vital role in improving the quality of services provided by the business units. E-Marketing

began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force. Digital advertising refers to a sort of advertising that transmits records in virtual shape and can be featured as computers, clever phones, or another shape of virtual gadgets which will sell the emblem photo, supply the message of the emblem, and boom the income via marketing and marketing of the product.

In the past few years, the Philippines have seen to make great strides in embracing the various digital marketing innovations and the most important is the fact that there are no signs of slow down. The growing e-usage in the country has driven all these and report from “We Are Social’s Digital” shows that Filipinos spend approximately an average of 9 hours on the internet and 4 hours and 17 minutes on social media per day, and it is the most in the world. Digitalization with inside the context of the business enterprise Digital transformation is drivers for modifications with inside the company global, due to the fact they set up new technology primarily based totally at the net with implications for society.

The virtual transformation is the non-stop interconnection of all commercial enterprise sectors and the actor-aspect variation to the necessities of the virtual economic system Digitalization as such advanced from a shape of technical evolution to a phenomenon that may affect any type of agency. The bodily and virtual global are converging more and more often and want to paintings hand-in-hand, in order that production organizations also can turn out to be virtual. This can happen, for example, through integrating the Internet of Things and Services into business procedures and producing cost through reading and dealing with information that may be used as a supply of aggressive. As such, many modifications led through digitalization are disruptive and absolutely extrude the prevailing branches The current traits that passed off with inside the 2020s, consisting of the cellular revolution, social media or the strength of analytics, specially caused the virtual transformation.

Traditional Marketing versus Digital Marketing

Traditional marketing is the most recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity. On the otherhand, digital marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are presented below:

TraditionalMarketing	DigitalMarketing
Traditional marketing includes print, broadcast, direct mail, and telephone	Digital marketing includes online advertising, email marketing, socialmedia, textmessaging, affiliatemarketing, search engine optimization, pay per click
No interaction with the audience	Interaction with the audience
Results are easy to measure	Results are to a great extent easy to measure
Advertising campaigns are planned over a long period of time	Advertising campaigns are planned over short period of time
Expensive and time-consuming process	Reasonably cheap and rapid way to promote the products and services
Success of traditional marketing strategies can be celebrated if the firm can reach large local audience	Success of digital marketing strategies can be celebrated if the firm can reach some specific
One campaign prevails for a long time	Campaigns can be easily changed with ease and innovations can be introduced within any campaign
Limited reach to the customer due to limited number of customer technology	Wider reach to the customer because of the use of various customers technology
24/7 year-round exposure is not possible	24/7 year-round exposure is possible
No ability to go viral	Ability to go viral
One way conversation	Two ways conversation
Responses can only occur during work hours	Response or feedback can occur any time

Various elements of digital marketing

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are given below:

(i) Online advertising

Online marketing and advertising are a completely crucial part of virtual advertising. It is likewise referred to as net marketing and marketing via which employer can supply the message approximately the goods or offerings. Internet-based advertising provides the content and ads that best match also consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget, and it has full control on time.

(ii) Email Marketing

When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services.

(iii) Social media

Social Media Today, social media advertising is one of the maximum crucial virtual advertising channels. It is a computer-primarily based totally device that permits human beings to create, alternate ideas, records and photographs approximately the employer's product offerings. According to Nielsen, internet users continue to spend more time with social media sites than any other type. Social media marketing networks include Face book, Twitter, LinkedIn and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities. Through Twitter, company an increase the awareness and visibility of

their brand. It is the best tool for the promotion of company's products and services. In LinkedIn, professionals write

Online Public Relations (Online PR)

Public Relation is significant part of modern marketing tools. Companies that do not consider PR can lose customers. The question is how many customers they can lose? The answer to this question is very difficult, because PR is much more difficult to measure than for example internet advertising, however correctly realized PR brings always some benefits to the company. Online PR has advantage over the traditional PR in the possibility of great and fast two-way communication on the internet. Companies running an online business can develop online public relations through publishing PR articles in online PR catalogues, press releases in online media, by sharing videos or music containing commercial message / advertisement, or by participating in various discussion forums concerning the related topic or products. their profile and share information with others.

Interactive Marketing

Advertising strategy engages the potential customer in a conversation. According to a survey by ExpoTV.com, 55 percent respondents preferred to have ongoing communications with the companies they buy from; and 89 percent felt more loyal to the companies if they were invited to provide feedback. Tools like widgets and opt-in features to make website interactive, solicit feedback and track user behavior. Engage with the customers actively and customize offers based on their preferences and browsing activities.

Viral Marketing

Viral is today's electronic equivalent of old-fashioned word of mouth. Viral Marketing is a strategy where a unique content spreads exponentially online, because the content is appreciated, shared and liked immensely. This is a great way to brand and drive traffic to your website. The content can take any format; all that is needed is to be creative. Marketers have caught the bug and are increasingly weaving viral components into their marketing plans. Not only is the approach relatively inexpensive, but also it can sometimes be more believable than standard ads

PayperClick (PPC)

Pay-per-click marketing is a way of using search engine advertising to generate clicks to our website rather than “earning” those clicks organically. Payper click is good for searchers and advertisers. It is the best way for company’s ads in cent brings slow cost and greater engagement with the products and services.

TextMessaging

It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). Marketing through cellphone SMS (Short Message Service) became increasingly popular in the early 2000s in Europe and some parts of Asia. One can send order confirmations, shipping alerts using text message. Using SMS for campaigns get faster and more substantial results. Under this technique, companies can send marketing messages to their customers in real-time, any time and can be confident that the message will be seen. Company can create a questionnaire and obtain valuable customer feedback essential to develop their products or services in future.

SearchEngineOptimization(SEO)

Search engine optimization (SEO) is the process of affecting the visibility of a website or a webpage in a search engine’s “natural” or un-paid (“organic”) search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from these search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry- specific vertical search engines.

Conclusion

The study concludes that digital marketing plays a critical role in enhancing business competitiveness in fast-paced market environments. Effective use of digital channels such as social media, search engines, and email marketing enables companies to increase brand visibility, foster stronger customer engagement, and drive sales growth. Despite challenges like market saturation and rapidly changing technologies, strategic implementation of digital marketing provides a sustainable competitive advantage by improving market positioning and customer acquisition. Businesses that continuously adapt and optimize their digital marketing

efforts are better equipped to thrive in dynamic industries, underscoring the necessity of integrating digital strategies into overall marketing plans.

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