



### DIGITAL MARKETING: ANYTIME, ANYWHERE

**Ms. Swara Gajanan Tendulkar**  
Euro School, Airoli

#### Abstract

Marketing is undergoing a transformation due to digitalization. Technological advancements are bringing about an increase in digital marketing, social media marketing, and search engine marketing. Because digital marketing is primarily based on the internet, it has benefited the most from the rapid increase in internet users. Digital marketing is becoming more prevalent as consumers' buying behaviors change. This review will assess the role of digital marketing in both the marketing and consumer industries. This paper begins by introducing the concept of digital marketing, and then describes the range of mediums through which digital marketing can be used, and how it can be utilized in small and large-scale industries.

**Keywords:** digital marketing, internet, small-scale, large scale.

**Full Forms:** SME- Small and Medium-sized enterprises.

B2B- Business-to-Business

SEO- Search Engine Optimization

#### Introduction

The term digital marketing stands by its name of advertising on various platforms on the web via multiple forms of communication. Digital marketing, also directed as online marketing, is executed on websites, cell phones, and the internet. It helps in expanding the business by promoting the product on social media. Diverse marketing tactics are carried out by sending brochures, emails, advertisements, and more to promote the product at its full capability. The right way of marketing online will lead to the flourishing of the product if the strings are pulled correctly by fulfilling the purpose, the aimed audience, and the remaining requirements of marketing efficiently.

#### Theory

The way you use digital marketing to achieve success is crucial. The correct usage of platforms is essential. The world staying hands with the internet makes it easier with the indulging of all age groups and interests.

#### The following methods are how and where is the marketing executed.

1. Search engine marketing - Search engines like Google, Firefox, and Yandex are web tools that help users find the information needed on the world wide web. Search engines help advertise the product by displaying or suggesting top searches and more.

2. Emails - Email advertising is widely used by brands. The customer receives promotional messages about the product by the brand. With around 4 billion daily email users, advertising products becomes easier with a big crowd. 64% of small-scale industries have taken upon to promote via emails.
3. Social Media - Applications like Instagram and Facebook help amazingly to promote products. Advertising tools as ads manager have an advantage of both small and large-scale industries paying them similar amounts for promotion helping whether them being small or big.
4. Affiliate Marketing - It is the chain to make a profit.



### Use of digital marketing in small scale industry:

A small-scale industry could skyrocket its sales with digital marketing. In 2020, nearly a quarter of these small-scale industries will be using digital marketing. Physical promotion was no longer possible due to the pandemic; digital marketing was a cheaper and safer alternative. Due to their limited financial resources and inexperience, SMEs have an easier time using digital marketing. Having a range of resources available makes using digital marketing more cost-effective for them. New businesses are typically less complicated as their goals are smaller and can be achieved over several weeks. It is important to have a rigid marketing plan. Since different platforms cater to specific age groups, it would be easy to target the ideal customer age. Word spreads fast online, allowing SMEs to make a powerful impact on the crowd. As mentioned above, social media tools have an agreeable range of prices for impactful impressions. The more they pay, the more the app promotes its ads. As digital marketing suffices the financial needs, the SMEs have a bonus to advance the publicity rate. Email marketing helps SMEs make personal awareness amongst the customers. For SMEs entering the business competition, digital marketing helps them reach out in better ways. The pandemic caused the loss of employment in cities for local and industrial jobs, causing the society to force itself to stay in action to survive. The pandemic had brought us way ahead in the digital world than before. The incoming of new applications and the upgrading of social media are helping us to make ourselves a part of it.

### Use of digital marketing in large scale industry:

Small-scale industries are more likely to use digital marketing than large-scale industries. Large-scale industries are already well off; advertising on these platforms allows them to grow. By using digital marketing, industries can broadcast their new products and promote them more effectively. In addition to advertisements, emails, online posters, and much more, the products gain more screen time so that they become well known to the audience. Large-scale industries have a name in the industry, so they know better about their goals and performance. Therefore, they start offering discounts and sales to attract more customers. A simple poster or banner is usually enough to get their attention. By producing and providing meaningful content, inbound marketers earn the attention of customers and drive them to a company website, unlike traditional



marketing methods. Rather than irritating visitors with interruptions, inbound advertising invites them in because it is relevant and appears in the right place at the right time. Account-Based Marketing (ABM) is a B2B strategy that uses highly customized campaigns to target a specific group of accounts. Various advantages of the approach include quicker sales, cost-effectiveness, and an improved use of marketing resources. Users who visited your site but left prior to making a purchase or conversion are retargeted using browser cookies. This type of marketing is effective as it continually exposes your brand to customers who have already expressed interest in your product or service.

### **Benefits of Digital Marketing:**

Competition is something that makes you want to keep getting better. In such a talented industry, digital marketing has its own bunch of advantages.

#### 1. Cost-Effective

Traditional media marketing is more expensive, but this method is less costly, and the costs can be amortized over time to provide a better return on investment later on. Managing it effectively ensures that an organization is in control of where and how their money is spent.

#### 2. Game Changer

Your web presence can become an instant hit with digital marketing. By utilizing digital platforms, you are able to gain an advantage over those without. Setting your target and really nailing it makes it the right shot.

#### 3. Brand Awareness

For brand awareness, it is not obligatory to rent hefty billboards or advertise in print media. Digital marketing platforms make it easier for you to control everything over one click. The variety of platforms makes it even better. You can make your ad reach any corner of the globe with using the platforms. When it comes to business growth, digital marketing gives you complete control over your image. Customers love doing business with businesses they trust. Digital marketing makes public relations easier than ever before.

#### 4. The win-win situation

Digital marketing helps advertise on online platforms without the use of basic pen and paper. We save a lot of papers from being printed with ad designs; it is completely sustainability. With the help of digital marketing, we get to explore how wide the web is. The space we created for all the information. The space where you get to put in your inputs.

### **Conclusion**

As a leading industry for business establishment online, digital marketing can benefit everyone in many ways. Digital marketing provides small-scale industries with a way to increase impact and establish their business. The large-scale industries, on the other hand, utilize marketing in order to expand, grow, and spread their roots internationally.

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Department of commerce,(Assistant Professor) [www.ijert.org](http://www.ijert.org) © 2021 IJCRT | Volume 9,  
Issue 5 May 2021 | ISSN: 2320-2882
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