**NEW TRENDS AND CHANNELS IN DIGITAL MARKETING**

**Dr.Ferose.P.M.**

Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera (Kotler and Armstrong, 2009).

**Digital marketing vs online marketing**

**Digital marketing and online marketing** are closely related terms and often used interchangeably. Both refer to the practice of promoting products, services, or brands using digital channels and technologies. Let's explore the concepts of digital marketing and online marketing:

1. Digital Marketing: Digital marketing is a broad term that encompasses all marketing efforts that use electronic devices and the internet to connect with potential customers. It involves a wide range of online tactics and strategies to reach and engage the target audience. Digital marketing can be further broken down into various components, including online marketing.
2. Online Marketing: Online marketing specifically focuses on the promotion and advertising of products or services through online channels and platforms. These channels include websites, search engines, social media platforms, email, and various other digital platforms.

Key Components of Digital Marketing and Online Marketing:

1. Website Marketing: This involves optimizing a company's website for search engines (SEO), creating engaging content, and ensuring a user-friendly experience to attract and convert visitors into customers.
2. Search Engine Marketing (SEM): This includes paid advertising on search engines, commonly referred to as pay-per-click (PPC) advertising, where businesses bid on keywords to display their ads in search engine results.
3. Social Media Marketing: Utilizing social media platforms like Facebook, Instagram, Twitter, LinkedIn, etc., to build brand awareness, engage with the audience, and drive traffic to the website.
4. Content Marketing: Creating and sharing valuable and relevant content (such as blogs, articles, videos, infographics) to attract and retain a target audience, ultimately driving profitable customer action.
5. Email Marketing: Sending targeted and personalized emails to potential and existing customers to nurture relationships, promote products, and encourage repeat business.
6. Affiliate Marketing: Partnering with affiliates or other businesses to promote products and services in exchange for a commission on sales generated through their efforts.
7. Influencer Marketing: Collaborating with influencers or individuals with a significant following on social media to promote products or services to their audience.
8. Online Advertising: Displaying banner ads, video ads, or other promotional content on various websites or online platforms to increase brand visibility and drive traffic.

**Marketing in the digital world**

**Marketing in the digital world**, also known as digital marketing, is the practice of promoting products, services, or brands using digital channels and technologies. The digital landscape has transformed the way businesses reach and engage with their target audience, making it an essential aspect of modern marketing strategies. Here are some key aspects of marketing in the digital world:

1. Multi-Channel Approach: Digital marketing utilizes various online channels and platforms to reach potential customers. These channels include websites, search engines, social media, email, mobile apps, online advertising, and more. Adopting a multi-channel approach allows businesses to maximize their reach and connect with consumers on platforms they frequently use.
2. Targeted Marketing: Digital marketing enables businesses to target specific audiences based on demographics, interests, behavior, and other factors. This targeted approach ensures that marketing efforts reach the most relevant audience, increasing the likelihood of conversion and return on investment.
3. Data-Driven Insights: One of the significant advantages of digital marketing is the availability of data and analytics. Businesses can track the performance of their marketing campaigns in real-time, gaining valuable insights into consumer behavior, engagement, and conversion rates. These data-driven insights allow marketers to make informed decisions and optimize their strategies for better results.
4. Personalization: Digital marketing facilitates personalized communication with customers. By analyzing customer data, businesses can deliver tailored content and offers, creating a more personalized and engaging experience for each individual, leading to higher customer satisfaction and loyalty.
5. Content Marketing: Content marketing plays a crucial role in the digital world. Creating valuable and relevant content, such as blogs, videos, infographics, and ebooks, helps businesses establish authority, build trust with their audience, and drive organic traffic to their websites.
6. Social Media Marketing: Social media platforms have become integral to digital marketing. Businesses use social media to engage with their audience, share content, run targeted ads, and build brand awareness. Social media also provides a platform for customer feedback and interaction.
7. Search Engine Optimization (SEO): SEO is the process of optimizing a website to rank higher in search engine results pages (SERPs). It helps increase organic visibility and drive more traffic to a website, thereby improving the chances of converting visitors into customers.
8. Paid Advertising: Digital marketing includes various forms of paid advertising, such as pay-per-click (PPC) ads, display ads, sponsored content, and social media advertising. Paid ads allow businesses to reach a larger audience and achieve quicker results, complementing organic marketing efforts.
9. Mobile Marketing: With the increasing use of mobile devices, mobile marketing has become essential. Optimizing marketing efforts for mobile users ensures a seamless and responsive experience, as well as the ability to reach consumers on-the-go.

**Trends in digital Marketing**

**D**igital marketing landscape is constantly evolving, and new trends may have emerged since then. Here are some significant global trends in digital marketing up to that point:

1. Artificial Intelligence (AI) and Machine Learning: AI and machine learning technologies have been increasingly integrated into various aspects of digital marketing. AI-powered tools are used for personalized content recommendations, chatbots for customer service, predictive analytics for behavior targeting, and optimizing ad campaigns.
2. Voice Search Optimization: With the rising popularity of voice-activated devices and virtual assistants, optimizing content for voice search became crucial. Marketers had to adapt their SEO strategies to focus on long-tail keywords and conversational language.
3. Video Marketing: Video content continued to dominate digital marketing strategies. Brands leveraged platforms like YouTube, Instagram Reels, TikTok, and others to engage with audiences through short-form and long-form video content.
4. Social Commerce: Social media platforms integrated shopping features, allowing users to make purchases directly from the platform without leaving the app. Social commerce gained traction, making it easier for brands to sell products through social media.
5. User-Generated Content (UGC): UGC gained importance as consumers increasingly looked for authentic experiences and peer recommendations. Brands incorporated UGC into their marketing campaigns to build trust and social proof.
6. Privacy and Data Protection: As data privacy concerns grew, various regulations like GDPR and CCPA were implemented to safeguard user data. Marketers had to ensure compliance and be transparent about data collection and usage.
7. Augmented Reality (AR) and Virtual Reality (VR): AR and VR technologies found applications in digital marketing, enhancing customer experiences and allowing consumers to interact with products virtually.
8. Micro-Influencers: While influencer marketing continued to be popular, there was a shift towards using micro-influencers (influencers with smaller, more niche followings) as they often had higher engagement rates and were perceived as more authentic.
9. Personalization: Brands increasingly focused on delivering personalized experiences to consumers based on their preferences, behavior, and past interactions.
10. Social and Political Activism: Consumers expected brands to take a stance on social and political issues. Brands that aligned with meaningful causes and demonstrated social responsibility gained favor with socially conscious audiences.
11. Ephemeral Content: The popularity of ephemeral content on platforms like Snapchat and Instagram Stories soared, encouraging brands to leverage these short-lived but engaging formats for marketing campaigns.
12. Interactive Content: Interactive content, such as quizzes, polls, and interactive infographics, gained traction as it encouraged user engagement and provided a unique user experience.Top of Form

**Digital channels in marketing**

Digital channels in marketing are typically categorized into three main types: Paid, Owned, and Earned media. These channels serve as different avenues through which businesses can reach and engage with their target audience. Let's explore each of these channels:

1. **Paid Media:** Paid media refers to any promotional content or advertising space that businesses pay for to reach their target audience. It involves investing money in various digital platforms to display advertisements to a specific group of users. Examples of paid media channels include:
	* **Search Engine Advertising**: Pay-per-click (PPC) ads displayed on search engine results pages, such as Google Ads.
	* **Social Media Advertising**: Paid advertisements on social media platforms like Facebook, Instagram, Twitter, LinkedIn, etc.
	* **Display Advertising**: Banner ads and other visual ads placed on websites and apps.
	* **Sponsored Content**: Paid promotions or partnerships with publishers to feature branded content.
	* **Influencer Marketing**: Collaborating with influencers to promote products or services to their followers in exchange for payment.

The advantage of paid media is that it provides businesses with greater control over targeting specific audiences and achieving quick visibility. However, it requires a budget and may not be as trusted as other forms of media.

1. **Owned Media:** Owned media refers to the digital channels that a business or brand controls and operates. It includes all the online assets and content owned by the company. Examples of owned media channels include:
	* **Website**: A company's official website is a central owned media channel, serving as the digital storefront and hub of information.
	* **Blogs**: Company blogs are platforms to publish original content, share updates, and engage with the audience.
	* **Social Media Profiles**: Business-operated social media accounts where content and updates are shared with followers.
	* **Email Newsletters**: Company emails sent to subscribers for promotional or informative purposes.

The advantage of owned media is that businesses have full control over the content, branding, and messaging. It allows for a more direct relationship with the audience. However, owned media requires continuous effort and investment to maintain and engage the audience effectively.

1. **Earned Media:** Earned media refers to the organic exposure and publicity a brand receives through word-of-mouth, viral content, or positive mentions from customers and influencers. It is essentially the result of favorable interactions with the audience. Examples of earned media channels include:
	* **Social Media Shares and Mentions**: When users share or mention a brand's content or products on social media.
	* **Online Reviews and Testimonials**: Positive reviews and testimonials from customers on review sites or social platforms.
	* **Press Mentions**: When media outlets or bloggers cover a brand or its products in articles or features.

The advantage of earned media is that it provides social proof and credibility, as it is based on genuine interactions and endorsements. However, it is challenging to control and relies on creating exceptional experiences to encourage positive word-of-mouth.

**The evolution of social media** Bottom of Form

The evolution of social media has been a remarkable journey that has significantly impacted the way we communicate, share information, and connect with others. It has transformed from simple online communication platforms to powerful global networks with diverse functionalities and immense cultural influence. Here is a brief overview of the key stages in the evolution of social media:

Early Internet Bulletin Boards and Forums (1990s): The early stages of social media can be traced back to the late 1990s when bulletin board systems (BBS) and internet forums allowed users to interact and share information on specific topics or interests.

Six Degrees (1997): SixDegrees.com, launched in 1997, is often considered the first recognizable social media platform. It allowed users to create profiles, add friends, and send messages. However, it shut down in 2001.

Friendster (2002): Friendster, launched in 2002, gained popularity as one of the first modern social networking sites. It allowed users to create profiles, connect with friends, and share content. However, it faced technical issues and lost its dominant position to newer platforms.

MySpace (2003): MySpace, launched in 2003, became one of the most popular social networking sites, allowing users to customize their profiles with HTML code, share music, and connect with others. It was particularly popular among musicians and artists.

Facebook (2004): In 2004, Mark Zuckerberg and his college roommates launched Facebook as a social networking platform exclusively for Harvard University students. It later expanded to other universities and eventually to the general public. Facebook's user-friendly interface, privacy settings, and continuous updates contributed to its global dominance.

YouTube (2005): YouTube, founded in 2005, revolutionized social media by offering a platform for users to upload, share, and view videos. It became a significant source of entertainment, education, and viral content.

Twitter (2006): Twitter was launched in 2006, introducing the concept of microblogging. Users could post short messages called "tweets," which quickly gained popularity for real-time news updates and public discussions.

Instagram (2010): Instagram was launched in 2010 as a photo-sharing app and later expanded to include short videos. Its focus on visual content and filters attracted a large user base, making it a dominant platform for visual storytelling.

Snapchat (2011): Snapchat, launched in 2011, introduced ephemeral messaging, where content disappears after a short period. It quickly gained popularity among younger audiences for its fun and casual communication style.

TikTok (2016): TikTok, originally launched in 2016 as Douyin in China, expanded globally as TikTok in 2018. It became a sensation for short-form videos, music, and creative content, particularly among Gen Z users.

Rise of Live Streaming and Stories: Social media platforms like Facebook, Instagram, and YouTube introduced live streaming features, allowing users and brands to connect with their audiences in real-time. Stories, short-lived content that disappears after 24 hours, gained popularity on platforms like Snapchat and Instagram.

Social Commerce: Social media platforms integrated shopping features, enabling users to make purchases directly from the platforms. Social commerce became a significant trend in digital marketing.

Emphasis on Privacy and Data Protection: With growing concerns about data privacy, several social media platforms faced scrutiny regarding their data handling practices. This led to increased emphasis on user privacy and stricter data protection regulations.

**Social media platforms**

There are numerous social media platforms catering to diverse audiences and interests. Each platform offers unique features and functionalities, making them suitable for specific types of content and communication. Here are some of the most prominent social media platforms:

Facebook: The largest social media platform, Facebook, allows users to create profiles, connect with friends, share updates, photos, and videos, join groups, and follow pages. It caters to a wide range of users and interests.

Instagram: A photo and video-sharing platform, Instagram is popular for its visually focused content. It offers features like Stories, Reels, and IGTV, making it suitable for influencers, brands, and businesses to engage with their audience.

Twitter: Known for its real-time updates and short-form content, Twitter allows users to post tweets limited to 280 characters. It's widely used for news updates, trending topics, and engaging in public conversations.

LinkedIn: A professional networking platform, LinkedIn is focused on building connections for career-related purposes. Users can share their work experience, connect with colleagues, join industry-specific groups, and share professional content.

Pinterest: Pinterest is a visual discovery platform where users can find and save images and ideas related to their interests, hobbies, and projects. It's popular for DIY, fashion, home decor, and recipe-related content.

Snapchat: Snapchat is known for its ephemeral content, including disappearing photos and videos. It features filters, lenses, and a map feature for location sharing.

TikTok: A short-form video platform, TikTok gained immense popularity for its entertaining and creative content. Users can create, share, and discover videos set to music or audio clips.

YouTube: The world's largest video-sharing platform, YouTube allows users to upload, watch, and share videos. It caters to a wide range of content, from educational tutorials to entertainment.

 WhatsApp: A messaging app owned by Facebook, WhatsApp enables users to send text messages, make voice and video calls, share images and documents, and create groups for communication.

Reddit: Reddit is a platform for communities and discussion forums on various topics. Users can join subreddits based on their interests and engage in conversations with like-minded individuals.

Tumblr: A microblogging platform, Tumblr allows users to post multimedia content, including text, photos, and GIFs. It has a strong community of creative and artistic users.

WeChat: A widely used social media platform in China, WeChat offers messaging, social networking, mobile payments, and other functionalities within a single app.

Telegram: A messaging app known for its focus on privacy and security. Telegram allows users to send encrypted messages, media files, and create channels for broadcasting content to a large audience.

**The scope and functions of digital marketing**

The scope and functions of digital marketing are vast and ever-expanding as businesses increasingly leverage digital channels to reach and engage with their target audience. Digital marketing encompasses a wide range of strategies and tactics designed to promote products, services, or brands using electronic devices and the internet. Here are some key aspects of the scope and functions of digital marketing:

1. **Search Engine Optimization (SEO)**: SEO is the process of optimizing a website to improve its visibility in search engine results. The goal is to rank higher in organic (non-paid) search results, increasing the likelihood of attracting organic traffic and potential customers.
2. **Search Engine Marketing (SEM)**: SEM involves paid advertising on search engines like Google and Bing. Businesses bid on keywords to have their ads displayed in the sponsored listings when users search for relevant terms. Commonly known as pay-per-click (PPC) advertising, SEM offers immediate visibility and control over ad spending.
3. **Social Media Marketing**: Social media marketing focuses on using various social media platforms to build brand awareness, engage with the audience, and drive website traffic. Businesses create and share content, run ad campaigns, and interact with followers on platforms like Facebook, Instagram, Twitter, LinkedIn, Pinterest, and others.
4. **Content Marketing**: Content marketing revolves around creating valuable and relevant content to attract and engage the target audience. This content can take various forms, such as blog posts, articles, videos, infographics, podcasts, ebooks, and more.
5. **Email Marketing**: Email marketing involves sending targeted emails to potential and existing customers to nurture relationships, promote products, share updates, and encourage repeat business. It is an effective way to communicate directly with the audience and can be highly personalized.
6. **Affiliate Marketing**: Affiliate marketing is a performance-based marketing strategy where businesses reward affiliates (partners) for driving traffic or sales to their website through the affiliate's marketing efforts. Affiliates receive a commission on the sales they generate.
7. **Influencer Marketing**: Influencer marketing involves collaborating with influencers or individuals with a significant following on social media to promote products or services to their audience. This strategy leverages the influencers' credibility and reach to connect with their followers effectively.
8. **Online Advertising**: Online advertising encompasses various types of digital ads, including display ads, banner ads, video ads, native ads, and more. These ads are placed on websites, apps, social media, and other digital platforms to reach the target audience.
9. **Mobile Marketing**: Mobile marketing targets users on their mobile devices, including smartphones and tablets. It involves strategies like mobile-optimized websites, mobile apps, SMS marketing, and in-app advertisements.
10. **Data Analytics and Performance Tracking**: Data analytics and performance tracking are integral to digital marketing. Marketers use tools to analyze data and measure the effectiveness of their campaigns, allowing them to make data-driven decisions and optimize their strategies for better results.
11. **Conversion Rate Optimization (CRO)**: CRO focuses on improving the conversion rate of website visitors into customers. Marketers use various techniques, such as A/B testing, to optimize landing pages, forms, and checkout processes.

**Social media platforms**

There are numerous social media platforms catering to diverse audiences and interests. Each platform offers unique features and functionalities, making them suitable for specific types of content and communication. Here are some of the most prominent social media platforms:

Facebook: The largest social media platform, Facebook, allows users to create profiles, connect with friends, share updates, photos, and videos, join groups, and follow pages. It caters to a wide range of users and interests.

Instagram: A photo and video-sharing platform, Instagram is popular for its visually focused content. It offers features like Stories, Reels, and IGTV, making it suitable for influencers, brands, and businesses to engage with their audience.

Twitter: Known for its real-time updates and short-form content, Twitter allows users to post tweets limited to 280 characters. It's widely used for news updates, trending topics, and engaging in public conversations.

LinkedIn: A professional networking platform, LinkedIn is focused on building connections for career-related purposes. Users can share their work experience, connect with colleagues, join industry-specific groups, and share professional content.

Pinterest: Pinterest is a visual discovery platform where users can find and save images and ideas related to their interests, hobbies, and projects. It's popular for DIY, fashion, home decor, and recipe-related content.

Snapchat: Snapchat is known for its ephemeral content, including disappearing photos and videos. It features filters, lenses, and a map feature for location sharing.

TikTok: A short-form video platform, TikTok gained immense popularity for its entertaining and creative content. Users can create, share, and discover videos set to music or audio clips.

YouTube: The world's largest video-sharing platform, YouTube allows users to upload, watch, and share videos. It caters to a wide range of content, from educational tutorials to entertainment.

 WhatsApp: A messaging app owned by Facebook, WhatsApp enables users to send text messages, make voice and video calls, share images and documents, and create groups for communication.

Reddit: Reddit is a platform for communities and discussion forums on various topics. Users can join subreddits based on their interests and engage in conversations with like-minded individuals.

Tumblr: A microblogging platform, Tumblr allows users to post multimedia content, including text, photos, and GIFs. It has a strong community of creative and artistic users.

WeChat: A widely used social media platform in China, WeChat offers messaging, social networking, mobile payments, and other functionalities within a single app.

Telegram: A messaging app known for its focus on privacy and security. Telegram allows users to send encrypted messages, media files, and create channels for broadcasting content to a large audience.

**Ethics in Digital Marketing**

Ethics in digital marketing refers to the moral principles and guidelines that govern the practices and behavior of marketers in the digital realm. As technology has evolved, the digital landscape has become a prominent platform for businesses to reach their target audience. However, with this growth, various ethical concerns have emerged, such as data privacy, transparency, and the responsible use of technology to influence consumers. Here are some key ethical considerations in digital marketing:

1. **Transparency and Honesty**: Digital marketers should be open and honest with consumers about the products or services they offer, ensuring that advertising and promotional messages are truthful and not misleading.
2. **Data Privacy**: Respecting user privacy is crucial. Marketers must obtain explicit consent before collecting and using personal data and ensure that data is securely stored and used only for its intended purposes.
3. **Targeting and Personalization**: While targeted advertising can be effective, it must not cross ethical boundaries by manipulating vulnerable individuals or exploiting sensitive personal information.
4. **Inclusivity and Diversity**: Marketers should avoid perpetuating stereotypes or promoting content that may be offensive or exclusionary to certain groups based on race, gender, religion, or other characteristics.
5. **Responsible Content**: Content shared in digital marketing campaigns should be factual, respectful, and appropriate for the intended audience. It should not promote violence, hate speech, or illegal activities.
6. **Social Media Engagement**: Engaging with customers on social media should be done professionally and respectfully, without resorting to dishonest tactics or spamming.
7. **Influence and Endorsements**: When collaborating with influencers or celebrities for endorsements, marketers should disclose any financial or material connections to maintain transparency.
8. **Email Marketing**: Practicing permission-based marketing is essential to avoid spamming and respecting users' inbox space.
9. **Consumer Trust**: Building and maintaining consumer trust should be a priority. Marketers should deliver what they promise and be responsive to customer feedback and complaints.
10. **Avoiding Addiction and Exploitation**: Marketers should be cautious about using psychological tactics that exploit consumer vulnerabilities or lead to addictive behavior.
11. **Environmental Impact**: Marketers should consider the environmental impact of their digital campaigns, such as excessive energy consumption or e-waste generation.
12. **Regulatory Compliance**: Adhering to relevant laws and regulations governing digital marketing, such as GDPR (General Data Protection Regulation) in Europe, is essential.

**Careers and skill development in Digital Marketing.**

Digital marketing is a dynamic and rapidly growing field that encompasses various online marketing strategies and tactics to promote products, services, or brands on the internet. As technology and the online landscape continue to evolve, there is an increasing demand for skilled digital marketers. Here are some key careers and skill development areas in digital marketing:

1. **Digital Marketing Specialist/Manager:** These professionals are responsible for planning, executing, and managing digital marketing campaigns across various platforms, such as social media, search engines, email, and websites.
2. **Social Media Manager:** This role focuses on managing and growing a company's presence on social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others.
3. **Search Engine Optimization (SEO) Specialist:** SEO specialists work to optimize websites and content to rank higher on search engine results pages, thereby increasing organic traffic and visibility.
4. **Content Marketing Specialist:** Content marketers develop and implement strategies to create valuable and engaging content, such as blog posts, videos, infographics, and more, to attract and retain customers.
5. **Email Marketing Specialist:** Email marketing professionals handle email campaigns, nurturing leads, and maintaining customer communication to drive conversions and engagement.
6. **PPC (Pay-Per-Click) Specialist/Manager:** PPC specialists manage paid advertising campaigns, like Google Ads, where businesses pay for clicks or impressions to drive traffic and conversions.
7. **Data Analyst/Marketing Analytics Specialist:** These experts analyze digital marketing data to provide insights and make data-driven decisions to optimize marketing efforts.
8. **E-commerce Specialist:** E-commerce professionals focus on promoting products and driving sales through online platforms like Amazon, eBay, or the company's website.

Reference: -

Bala M., Verma D.“ A Critical review of Digital Marketing,” [www.ijmrs.us](http://www.ijmrs.us),

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. Cha, Jiyoung. (2009), “Shopping on Social Networking Websites: Attitudes towards real versus virtual items.” Journal of Interactive Advertising, 10: 77-93.

G. Reza Kiani, (1998), "Marketing opportunities in the digital world", Internet Research, Vol. 8 Iss: 2, pp.185-194.

Kotler, P. and Armstrong, G. (2009) Principles of Marketing. 13th Edition, Pearson, Englewood Cliffs.

Kotler, P., Keller, L (2007), Marketing management, Grada Publishing, ISBN 80-247-1359-5.

----------------------------------------------------------------------------------------------------