

Web Marketing: Trends and Methodologies

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ABSTRACT

Digital Marketing is the practice of promoting products and services using database-driven online distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner. Digital marketing includes email marketing, mobile marketing, search engine optimization (SEO) and pay per click.

In this paper, we discuss the various marketing trends. How will digital marketing offer value to audiences and encourage them to share content to help online visibility. We first show that digital marketing is the combination of push and pull Internet technologies to execute marketing campaigns. In this paper we find the new Methodologies for promotion of products using Digital marketing

Keywords

Push and Pull Digital Marketing, search engine optimization, Social Marketing optimization, Pay-Per-Click

1. INTRODUCTION

Digital marketing is the promotion of brands and products to consumers using digital sources like Internet, digital display advertising and other digital media such as television, radio, and mobile phones . Digital marketing cover the traditional marketing such as Direct Marketing by the same method of communication with an audience but in a digital fashion. Digital Marketing is the practice of promoting products and services using database-driven online distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner. Digital marketing includes banner advertising, search engine optimization (SEO) and pay per click. It does not include traditional forms of marketing such as radio, TV, billboard and

print because they do not offer instant feedback and report. Some people may respond to a call to action from an advertisement in one of these mediums but there is no way to know the exact number of people who saw or heard it. At its heart, digital marketing centers around the Internet, which has become both a communication vehicle and a very powerful marketing medium. The Internet can be used both to push a message to someone like email, IM, RSS, or voice broadcast, as well to “pull” content serving a banner ad and Pay Per Click search terms. Digital marketing, therefore, can be thought of as the combination of push and pull Internet technologies to execute marketing campaigns.

Digital marketing – Pull versus Push

Digital marketing can be implemented in two popular ways, each having its own sets of advantages and disadvantages. Pull digital marketing and push digital marketing are the two ways to promote one’s business using digital channels.

Pull Digital Marketing:

Pull digital marketing involves strategies to ‘pull’ the intended customers to your own business resource. In these strategies, the customers need to be attracted to a particular address in the cyber space where they can obtain all required information about the business. Having a website or blog is the most common way of pull digital marketing. Video streaming websites are relatively newer and acceptable ways of this form of digital marketing. Websites, blogs and streaming media (audio and video) are examples of pull digital marketing. In each

of these, users have to link to the website to view the content. Only current web browser technology is required to maintain static content. However, additional internet marketing technologies (search engine optimization) may be required to attract the desired consumer demographic.

Push Digital Marketing:

As the name suggests, a business owner needs to push the information about his or her business to the intended customers through digital channels and mediums. Digital banners, mobile SMS and pay per click marketing are some of the most used ways of push digital marketing. Email marketing too belongs to this category and is a common form of digital marketing used by business marketers. Push digital marketing technologies involve both the marketer as well as the recipients. Email, text messaging and web feeds are examples of push digital marketing.



Comparison between Pull and Push Digital Marketing

There is no restriction on content through which you promote your business in the case of pull digital marketing, while it is a matter of consideration for push marketing techniques. On the other hand, push marketing techniques allow one to send personalized messages to the customers. This advantage is lacked by the pull digital marketing techniques. Pull marketing technique is easy to implement as it requires simple display of the static content. Push digital marketing, on the other hand, requires one to be familiar with different technological platforms and it also requires more cost than pull digital marketing. It is required to make efforts to trace people who visit the pull marketing digital resources, which is easy to do in push marketing. Push technologies can deliver content immediately as it becomes available and is better targeted to its consumer demographic, although audiences are often smaller, and the cost for creation and distribution is higher.

New trends of Digital marketing

The marketing trends which are defined below gives how will digital marketing offer value to audiences and encourage them to share content to help online visibility

Trend 1. Search engine optimization (SEO)

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines to search results. SEO may target different kinds of search, including image search, local search, video search, academic search,^[1] news search and industry-specific vertical search engines. As an Internet

marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of back links, or inbound links, is another SEO tactic.

Trend 2. Social Marketing optimization (SMO)

SMO provides a framework to take social media marketing to the next level. Many companies have a presence and are active on the social networks. The next stage is to develop a social media strategy and optimize how content is shared and how it supports customer journeys through to sale. There's also a need to look at how content is shared through key influencers and developing an approach for influencer outreach as part of social media monitoring. Social media optimization (also known as SMO or social SEO) is the methodization of social media activity with the intent of attracting unique visitors to website content. SMO is one of many online methods of website optimization. One of the many other methods is search engine optimization or SEO. There are two types of social media optimization methods:

Social media features added to the content itself, including: RSS feeds, social news and sharing buttons, user rating and polling tools, and incorporating third-party community functionalities like images and videos.

Promotional activities in social media aside from the content being promoted, including: participating in discussion groups, and posting status updates on social networking profiles.

Social media optimization is related to search engine marketing, but differs in several ways, primarily the focus on driving traffic from sources other than search engines, though improved search ranking is also a benefit of successful SMO. Social Media Optimisation, also known as Social Marketing Optimization or SMO is becoming increasingly important as the internet matures. The sheer popularity of social networking websites such as mySpace, FaceBook and Bebo together with numerous other social media sites such as YouTube, Technorati and Squidoo and bookmarking sites such as Digg are far too powerful to ignore. Social Media Optimization is therefore the process undertaken to capitalize on the huge traffic social networking websites can bring, thus increasing online sales and brand awareness. Social Media is becoming such a huge part of search engine optimization as it helps to get the content out there on the internet to attract users to the website.

Trend 3 Video marketing

Another trend of digital marketing is Video marketing which is further divided into two groups: “Marketing **With** Video” and “Marketing **A** Video”.

Marketing with Video

The people in the “Marketing with Video” camp are usually selling a product or service and using video to better explain that product or service. This typically takes the form of incorporating video into a direct marketing campaign like a newsletter or promotion. The simplest example of

blogging, commenting on other blogs,

“Marketing WITH Video” is a company adding video to its website to summarize its product. Other examples of “Marketing With Video” include:

- Gathering actionable data on user engagement to help optimize a purchase funnel
- Incorporating video into e-mail marketing campaigns to understand which prospects are particularly interested
- Using recorded webinars as a source of lead generation.

The common thread of “Marketing With Video” is that the video is designed to better market things to someone who is already engaging with your company because they’re on your website, signed up for your newsletter, downloaded a whitepaper, or perhaps registered with you at a trade show.

Marketing A Video

Businesses who think of Video Marketing as “Marketing A Video” are generally trying to build brand awareness for their company/products. This is done by giving viewers a taste of the brand or concept in a concise package that can travel anywhere and that is designed to be shared. Taken to its extreme a video will be so compelling that it will market itself and you have created the elusive viral video. For this reason, these types of videos are generally more about entertainment and less about explanation. Once the video has been created, it is often pushed out to as many of the consumer video sharing sites as possible (YouTube, Vimeo, blip.tv, etc.). These videos are often accompanied by a social media campaign, reaching out to bloggers and posting on Twitter, to try and generate buzz (and views) for the company’s video.

Trend 4 Mobile marketing

Mobile marketing is promotional activity designed for delivery to cell phones, smart phones and other handheld devices, usually as a component of a multi-channel campaign. Some mobile marketing is similar to advertising delivered over other electronic channels such as text, graphic and voice messages. SMS messaging is currently the most common delivery channel for mobile marketing. Search engine marketing is the second-most common channel, followed by display-based campaigns. The expanding capabilities of mobile devices also enable new types of interactive marketing.

New mobile marketing channels include: location-based service (LBS), which involves detecting the area the user is connecting from (geolocation) and sending marketing messages for businesses in that area.

Augmented reality mobile campaigns, overlay the user's phone display with location-specific information about businesses and products.

2D barcodes, that scans vertically as well as horizontally to include much more information. A mobile user can scan barcodes in the environment to access associated information.

GPS messaging involves location-specific messages that the user picks up when he comes into range.

Trend 5 Email marketing

Email marketing is directly marketing a commercial message to a group of people using electronic mail email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and any email communication

that is meant to build loyalty, trust or brand awareness. Email marketing can be done to either cold lists or current customer database. Broadly, the term is usually used to refer to:

Sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business

Sending email messages with the purpose of acquiring new customers or convincing current customers to purchase something immediately, Adding advertisements to email messages sent by other companies to their customers

Email marketing is a process of soliciting business prospects via email. It is essentially the same as direct mail except that instead of sending mail through the postal service, messages are sent electronically via email. Many businesses have replaced or supplemented their direct mail marketing efforts with email marketing campaigns. Email marketing campaigns are less expensive and easier to track than direct mail marketing campaigns. Email marketing campaigns may be targeted to either a consumer or business market (or both).

Trend 6 Affiliate marketing

It is a narrower part of online (or internet) marketing. That is why it is alike with internet marketing Investment Network in some methods, tools and strategies. However, it is more important to define those features which make affiliate marketing unique and provide that special scheme of affiliate marketing functioning. The in vogue marketing sector is online marketing, the cores marketing jobs that will get you there is working within the disciplines. Those jobs in marketing that are pulling the demand and salaries. Having a

good understanding of these different jobs that make up digital marketing sector is going to get you the management jobs you have been looking for. It is recommended that if you want to get far within the marketing employment sector, then there are number of different job roles that you need to add to your repertoire other than the those listed above. As a digital marketer, you will quickly learn that not only does it pay to be good friends with your development team, but having or starting to develop a sound knowledge of development is going to do your daily job a favor and your career and even better one. Marketing jobs are no longer the preserve of the qualified few, but with the advent of the digital age and the web in particular, has brought about a whole new world of job opportunities, but also a whole remit of marketing job challenges too. Affiliate includes three-part cooperation which involves a merchant (or he is often referred as an advertiser, a brand or a seller), an affiliate himself (or a publisher) and a customer. Affiliate marketing works step-by-step. An affiliate partner signs up to advertise the merchant's goods or services in order to direct a customer to the relevant web page which contains the information about advertised goods or services. For every customer an affiliate gets affiliate marketing commission. In order to identify every affiliate, there is a system of marking him or her. As a result, every customer who is headed from the affiliates' link is to bring some money from every accepted purchase or offer. An additional benefit of affiliate marketing is embodied in the opportunity to create sub-affiliate network (2-tier affiliate marketing). It means that every affiliate is able to attract more partners to work for him or her and bring additional percentage from every customer's action. In such a way, the affiliate marketing sites develop a large program that envelops many people all over

the world. A significant feature of affiliate marketing is its availability. In other words, it is possible to be involved into affiliate marketing with various conditions: if you are working at home; you have major job, but you wish to earn some extra money; if you do not have much time for second job; Affiliate marketing is easy to learn. That is why affiliate marketing business starting is an issue of some hours.

Affiliate marketing is a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts. The industry has four core players: the merchant (also known as 'retailer' or 'brand'), the network (that contains offers for the affiliate to choose from and also takes care of the payments), the publisher (also known as 'the affiliate'), and the customer. The market has grown in complexity to warrant a secondary tier of players, including affiliate management agencies, super-affiliates and specialized third party vendors.

Affiliate marketing overlaps with other Internet marketing methods to some degree, because affiliates often use regular advertising methods. Those methods include organic search engine optimization (SEO), paid search engine marketing (PPC - Pay Per Click), e-mail marketing, and in some sense display advertising.

On the other hand, affiliates sometimes use less orthodox techniques, such as publishing fake reviews of products or services offered by a partner.

Affiliate marketing is commonly confused with referral marketing, as both forms of marketing use third parties to drive sales to the retailer.^[1] However, both are distinct forms of marketing and the main difference between them is that affiliate marketing

relies purely on financial motivations to drive sales while referral marketing relies on trust and personal relationships to drive sales.^[1]

Affiliate marketing is frequently overlooked by advertisers.^[2] While search engines, e-mail, and website syndication capture much of the attention of online retailers, affiliate marketing carries a much lower profile. Still, affiliates continue to play a significant role in e-retailers' marketing strategies.

Trend 7 Pay Per Click

It is an online advertising payment model in which payment is based solely on qualifying click-throughs. In a PPC agreement, the advertiser only pays for qualifying clicks to the destination site based on a prearranged per-click rate. Popular PPC advertising options include per-click advertising networks, search engines, and affiliate programs. Paying per click is sometimes seen by some as a middle ground between paying per impression and paying per action. When paying per impression, the advertiser assumes the risk of low-quality traffic generated by the publisher. When getting paid for actions, the

publisher assumes the risk of low-converting offers by the advertiser. In the PPC model, the publisher does not have to worry about the sales conversion rate of the target site, and the advertiser does not have to worry about how many impressions it takes to attract the specified number of clicks PPC stands for **Pay-Per-Click** - a popular advertising technique on the Internet. Found on websites, advertising networks, and especially on search engines, PPC advertising involves sponsored links that are typically in the form of text ads. These are usually placed close to search results, where an advertiser pays a particular amount to visitors who click on these links or banners and land on the advertiser's web page. In essence, PPC advertising is all about bidding for the top or leading position on search engine results and listings. Advertisers do this by buying or bidding on keyword phrases that are relevant to their products or services - the higher the bid, the higher the spot on the search results, the more the people will find the ad (and click on it) to go to their websites (this is why some people call it "keyword auctioning"). Advertisers would then pay the bidding price every time a visitor clicks through the website.

CONCLUSION

Digital marketing is growing rapidly over the last few years. It should however be viewed as a platform, whereby it is selected so as to achieve specific objectives. A brand should never just push digital to fit into a specific message, as this will simply result in wasted time and limited results. Digital offers many advantages over the use of traditional media and therefore if it is determined that digital media is relevant in achieving the objectives, the desired goals must be identified so as to measure the brands overall success.

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