

Recent Trends in Digital and Social Media Marketing

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ABSTRACT:

Digital technologies are becoming increasingly important in most sectors of economic activity. Due to high levels of interconnectivity, the Internet has been likened to the wheel and the airplane in terms of its ability to affect the future development of business and society. Consequently, the Internet has provided the impetus for many companies to rethink the role of technology, and evidence already indicates the extent of its global impact. Business adoption of technologies focuses on an expanding range of digital devices and platforms (e.g. mobile phones, wireless, and digital TV). Marketers are faced with learning how to use and understand emerging technologies (e.g., social media), determining how to make strategic decisions that enable them to make best use of the technology and implementing digital marketing plans which benefit their businesses. Due to the expansive use of 'all things digital' many terms have been used to describe marketers' use of the technology.

I. INTRODUCTION:

Digital marketing is an umbrella term for all of your online marketing efforts. Businesses leverage digital channels such as Google search, social media, email, and their websites to connect with their current and prospective customers. **Social Media** is a platform that lets us participate in social networking. We can share our posts on various social media platforms to improve business visibility. Today it is the best source for news updates, marketing, education, and entertainment. Digital technologies are able to emulate almost every aspect of marketing communications and traditional media channels and, in doing so, to span the marketing mix. However, digital promotions are more specific and are an element of the marketing communication mix. Nevertheless, the boundaries are less than clear, because digital technology is not only a means of communication but also a method of distribution.

II. RELATED WORK:

The Internet is a major communications channel, providing an arena for multi-faceted communications. Vast numbers of people spend hours each day surfing the Web. 16 countries people spend 29% of their leisure time on the Web.

Overall, the Chinese spend the largest part of their leisure time online 44% compared with 28% for British people. Scandinavians spend the least of their leisure time on the Internet, with Danes at 15%, Swedish consumers at 18% and Norwegians at 22%. The Internet exploded into commercial life in the 1990s. During the same period network technology was also undergoing significant change, switching from analogue to digital circuits, and mobile phone networks and handsets were rapidly developing both in terms of sophistication and number of users. By 2000 further changes had occurred in the world of digital communications infrastructure. Mobile phones have increased facilities for receiving multimedia content, and digital and online television have become available. For its users the Internet and digital technologies have not only provided the means to find, buy and sell products but they have also created an environment for building communities, where like-minded people can network, socialize and be entertained. The emergence of social networking sites such as Facebook, LinkedIn, Google+ and **micro blogging** sites like Twitter have had a significant impact on global society. Social media have given a voice to masses of individuals, businesses and communities around the world. For

example, in 2000 around 1.5 million users in China had access to the Internet. Now, there are over 513 million users. This body represents over 50% of the Internet population in Asia. Twitter has over 56 million accounts, and around 21 million users who publish each month.

III. LITERATURE REVIEW:

Digital Marketing:

Digital marketing is the promotion of products or brands via one or more forms of electronic media and differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.



Importance of Digital Marketing:

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

Challenges Facing Digital Marketers:

Proliferation of digital channels: Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes.

Intensifying competition:

Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. As a result, it's becoming a lot harder to capture consumers' attention.

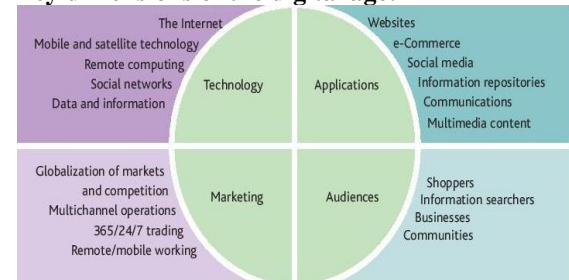
Exploding data volumes:

Consumers leave behind a huge trail of data in digital channels. It's extremely difficult to get a handle on all that data, as well as find the right data within exploding data volumes that can help you make the right decisions.

Digital marketing is facilitated by multiple online marketing channels available namely:

- ✓ Affiliate marketing
- ✓ Display advertising
- ✓ Email marketing
- ✓ Search marketing -
 - Facebook,
 - Twitter,
 - Pinterest,
 - Instagram,
 - Google+, etc
- ✓ Game advertising
- ✓ Online PR - Video advertising

Key dimensions of the digital age:



Social media marketing:

Social media (in the digital world) is another complicated phenomenon, which means different things to different people. There are three separate elements to consider: *social*, *media* and *network*. According to Tuten and Solomon (2013) the social element involves thinking about social media as the way digital natives live a social life..... it is all about a culture of participations; a belief in democracy, the ability to freely interact with other people, companies and organizations; open access to venues that allows users to share content from simple comments to reviews, ratings, photos, stories and more.

In other words, being part of a social media network means that individuals and companies share ideas, interact with one another, work together, learn, enjoy group entertainment and even buy and sell. Use of the word **media** also deserves separate attention because it has further meanings in the social context than those discussed. In this context the technology is used to create an environment which facilitates different forms of online activity.

Promoting, marketing, advertising services, content, products, events, etc and measuring your social media analysis online ~ these promotions happen through the medium of social networking sites.

For example:

Social community media like Facebook, and LinkedIn, which enable sharing of ideas, interests, socializing and having conversations

Social publishing media like YouTube, Pinterest, Flickr which enable signed-up members to publish and distribute editorial content, movies, audio, photos

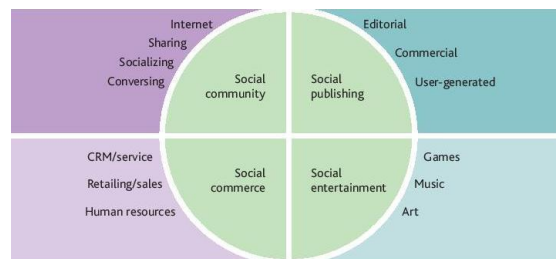
Social commerce media like TripAdvisor, Groupon and Facebook, which enable buying and selling, trading, building relationships

Social entertainment media like come2play, Zynga12 which enable game playing and entertainment across communities.

Social Media seems to be a new trend, but its roots stretch to the beginning of computer era. What we see today is the result of centuries-old social media development. **Usenet**, which was launched in 1979, was the first progenitor of social media, and the journey from **Usenet** to **Facebook** is a long one. **Usenet** allowed users to post on newsgroups. It was followed by bulletin board systems (BBS) which allowed users to login and interact. Online services like **Prodigy** were the precursors to BBS. After online services, internet relay chat came into light which gave way to instant messaging.

In the 90s, dating sites and forums were on peak, which led to the development of social networks. But they did not let users make friend lists. Six degrees launched to overcome this feature. It allowed profile creation and listing peers. It was purchased and shut down after playing for a decade. Blogging emerged in this phase, creating a sensation in social media. It is popular even today. Other sites like **BlackPlanet** (African-American Social Website) and **MiGente** (Latino) cropped up having provision to create profiles and add friends.

Types of social media activity:



Modern social networks came into picture post 2000. Apple launched its **Friendster** in 2002. It has millions of users. **Hi5** and **LinkedIn** were launched in 2003. **LinkedIn** is a ground for professionals to reach out to one another. MySpace also originated in 2003 and became well known by 2006. Similarly **Facebook** was launched in 2004 and surpassed MySpace, **Orkut**, Multiply, etc., and is still expanding. This decade also conceived media sharing platforms like **photobucket**, **flicker**, **youtube**, **instagram**, **revver**, etc., along with news and bookmarking platforms like **Digg** and **Delicious**. Since 2000, Social Media has bloomed to horizon and is still expanding limitlessly. Along with media sharing, many other portals that provide real-time updates were introduced, for example, Twitter, Posterous, Tumbler, etc. In 2007, Facebook launched its advertising system.



IV. CONCLUSION:

Digital and Social media is beginning to infiltrate more areas of our lives as businesses continue to expand their use of the sites. As digital and social media grows and evolves, the responsible use of it will need to be explored. Academics and experts in digital and social media will need to emerge as will regulators of the field. While radio, television and newspapers were once new forms of communication, digital and social media has emerged as the next stage of the evolution of media and communication. This section explores the implications of digital promotions and social media for marketing planning. Digital technologies are reshaping business models, choice of promotional tools and media.

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