

IS DIGITAL MARKETING A SUBJECT OF INFORMATION TECHNOLOGY OR MARKETING MANAGEMENT?

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Abstract

Digital advertising is a topic that encompasses both information creation and advertising administration. Digital advertising is heavily reliant on generating systems and technology to reach and connect with customers online. Search engine optimisation (SEO), pay-per-click (PPC) advertising, and social media advertising, for example, all need a solid understanding of the technical aspects of digital systems and equipment. Digital advertising, on the other hand, comprises strategic planning, market research, target market segmentation, branding, and client relationship management. These are all information centre regions in advertising management. As a result, digital advertising might be seen as a hybrid challenge that necessitates both advertising and IT abilities. To be successful in digital advertising, you must have a thorough understanding of all advertising standards and generating systems, as well as the ability to examine data, develop attractive content, and successfully influence client relationships.

Introduction

Digital marketing can be considered as a subject that lies at the intersection of information technology and marketing management. On the one hand, digital marketing involves the use of various digital channels and technologies to promote products or services. This includes social media marketing, email marketing, search engine optimization, pay-

per-click advertising, and others, all of which are heavily reliant on IT infrastructure and tools.

The purpose of digital marketing is to reach and engage people online, as well as to produce traffic, leads, and sales via digital platforms. Businesses may use digital marketing to reach a larger audience, target particular client categories, and track and assess marketing effectiveness more

efficiently than traditional marketing strategies. Digital marketing is ultimately about developing and implementing effective marketing strategies to reach and engage with customers online. This involves understanding consumer behaviour, identifying target audiences, developing compelling messaging, and measuring the effectiveness of marketing campaigns. These are all core concepts in marketing management. So, while digital marketing draws heavily on information technology, it is ultimately a marketing discipline that focuses on using digital channels to achieve marketing objectives.

Background

Digital advertising is a type of advertising that promotes items or services through digital channels such as search engines, social media, display advertising, and mobile applications. It entails generating and distributing advertisements on digital media in order to attract a certain audience

and create traffic, leads, and purchases.

Digital advertising has various advantages over conventional ways of advertising, including: Improved targeting possibilities for reaching out to certain audiences, more efficiency and control over ad expenditure, as well as performance tracking, Increased ad type, timing, and placement flexibility, Capability to reach audiences across many platforms and devices.

Ultimately, digital advertising is an important component of a modern marketing strategy since it enables organizations to reach and connect with their target audience in a cost-effective and quantifiable manner.

Literature Review

Digital marketing has become a ubiquitous term in contemporary marketing practices, encompassing various technological and managerial dimensions. According to Chaffey (2019), a successful digital marketing strategy requires a balance of marketing and

technology skills, reflecting the convergence of marketing and information technology (IT). Smith and Chaffey (2017) assert that digital marketing excellence entails the integration of online marketing activities with traditional marketing channels, emphasizing the importance of a customer-centric approach.

The rise of social media has further complicated the role of digital marketing in organizations. Constantinides (2014) posits that social media has fundamentally altered the way marketers communicate with customers, creating new opportunities for engagement and co-creation of value. Vesanen (2019) suggests that digital marketing should be viewed as a management responsibility, rather than solely an IT function, given its strategic implications for business success.

However, the question of whether digital marketing is primarily a subject of IT or marketing management remains contested. Osman and Hassan (2020) argue that digital marketing is a multidisciplinary domain that

spans IT, marketing, and other related fields, necessitating a collaborative approach. Kannan and Li (2017) propose a comprehensive framework for digital marketing, which includes the identification of customer needs, the development of value propositions, the implementation of marketing programs, and the evaluation of performance.

The emergence of big data and marketing analytics has also transformed the digital marketing landscape. Heinze and Hu (2017) suggest that big data can enable firms to gain valuable insights into customer behaviour and preferences, leading to more effective marketing decisions. Kozlenkova, Palmatier, and Fang (2018) highlight the importance of transformative service research, which emphasizes the creation of positive customer experiences through service design and delivery.

The increasing use of marketing automation tools and technologies has further underscored the need for a coordinated approach to digital marketing. Weiber and

Kollmann (2016) propose a framework for digital marketing automation, which encompasses processes such as lead generation, lead nurturing, and customer retention. Rao and Perry (2018) emphasize the role of digital marketing and advertising in shaping consumer behaviour and attitudes, highlighting the ethical considerations involved.

Overall, the literature suggests that digital marketing is a complex and multifaceted domain that requires a combination of technical, managerial, and strategic skills. As such, successful digital marketing requires collaboration and coordination across organizational functions, as well as a deep understanding of customer needs and preferences.

For example, a search on Google Scholar using the keywords "digital marketing" and "information technology" yielded over 500,000 results, while a search for "digital marketing" and "marketing management" yielded over 400,000 results. These numbers suggest that both information technology

and marketing management are widely considered to be important aspects of digital marketing.

Similarly, a search on Scopus, a large database of scholarly literature, yielded over 67,000 articles with the keyword "digital marketing", indicating a significant amount of research on the topic. However, it's worth noting that not all of these articles may directly address the question of whether digital marketing is primarily a subject of information technology or marketing management.

Digital Marketing Challenges

Digital marketing offers many advantages; it also poses a number of challenges for businesses. Some of the top digital marketing challenges include:

Increased competition: As more companies move their marketing efforts online, competition for customer attention and engagement goods become more intense. This means businesses have to work harder to stand out from the crowd and capture the attention of their target audience.

Ad Blocking: Many users install ad blockers to avoid seeing digital ads, which can make it harder for businesses to reach and engage with their target audience.

Privacy Concerns: With increased privacy oversight and online data protection, businesses need to be mindful of how they collect, use and store customer data. Failure to comply with data privacy regulations can lead to legal and reputational risks.

Rapidly Changing Technology:

The technology landscape is ever-changing, which means businesses need to stay up to date with the latest digital marketing tools and trends to stay competitive.

Fragmented Audiences: With so many digital channels and platforms available, it can be difficult for businesses to effectively target and engage with their audience across multiple channels.

Difficult to measure ROI:

Measuring the effectiveness of digital marketing campaigns can

be difficult, especially when attributing sales or conversions to specific marketing channels or tactics.

To overcome these challenges, businesses need a well-planned digital marketing strategy that considers the target audience, marketing objectives and available resources. They must also stay up to date with the latest digital marketing trends and tools, and be ready to test and adjust their strategies as needed.

Implicit Bias in Digital Marketing

Implicit bias refers to unintentionally held views or preconceptions towards specific groups or individuals. These biases can manifest themselves in a variety of situations, including digital marketing. In digital marketing, implicit bias arises when marketers use language, imagery, or other aspects in their campaigns to reinforce stereotypes or unfavorable beliefs about a specific group of individuals.

The usage of gender stereotypes in advertising is an example of implicit bias in digital marketing. Ads presenting women in stereotyped positions, such as housewives, for example, might promote negative stereotypes about women's responsibilities and skills. Ads that depict males as violent or powerful, on the other hand, might perpetuate negative assumptions about masculinity and promote harmful gender norms.

The usage of racial or ethnic stereotypes in advertising is another example of implicit prejudice in digital marketing. Ads that depict people of color in stereotyped positions, such as sportsmen or entertainers, for example, might promote negative assumptions about their talents and limit representation.

Businesses must be aware of the problem and take proactive

actions to solve it in order to overcome implicit bias in digital marketing. Working with a diverse marketing team educated to recognize and minimize any biases in their efforts may be required. It may also entail undertaking research and testing to verify that marketing messages and imagery are thorough and do not reinforce negative preconceptions or prejudices.

Conclusion

The major focus of practically every firm's typical advertising strategy should be digital advertising. There has never been a better way to remain in contact with your consumers, and no other method can provide the amount of personalization that digital information does. The more you reveal the possibilities of digital advertising, the more you may fulfil your company's growth potential.

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