

ROLE OF DIGITAL MARKETING

SPECIAL FOCUS ON SEO & SEM

(SEARCH ENGINE OPTIMISATION & SEARCH ENGINE MARKETING)

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1. INTRODUCTION

Digital Marketing is marketing in the form of e-commerce. Communication and technology can be put to a lot of use in digital marketing. It enables to surpass the distances, connect remote areas of the world and shrink the global world into a village. It has a greatest objective of achieving marketing optimization by connecting to larger target customers across the globe. Also, products find optimum utilisation as they reach far and wide markets.

Digital marketing enables all kinds of marketers to join hands as electronic devices connect both off line and online. The zooming up of digital marketing has seen the world progress towards prosperity and help people to pursue their passionate business areas. This enabled all P's –

- Product
- Price
- Promotion
- Profit

Increase enormously.

When we speak of digital marketing, there is a very distinct way of approach which is very essential to be adopted. Internet needs certain terminology and leads through which it enables a user to reach his interested area, location or content. In this approach, internet appreciates, few things like SEO- Search Engine Optimisation, SEM-Search Engine Marketing, Pay Per Click Advertising, Social Media Marketing, Mobile Marketing, Marketing Automation, Rate Optimization, Web Analysis are the ways which are convenient to reach digital marketing.

In E-Commerce, MIS- Management Information Systems play a vital role in enabling both E- Marketers and E- Customers to fulfil their desire of doing business and shopping online. Significantly it is able to embrace youth to trade online, network on social sites, do business in cosy areas of their homes. Also this is fantastic online world which made many younger generations to become self entrepreneurs. In fact, it has revolutionised the business patterns, customer's needs and preferences and set new heights in the field of business and marketing. No doubt, terms like trade and commerce levelled up to new heights and took the world markets to a different horizon.

Our paper is narrowed down to the study of SEOs and SEMs in the world of digital marketing.

2. Digital Marketing- Indian Scenario

India is no doubt one of the fastest growing economies of the world. Of course, digital marketing stands in the first place in development. Retail industry started having boom and gaining momentum from early 1990s. Digital marketing is the most preferred kind of market to all the youth, kids and also the major educated groups of the economy. As much as more than 35% of India's population uses internet for almost every activity. According to statistics, by 2025, more than 55 to 60% of our population will be on the internet. As telecommunication had significant improvement, India will reach an all time high population accessing the world through digital method, which is considered as golden age of digital marketing. No doubt, we can obviously understand that major population uses smart phones in the present time. The gadgets which are essential are available always in the hands of the population, almost all the time. According to statistics, by 2016, more than 19% of budget of households is catered to smart gadgets. By 2020, it is predicted that more than 25% of the monetary resources in the hands of the households will be budgeted for technology.

India has adopted push marketing by moving away from television, radio, and print formats. It has welcomed blogs, mail, mobile phones, social media networks, videos and various search engines through World Wide Web and paved a way towards pull marketing.

Digital marketing has become very user friendly, low cost, highly approachable and more importantly hassle free. If we notice very carefully, we can find every offline showroom has its presence on online or has a tie up with the online marketers.

No need to mention that even young entrepreneurs, budding businessmen and women found their space in the digital marketing either directly or indirectly. It definitely needs a mention, that when it comes to technology and knowhow, Indians are placed on top most level in all the top companies of the world. Indian scenario is not limited to India but Indians spread across the globe prove that we are visible in every part of the world.

3. Reasons for increase in digital marketing in india or Indian companies and digital marketing

As per forecast, the advertising expenditure of India will grow by 13% in 2018. Speaking on the prospects of growth of digital marketing, CVL Srinivas, country manager, WPP India and chief executive officer, Group M South Asia, says, “2018 will be a relatively better year from an ad-spend perspective. But while growth in digital will outstrip other media, India will continue to see traditional media formats also grow.” Spending on digital marketing by Indian businesses in 2018 is forecasted to increase by 30% as compared to the previous year. It is more than twice the expenditure growth of TV advertising, which was supposedly the most impactful marketing channel.

The whole world is willingly revolving and getting attracted to digital marketing due to its low cost and high approachable patterns. Invariably, it enables to reduce showroom costs, advertisements, pomp and show at various levels, which will gradually decrease the cost of the products. The sure shot low cost and high returns

are always attractive to every young business man. Also the immediate comparison through reviews, FAQs and quick options for the customers keeps both sellers and buyers highly tuned and targeted. Here, the size of the business can be measured only through its reach, product quality, number customers but never on showroom costs, high infrastructures. No doubt, there is heavy investment in the form of technology, software but still it's far reasonable compared to the investment on buildings, plant and machinery and so on. People find more visibility and mileage on face book, Whatsapp, Google and various other search engines. There is lot of business happening due to social contacts, familiarity and known acquaintances. Indians always prefer low cost and high returns, which is always possible in internet. Let us not forget to put out a true fact here. Indians are always complicated, confusing and dodging in many areas. If we really want to exist and flourish on digital marketing, we need to be trust worthy, accurate and more dependable in the eyes of world customers.

According to statistics, its face book which is in the front row with respect to marketing and various campaigning's, More than 230 million people use face book. With this, it is very evident that doing business through digital methods is time saving, easy and hassle free. We cannot deny few hiccups in any methods or approaches but still it is the most convenient method as there is no time constraint and allows business to happen 24/7, 365 days and round the clock irrespective of time zones and geographical boundaries.

Gradually, when we start doing business through digital marketing, one should realize to be updated, systematic and highly organized. If not the mess, chaos and clutter created by using internet is much more than offline marketing.

Various web sites which are suitable for easy visit-

1. Social Media Marketing

- Face book
- YouTube
- Whatsapp
- Instagram
- Twitter

- Social Samosa

2. Social Retail Marketing

- Flip kart
- Amazon
- Myntra
- Jabong

3. Online Food Delivery Platforms

- Swiggy
- Zomato
- Uber eats

4. Travel apps

- Uber rides
- Ola
- Make my trip
- Yatra.com

Likewise, there are also online banking, real estate retailing, and event management retailing which are quiet popular among various public groups.

Overcoming the hurdles, becoming tech savvy is the best option to enter into the gate way of digital world. Digital marketing is so smart that it's easier, wiser even to continue in business with little or no customers. It's because, waiting does not cost and there is not much or absolutely nothing to lose by being a dormant retailer. On the other side, even the consumers do not lose anything through this window shopping and to a large extent he will increase the viewership of the website by contributing to number of foot fall online. It's like online marketing is a win win situation to all as there is no loss and very minimal expense which happens to all participants.

Of the total internet users in India during April 2017-April2018, 78.98% user's accessed internet through mobile phones followed by 20.45% users who used desktops and rest 0.57% made use of tablets to access the internet.

Tim Soulo of Ahrefs comments that 75% of the pages that find themselves in the Google's top 10 do not have a single exact match keyword. LSI or latent semantic indexing keywords make more sense to be used in our online content. When we use LSI keywords in our content we are making it easier for users to understand the message and at the same time search engines is also able to more finely map our content's core idea with searchers' intent.

4. Positive factors of using SEOs

1. SEO helps in having continuous traffic on our site

One wonders as to how many searches are made at Google on a yearly, monthly and daily basis? Sources estimated that there were probably more than 2.2 trillion searches made in this search engine for the whole year of 2013. That's roughly 5,922,000,000 searches made each day. SEO can help you tap into this gigantic source of continuously flowing, free and targeted traffic.

2. SEO helps in finding business solutions

One of the main reasons people use the Internet particularly search engines like Google is to find a solution to an immediate problem, issue or concern. In their search for the answer or solution, web users click on various links they find in the Internet, 70% of which are from organic results they received from using search engines. When SERPs (Search Engine Results Pages) are returned, up to 40% of these users will click on the first items on the results list while 70% to 80% will simply ignore paid listings and go for the organic results.

3. SEO helps having better traffic

The Search Engine Journal reported that leads generated by SEO can go as high as 14.6% close rate which is a lot better than the 1.7% close rate you can generate from email marketing or print advertising. Depending on their industry niche, online users have different behaviors which can have a big impact on conversion.

4. SEOs help in having better search

With all the changes that have been happening in the background, web users have become accustomed to a fast, intuitive search experience which produces relevant results.

In the past, users had to try several different search variations if their initial results didn't deliver what they had hoped for. At the same time, SEOs had to determine exactly what phrases customers might use and write website content that included those phrases (no matter how strangely they fit in).

A disconnect was created between the web users' search intent and the search results that appeared.

Semantic search changed this by focusing less on the specific words or phrasing and more on the user's intent behind the search and SEOs have to change their strategies to account for these types of search results.

5. SEOs help in having better content

The goal of every algorithm update is to improve the web user's search experience. With the Hummingbird update, search results came up that were deemed the most relevant based on the untyped intent of the user.

People now enter search queries similar to how they talk. Google has utilized AI (artificial intelligence) to search websites based on this new search query syntax.

With less emphasis on specific keywords and formal phrase structure, the content on websites – now more than ever – have to be high quality. Oddly placed keywords or awkward keyword phrases or keyword stuffing in the content of a website will no longer appease Google or web users.

In order to produce the now-expected, high-quality content, content writers must conduct more thorough research on topics and write in a way that the content is easily readable, attention-grabbing and offers value.

6. SEOs help in having better flexibility

The move away from exact-match keyword phrases offers SEOs a lot more flexibility in their content. With alternative wordings and word synonyms coming

up as search results of a query, website content can be more creative, unique, genuine, and ultimately useful.

The new semantic approach to SEO benefits both web users and the SEOs who optimized and write content for websites. The two are brought to a closer understanding of each other which has bettered the overall internet browsing experience.

Is your website optimized for semantic search? If not, chances are your website hasn't or soon won't be appearing towards the top of search results for your targets keywords or phrases.

Google is putting more emphasis on the experience of the web user and if you're still doing "old school" SEO, your website isn't getting much attention by Google or web users.

Optimizing a website and staying up to date on the many Google algorithms takes time, patience and effort. It also requires top-notch SEO knowledge to pull all your content together into a cohesive marketing strategy.

SEM- Its positive impact on business

1. Brand gets highlighted on search engines

Unlike SEO or any unpaid social media, SEM creates brand awareness of a business right away by making the business visible in Search Engine Result Page. Your business will be placed at the upper or lower part of the first page. However, you need to apply strategies and look for what your competitors are doing to make that happen.

2. Better earning capacity

Using a platform like Ad Words is really easy and not time-consuming at all. You just have to have the right strategies and ad copies in place to start generating revenues. But, remember that maintenance is required to get the right amount of Return through SEM.

3. SEM is cheaper than traditional marketing

SEM helps you stay within your budget as you can focus only on your target customer rather than targeting on a broader demography as traditional marketing. With the help of Digital Marketing Analytics, you can understand different responses of your

audiences. For example: how many people clicked it, who spent how much time on the landing page etc. So spend your money smartly on your digital marketing.

4. SEM helps in growing business

SEM is totally ascendible. Therefore, you can start with a low budget and watch t which ad works. Then, you can increase your ad expenses on the basis of your revenue increase. You can, also modify your campaigns by adding more effective ads and taking off the ineffective ones. Thus, here one can easily set his ad budget according to his income.

5. SEM help in reaching targeted customers

Search Engines are known to be the most traffic driving sources and 93% of people start their online journey with a search engine. SEM helps you to reach people who are potential to your business. Though it doesn't mean that it will turn out into direct sales, it can be the touch point where people will find your business and may move forward to becoming your customer.

Also, more meaningful ads can bring you the major customers of your business. In this level, your ad will be shown to the actual beneficiaries of your product or service, and you will only pay for the number of clicks only.

6. SEM helps strengthen the brand

People are likely to choose the known brands over the unknown ones to spend their money. When a customer buys from you, it rarely means that s/he has found you just now. Rather the possibilities are more that your ad appearances have turned your brand name into a familiar one to him/ her. Experts say that a conversion takes place when the customer meets the brand on 7-13 touch points.

7. SEM helps in achieving a competitive edge

No matter whether your competitor is at the top position in the organic search result or paid ads, you can still appear above them with SEM. You can get the Competitive Advantage or break your competitor's one by using SEM to its fullest potential. You just need to have right and strong strategies.

5. Impact of digital marketing on start ups

No doubt start ups always are dependent on technology. The spurge of start ups is due to advancement in technology. The start ups are an initiative by the young students or budding entrepreneurs. The impact of digital marketing on start ups is highly positive.

6. Growth of traditional marketing

Traditional marketing will exist and continue to flourish in the world. The very reason for this,

- Illiteracy
- Disparity of urban and rural areas
- Ignorance
- Reluctance for change
- Indifference
- Fast changing technology
- Lack of skill
- Nativity
- Possessiveness
- Inhibitions
- Complacency

7. Conclusion

Digital marketing is no doubt an in thing. It has come to transform the world and it will surely impact lives in a positive way. However, any change comes as a package. When there are positive influences, we can never avoid the negative influences too.

In the long run, digital marketing becomes more dynamic bringing world full of changes. It enables the raw materials to be used in a more economic way. As DM reduces showroom costs, hoarding and volumes of production, it enables the world to cater to global demand from few control points or go downs. The business giants can judiciously invest their resources and produce only that much of production which is expected in the world. As the world is shrunk into a global village, there is always a chance to move the goods and services to the places where ever required.

SEOs and SEMs are real boon in the world of digital marketing. These two and all others do help us reach the content we want to search, help us access information, reach places and people and optimize our need and requirements. The best way to approach unlimited information and reach the edge of the world is possible because of search engines. Of course, information world is no doubt an informative world.

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