The Influence of Digital Marketing on Students

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Abstract: With the ever-growing technology and increased web users in this generation, DIGITAL MARKETING evolves the traditional marketing strategy by helping it improve the sales of the product or service digitally. It helps marketers to improve its methods of promotion by comparing with other competitors online.

Key words: Digital marketing, Content Marketing, Link Building.

INTRODUCTION

Digital marketing is an interactive marketing technique that uses digital media to reach targeted customers to increase the sales of products or services. As shown in figure 1. In simple terms, it is promotion of products or brands using electronic media. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio. As digital marketing is dependent on the ever growing and changing technology, even digital marketing is prone to many changes through development and strategies.

Figure 1: Digital Marketing

DIGITAL MARKETING ACTIVITIES

As digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses it uses some strategies to reach its target customers. Some of the activities are as shown in figure 2.

- **SEO**

It is the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine. Websites that have higher rank on the search results page and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users [1][2]. SEO considers the functioning of the search engines, what keywords people type into search engines and which search engine is preferred by the targeted audience. SEO strategy is to optimize the website to gain better search results, which may include editing the content, HTML and coding of the website to increase the relevance of a specific keyword[3]. Advertising and promoting a website to increase the number of backlinks (incoming links from different web nodes) is another SEO strategy.

- **AdWords**

Google AdWords is an advertising service that uses digital media to enable advertisers to display brief advertisement to web user. These brief advertisements are displayed based on the keyword used by the web users during their search and the predefined keyword the advertisers have used to link the advertisement[4]. When a user views this advertisement and clicks on it, he is directed to the advertiser's page. Advertisers pay when the user diverts their browsing to gain more information about the advertisement.

- **Search Engine Marketing**

Search engine marketing or search marketing is a strategy to gain more visibility and traffic from search engines by both paid and unpaid efforts. SEM may use SEO to adjust the content of the web page and change the architecture of the page to achieve a higher rank. Paid advertisements are displayed first in the search result, allowing it to gain more traffic and increase the rank of the website.

- **Content Marketing**

The traditional marketing strategies are becoming less and less effective by the minute and a smart marketer understands this and that there has to be a better way to attract customers. Content marketing is a marketing approach that focuses on creating and distributing valuable, relevant and consistent content which attract and retains the audience. Ultimately this leads to profitable customer action. No matter what marketing strategy is used, content marketing plays a major roll as quality content attracts many people.

- **Email Marketing**

Another strategy of digital marketing is to send commercial message to a group of people using email. Every mail that is sent to a potential customer could be considered as email marketing. Email marketing is used to send ads, request

business and bring awareness about the service/product provided. This is meant to build loyalty, trust and brand awareness. Email marketing can be done to previous customers or current customers to gain repeated business and also convince current customers to purchase something immediately.

- **Digital Display Marketing**

This strategy uses text, images, flash, video and audio formats to advertise on a website. The main purpose of digital advertising is to deliver general advertisements and brand messages to site visitors. As these formats attract people, digital display advertising allows us to focus on true ROI-centric optimization and accountability to impact revenue

- **Social Media Optimization And Marketing**

This strategy is based on the fact that many people use social media sites like facebook and twitter. Social media marketing is the process of gaining website traffic or attention through these sites. Social media marketing concentrates on content that attracts attention and encourages readers to share it using social networking sites. This strategy results in earned media rather than paid media as the message is spread from user to user and this increases the inflow as the message appears to be from a trusted third party source.

- **Web Analytics**

Web analytics is the analysis and reporting of web data that is useful for understanding and optimizing the webpage for better throughput. Web analytics is not just a tool for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a website. Web analytics applications can also help companies measure the results of traditional print or broadcast advertising campaigns. It helps one to estimate how the traffic to a website changes after the launch of a new advertising campaign. Web analytics provides information about the number of visitors to a website and the number of page views. It helps gauge traffic and popularity trends which is useful for market research.

Figure 2: Digital Marketing Strategies

- **Link Building**

Link building is a strategy used to increase the incoming links to your web node which in turn increases the quality of the webpage. Links can be built using various techniques, one such technique is the "editorial link" that is not acquired from paying money or trading. These links are attracted because of the good content and marketing strategies of the website.

TRADITIONAL MARKETING VS DIGITAL MARKETING

As the world is ever developing with technology, digital marketing and social media having a major impact on how we behave socially, act as customers and how we do business, it is fair to say that any business that does not adapt to this era of marketing and communication is in danger. Figure 3 shows the use of digital marketing strategies that have helped marketers to achieve better results over the past few years. Some of the advantages of using digital marketing are.

Level the fields: Traditionally a small retailer would struggle to market when there is a huge competition. Online, if this small retailer has a well though website with good customer satisfaction and digital marketing strategies, then the business will yield more income and reduces the competition.

Reduced cost: A business can implement digital marketing strategies will very less to spend and replace costly advertising channels such as yellow pages and radio.

Simple to measure: Unlike traditional methods the results of a strategy can be analyzed real time and can be changed to gain better results. This helps to measure the strategies that can be implemented to boost the business.

Brand development: using digital marketing the business can be seen anywhere in the world. By using efficient digital marketing strategies, the ranking of the website can be improved so that the search engine would fetch this website for its result. This in turn increases the brand recognition.

Viral: In traditional marketing flyers are used to advertise but by using social media marketing strategy, the message about the business can be shared faster and easier by sharing on social networking sites.
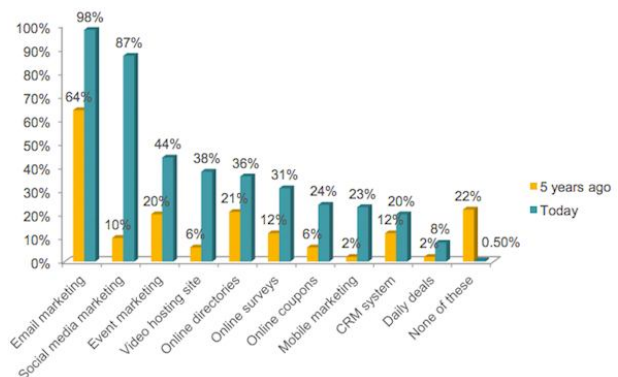

Figure 3: Marketing tools used today vs. five years ago

CHALLENGES OF DIGITAL MARKETING

Being a marketer is more challenging than ever before.
With the help of digital marketing 80% of the marketers agree that their priorities have altered. Many business to business professionals are handling more channels and audience than before and this has proved that being a marketer is more challenging than before.
Proving return of investment is a challenge now.
Many marketers do not feel confident in the accuracy of ROI measurements. On average, marketers use five metrics to measure ROI. But many agree that lead generation and conversation rate play a major role in ROI.
Skills gap
As digital marketing is new and there has been a massive change in the market compared to 3 years back. Digital marketers need to have the right skill set to cope up with the phenomenal transformation taking place in marketing.
Data
Marketers are now starting to realize how important it is to get the data connected to work across different channel and this has proven to be a huge challenge for the digital marketers

EFFECT OF DIGITAL MARKETING ON STUDENTS

Just as technology has evolved even students decision journey has evolved into online. Many of the students now search online for classes, programs and online tutorials to gain better knowledge. A search on google would give a complete study that any student wants along with interactive sections which would help them to understand the concept better. With the number of students searching for online courses, video content has become an important part in setting schools apart from digital education. Technology has changed everything for a student-how they read, study and learn the only thing missing from this is the actual classroom. Digital has forever changed the traditional college campus. Now, any place with an internet connection is a seat of learning. With this change, many institutions offer online courses for students. By doing this the institute does not only offer a small pool of potential students it also attracts students globally. With the help of digital marketing, institutes can attract many education seekers on the internet. By effectively using DIGITAL MARKETING strategies an institution can achieve higher rank than using traditional marketing strategies

CONCLUSION

A marketer with a better marketing strategy and solid framework will attract more potential users and be better than the other competitors. To get a result from digital marketing all the activity have to be integrated and aligned towards a specific goal using digital strategy but due to the ever changing digital world, a solid digital marketing strategy needs to be constantly tweaked to gain better result.

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