

ALL ABOUT DIGITAL MARKETING

THE CONCEPT

'Ignoring online marketing is like opening a business but not telling anyone'—well, this is the key to success in present times. Yes, [digital marketing](#) is the current trend. But what exactly it denotes? **Digital marketing** is an umbrella term for the marketing of products or services using digital technologies that include internet, mobile phones, display advertising and any other digital medium. It has rose to great heights since 1999 and 2000 after which brands and businesses have changed their ways of utilizing technology for their marketing purposes. **Digital marketing** campaigns are becoming increasingly prevalent day by day and digital platforms are getting more and more incorporated into marketing plans. Digital devices have replaced all modes of physical shops and transactions. Activities of Digital marketing can include

- Search Engine Optimization (SEO)
- Search Engine marketing (SEM)
- Content Automation
- Social media marketing and optimization
- Campaign marketing and e-commerce
- E-mail direct marketing
- Display advertising
- E-books
- Optical disks
- Games

BENEFITS

- **Healthy competition**-Digital world makes no distinction between small and big. Therefore every brand can be in equal footing as a competitor. Indeed, digital marketing is the only way that brings about enhanced but healthy competition.
- **Reduced cost**-Imagine how much less you have to invest for digital marketing strategy rather than investing in banners, advertisements, print outs, radio, magazine and several other physical stuff!
- **Evaluation simplicity**-You can instantly make out what is and what is not working for your business and thus can make evaluation of your policies very easily. Changes can be made so fast. Google Analytics can help you measuring the traffic to your site.

- **Real time outcomes**-You don't need to wait for weeks to see and increase the number of visitors and subscribers to your site. You can decipher instant outcomes for the peak trading times, conversion rates and many more just at a single click.
- **More refined strategy**-As you get to know and evaluate the results instantly and at every moment, you can work for much more refined strategy with great ease. No hassles of returning forms from a mailshot. Just press a button and your strategy is refined.
- **Great exposure**-From a single marketing campaign, you are visible at all digital media. Once you optimize the keyword search content in your website, you will get the maximum digital exposure and unimaginable returns.
- **Great involvement**-When everything becomes online, you can have more and more people involved in your business marketing. You can engage your prospects, clients and followers to take relevant action, visit your website, know about your product or service details, rate them, buy them, share them and provide relevant feedback.
- **Viral spreading**-A single share button in social media or your website can make thousands of people share your content and a viral circulation can be easily made. After all, nothing can be a better marketing strategy than having your business content as viral.
- **Enormous space**-Unlike traditional techniques, you are not bound by the measurement of inches for your banners. The existence of endless space in digital world leaves ample opportunities for you to express as much as you want.
- **Flexibility**-Because everything is just at a click of the mouse, you have the complete freedom of altering or stopping your existing website and its contents. It becomes equally easy for you to start off fresh and new.

TRENDS IN 2016

- Social media-**Digital marketing** is going beyond Google and making a place in various social sites like Facebook, Twitter, Instagram, LinkedIn, Pinterest and You-tube. However great your Google ranking is, when a fantastic Facebook page, a great Instagram image or a ravishing You-tube video is available for your business, the effect enhances manifold.
- Snapchat- This will allow you to take pictures, record videos, add text to images and send them to one of their contacts. Though not much in vogue yet, it will be a great mess if you don't go for it in 2016. This is the place where cool kids hang out in current times enabling you to find the present youth who can be a huge clientele for you.
- Live video streaming-Videos are much more effective than any other mode of marketing. Therefore make use of sites like Meerkat and Periscope for live video

streaming.

- PPC marketing-Pay per Click is a great trend that makes your business reach out to target audience who in turn can make it viral.
- Marketing through consumers-Sharing of consumer experiences as content in your website and social media marketing makes your product or service most reliable to others.
- Content remarketing-There are people who read your content but then pass on or overlook some portions. How to redirect them into your website? This is where content remarketing steps in. It is the process of tagging visitors on your site and re-targeting them with content after they leave. Thus, you get a scope to talk to interested people. Your content has to work like a reminder that sends them back to your site and initiates them to buy.

SEGMENTAL BENEFITS IN DIGITAL MARKETING

- B2B- This denotes Business to Business exchange of product, service and information. It's benefits are:-
 - Getting more revenue by addition of a new target group.
 - Long-term loyalty reduces cost of product or service.
 - Businesses always buy products in bulk and hence fetch greater value.
 - Increased number of bulk purchasing customers from different regions makes your business expand.
- B2C- This signifies Business to Consumer direct digital transactions of products and services. Its benefits are:-
 - All time availability of selling items.
 - Reduced cost due to direct transactions with processing and intermediate investments.
 - Easy purchase without any hassles.
 - Customer support becomes simple and easy.
 - Instant upgradation of new stock.
 - Secured payment systems.
 - Best way to deal with dealers and suppliers.

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