



THE CHANGING FACE OF DIGITAL MARKETING



We Live in the Digital Era!

As Technology is taking over almost every major industry, it would not be wrong to say that smart use of Technology has become an integral part of success in businesses today. With the burgeoning technologies, the marketing landscape is transforming rapidly which results into meaningful engagements with customers. The rapid change in technology has not only transformed the way different industries and business models function but it has changed the consumer behavior and reshaped how companies engage with their customers.

Digital marketing stands out in the new age of marketing & communication transforming into a completely digital marketplace and overtaking traditional marketing practices. The way in which today's digital-first audience consumes media has drastically changed over the years.

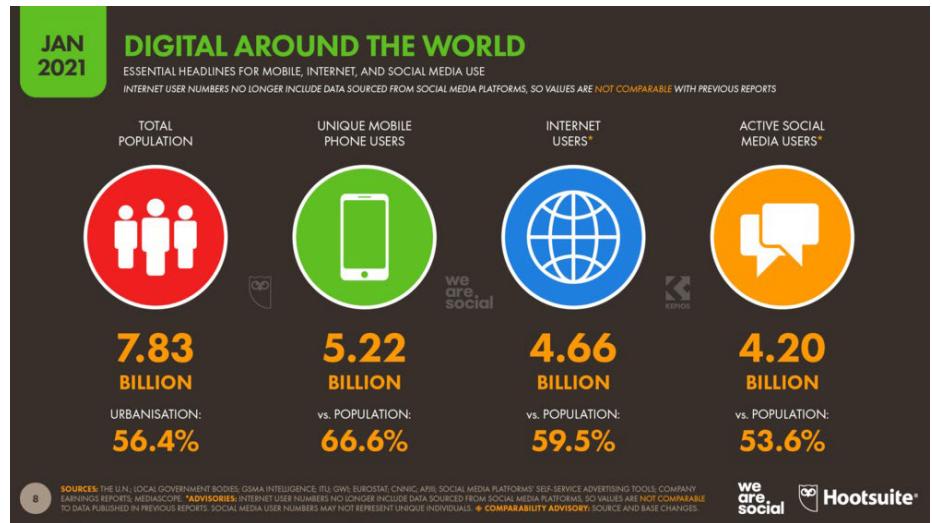
We live in a digital space where internet, social media platforms, mobile applications, and other digital communication platforms have become an integral part of our lives.

According to recent statistics - roughly 4.66 billion people around the world are internet users at the start of 2021 - that's close to 60 percent of the world's total population.

According to statistics for January 2020, 4.54 billion people were active internet users, encompassing 59% of the global population (Statista, 2020a). Social media usage has become an integral element to the lives of many people across the world. In 2019, 2.95 billion people were active social media users worldwide. This is forecast to increase to almost 3.43 billion by 2023 (Statista, 2020b).

The average time a user spends on mobile is higher as compared to other media channels. The customers are becoming specific about their expectations from a brand, which creates a need for constant adaptation in the online marketing space.

The transformation of digital marketing over the years has brought endless opportunities for brands in the way they communicate and engage with their audience. Digital marketing provides a platform to interact with segmented customers, address them with customized campaigns & offers, making customer relationships stronger than ever.



Source: <https://datareportal.com/global-digital-overview>

While the traditional marketing practices focused more on reaching masses, digital marketing is the art of right communication at the right time with the right people, which is more efficient and targets the desired audience sharply along with being cost-effective.

As of 2021, the number of people using social media is over 3.96 billion worldwide, with the average user having 8.6 accounts on different networking sites. Popular platforms like Facebook have over 66.09% of their monthly users logging in to use social media daily.

The screen time of consumers has increased manifold. The amount of time they spend online searching for information, products or services has been increasing. Understanding this change in the customer behavior, marketers are responding by making digital and social platforms an important component of their business marketing strategy. Social media which first started for personal engagement have now become a platform for marketing campaigns. Whether it is about latest news & insights, trends or latest offerings, consumers can find all at one place at their fingertips. With this transformation, social media soon will become a top channel for purchase, from being a mode of communication.

The decline of traditional communication channels and societal reliance on bricks-and-mortar operations, has necessitated that

businesses seek best practices use of digital and social media marketing strategies to retain and increase market share (Naylor et al., 2012; Schultz & Peltier, 2013).

The new age consumers having digital first approach can be reached out through social media marketing, email marketing, website channels. Social media enables marketers to connect with their audience on a personal level, improve awareness of their brands, change perception with their content, and enhance customer satisfaction in a cost-effective way.

When it comes to marketing, digital platforms bring a whole new meaning to it with more accurate metrics, engagement and creating space for new opportunities and innovations.

One of the most important aspects of transformation of digital marketing is that personalization has now become easier for customers. With the advent of technologies, it has become easier to track consumer behavior, daily actions and offer them with a personalized approach.

Digital marketing gives room for a flexible and measurable approach.

Digital marketing has thus, now become an imperative part of every marketer and business operations and it is definitely here to stay!

Concluding Words

In the middle of a Global crisis, we are facing a cultural disruption which has changed the way we function both in our personal and professional space. The most important lesson we got from this crisis is to not only understand the role of technology and digital marketing in our business model but also adapt to it. Organizations that have executed the digital approach and embraced it, have

competitive advantage adding value to their customers' expectations. If there is anything good we take from this crisis is the market acceleration towards a digital world.

There's definitely no going back to how things were before the pandemic hit the world. This digital marketing evolution with innovative tools and techniques are here to stay!



References:

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Prashansa has approximately 2 years of experience in Microsoft Dynamics field. She is a functional consultant and works on CRM, AI and Chatbot solutions. Her current area of interest is building new solution across various verticals and enabling digital experience layer in existing CRM.

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