

# Analyze the Digital Marketing Techniques in Search Engine Optimization

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## Abstract

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. One cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. This paper discussed about digital marketing and its types of techniques.

**Keywords:** Digital Marketing, Optimization, Advertising, E-mail.

## 1. Introduction

Digital marketing is the use of the internet, mobile devices, social media, search engines, display advertising and other channels to reach consumers. As a subset of traditional marketing, digital marketing goes beyond the internet to include Short Message Service (SMS), Simple Notification Service (SNS), search engine optimization (SEO), electronic or interactive billboards and other online ads (such as banner ads) to promote products and services. Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing. Social media marketing: this has risen hugely in popularity and there are now countless dedicated agencies scattered around the web which promise to help with it. Facebook, Twitter, Pinterest and LinkedIn are all examples of social networks which can be used as a part of your marketing efforts, although they are far from the only ones. Search Engine Optimization (SEO): is a means of optimizing the content of a website in order to gain better placement on the Search Engine Results Page (SERPS). A variety of techniques are employed to achieve this and it's not a job for amateurs really as there are many pitfalls that could have Google frowning on your site. SEO includes: Keyword research and usage, on-page and off (within HTML), Link building /outreach blogging, Content delivery, Site structure. Search Engine marketing (SEM): is similar to, but incorporates, SEO and uses many

of the same techniques as a part of that. The main difference between the two terms is that SEM also includes paid online advertising models, such as pay-per-click (PPC). PPC advertising models are those such as Google Adwords and Bing, which only require payment when the ad is clicked through to the target website. SEM also requires keyword analysis as the words and phrases used in the ad and site and these need to be monitored carefully to reflect the market and current search engine rules. Whilst it can be said that SEM encompasses all kinds of digital marketing, it's more commonly thought of in a narrower niche, to describe paid models. Figure 1 represented into process types of Search Engine Optimization.



**Figure 1: Search Engine Optimization Process**

Email marketing: remains a very effective tool, despite claims that it isn't as important as social these days. Modern email marketing is just beginning to evolve so that it can be linked to a database in order to personalize it, so that individual groups of customers can be sent mail based on previous purchases and interests. Content marketing: is a technique where content is produced and distributed with the intention of providing relevant, interesting content to attract and engage a particular audience that a business is targeting. The creation of useful content is a way of developing communication with the customer in order to drive engagement and customer action. Content can mean anything from blogs to videos and whitepapers tend to work well using content marketing techniques too. The goal is to win customer loyalty and retain it. Beyond this, it is important to consistently monitor and analyze the results from your efforts. Using this data-driven marketing approach to your content marketing will ensure you achieve the best results possible. SMS marketing: is also highly effective and rising in popularity, due to the fact that many of us no longer go anywhere without our cell phones. This 'always-on' aspect means that when SMS marketing is used, it's highly likely that the customer will at least read the text. Video marketing/video infographics: is again

becoming hugely popular and it's likely that we'll see an even bigger move in its direction this year as more and more businesses begin to recognise the potential it has. People take in more information when watching video and are more likely to engage, so it's certainly worth looking at.

## 2. Literature survey

[1] **Afrina Yasmin, Sadia Tasneem, Kaniz Fatema**, examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques. Presented some of the most widely used and most effective digital marketing strategies. Such action can be scaled up and adapted to any brand and organisation that wants to have an active and effective online presence. They examine the effect of digital marketing on the firms' sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. Although spending per online buyer remains low, some 59% of online consumers in metropolitan india already make purchases online at least once in a month. Dave chaffey (2002) defines e-marketing as "application of digital technologies - online channels (web, e-mail, databases, plus mobile/wireless & digital tv) to contribute to marketing activities aimed at achieving profit acquisition and customers retention (within a multi-channel buying process and customer lifecycle) by improving customer knowledge (of their profiles, behavior, value and loyalty drivers) and further delivering integrated communications and online services that match customers' individual needs. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance. [2] **Susanne Schwarzl, Monika Grabowska**, focused on the growing importance of online marketing, including research of the state of the art through analysis of the data provided by numerous surveys. The main goal is a high level of interaction with customers, to influence their courses of action (kozinetts, 2002; or lammenett, 2014; codourey, 2013). Search engine marketing is a part of online marketing and includes all measures to acquire customers on basis of online searching tools. Because of google's way to present search results, search engine marketing became more complex (kozinetts, 2002). Main goal for companies is to create a clear defined brand which represents companies' values and strengths and catch potential buyers' and loyal consumers' attention offline as well as online. This interaction of both worlds enables a maximum outcome for a company concerning monetary as well as un-monetary profitit also contains brief description of the online marketing itself. [3] **MS. Sisira Neti**, discussed about the concepts of social media and social media marketing and other aspects like 1 the growth and benefits, role and relevance of social media in marketing, social media marketing strategies. It also presents an overview on social media marketing in india. Significantly different from conventional marketing strategies, social media marketing (smm) offers three distinct advantages. One, it provides a window to marketers to not only present products / services to

customers but also to listen to customers' grievances and suggestions. Two, it makes it easy for marketers to identify various peer groups or influencers among various groups, who in turn can become brand evangelist and help in organic growth of a brand. Companies are diverting resources and rethinking their traditional outreach strategies. And as the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and we will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or physical walls. It is high time that every business adopts social media and takes it seriously. [4] **Bhaskar Kumar**, explored how e-commerce, the world wide web in particular, is distressing the real estate industry. Real estate is a promising set upto study e-commerce because it is an information-intensive and information-driven industry. The transactions are based on high value and asset-specificity with many market-intermediaries like agents and brokers who it related changes. We analyze the real estate transaction to suggest where it might change the process of selling or buying a house and discuss several current ventures in this area. Information technology, in turn, may provide a means to make this possible. They analyze a real estate transaction to suggest where it may change the process of buying and selling a house. Real estate is information based business, and consequently, is deeply affected by information technology. The accelerating rate of change can be seen when studying firms in the area as well as the consumers it serves. The information technology revolution that is in escapably penetrating all sides of industry is propelling the real estate. [5] **Sonia Dara**, focused on the importance of digital marketing for both marketers and consumers. Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. It includes mobile phones, social media marketing, display advertising, search engine marketing, many other forms of digital media. Digital marketing can give value in the form of time, attention and advocacy from the consumer. S. Digital marketing may succeed more if it considers user needs as a top priority. Marketers are faced with new challenges and opportunities within this digital age. Digital marketing drives the creation of demand using the power of the internet, and satisfies this demand in new and innovative ways. Digital marketing strategies build on and adopts the principles of traditional marketing, using the opportunities and challenges offered by digital medium.

### 3. DIFFERENT TYPES OF MARKETING TECHNIQUES

- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Content marketing.
- Social Media Marketing (SMM)
- Pay-per-click advertising (PPC)
- Affiliate marketing.
- Email marketing.

## Search Engine Optimization

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.

## Search Engine Marketing

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results.

## Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent **content** to attract and retain a clearly defined audience and ultimately, to drive profitable customer action...

## Social Media Marketing (SMM)

Social media marketing refers to the process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others.

## Pay-Per-Click Advertising (PPC)

Pay-per-click (PPC), also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked. However, websites can offer PPC ads.

## Affiliate Marketing.

Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

## Email Marketing

Elements of Effective Email Marketing Inboxes are flooded with new email every day. In order to be effective, you need to make sure that your emails utilize these elements: A Strong Subject Line Your subject line is like a mini ad all by itself. If your subject line doesn't catch a person's attention and, ideally, intrigue them, it is unlikely that they will open and read your email. Take some time to craft your subject line so that it is brief, pointed, and interesting. Avoidance of Spammy Words We're all aware of how much email gets filtered out automatically by spam filters. Even if your email makes it past the filters, there are specific

words and phrases that a lot of people tend to ignore. Here is a brief list of spammy words to avoid in your marketing email subject lines:

#### 4. Experimental Results

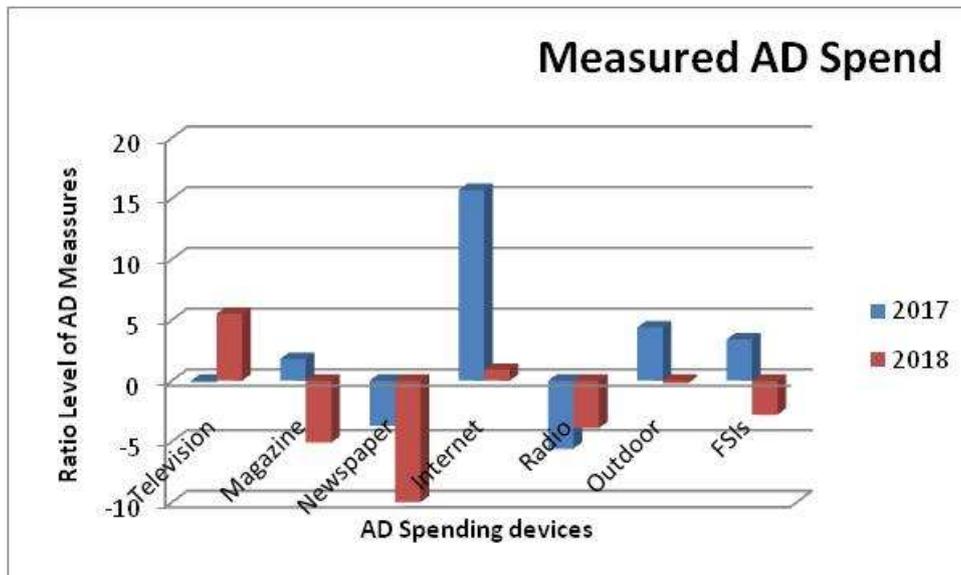


Figure 2: Advertisement Measure Ratio

The Comparison chart of Advertisement Measure Ratio shows the different values of measured AD spend. No of records in x axis and sequence level in Y axis. When compared Measured AD Spend 2017 and Measured AD Spend 2018, the Measured AD Spend 2018 ratio are lower than other(2018). Measured AD Spend 2017 ratio starts from 0 to 15 and Measured AD Spend 2018 ratio starts from 0 to 5.

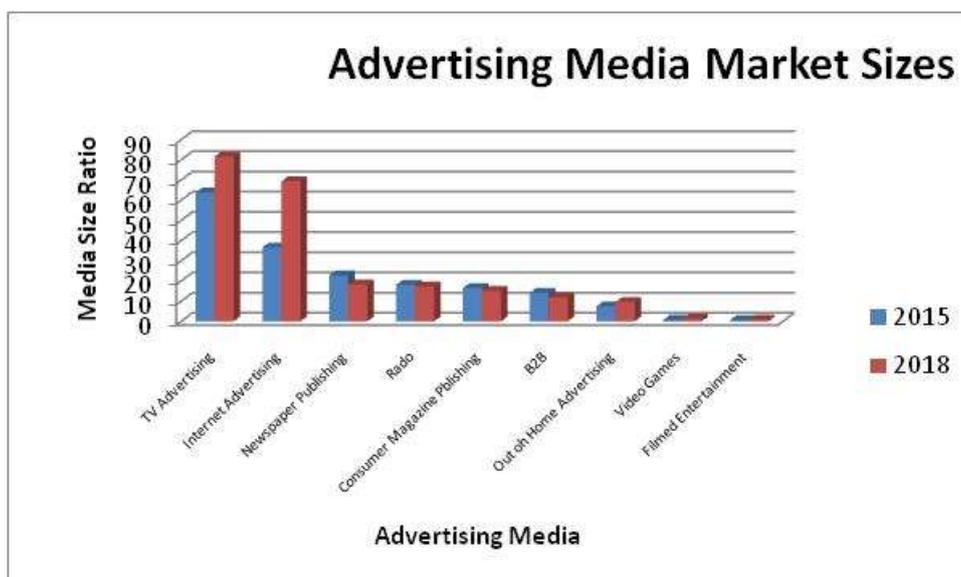


Figure 3: Advertising Media Market Size Ratio

The Comparison chart of Advertisement Media Market Size Ratio shows the different values of advertising media market sizes. No of records in x axis and sequence level in Y axis. When compared advertising media 2015 and advertising media 2018, the advertising media 2015 ratio are lower than other(2018). Advertising media 2015 ratio starts from 1 to 60 and Advertising media 2018 ratio starts from 1 to 80.

## Conclusion

Digital marketing across multiple channels offers marketers valuable insights into target audience behaviors, in addition to a myriad of opportunities for consumer engagement. Customers are a businesses' most important asset; every step of their journey, from discovery through conversion and advocacy, should be monitored and facilitated by the company. The success of campaign strategies depend on metrics compiled over time across digital platforms. Engagement and digital marketing go hand-in-hand, and businesses can use the tools outlined here to stay one step ahead of their customers, moving above and beyond the competition.

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