

## Emerging issues on New Age Marketing and its impact on Modern Marketing Environment

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### **Abstract**

In new age marketing, companies live and die by the value that they provide to their customers. The ever-changing digital marketing landscape raises the significance of adopting new age marketing efforts. Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services. Digital Marketing can be defined as the advertising of any product or service through various digital channels like search engines, websites, social media, apps, email, etc. In other words, Digital Marketing encompasses every marketing tool apart from traditional marketing methods like display ads, banners, flyers, newspaper ads, telephonic, radio, or even TV ads. Methodology: Objectives of the study: To examine the need of digital marketing. To examine the case of Indira group of institutions. To examine the Digital marketing strategy in the modern marketing environment. Nature and source of data: The study conducted with the help of primary as well as secondary data base information. Secondary data obtained through journals, reports, periodicals and internet. Primary data collected with the help of personal interview to 50 samples of qualified persons.

Conclusion: As digital marketing is having enormous benefits It is evident to introduce the same in agricultural sector, industrial sector and all types of the business and trading activities of service sector.

*Key words: New age banking, Digital banking, Social media marketing, User Experience Designer, Micro blogging.*

### **Introduction**

In new age marketing, companies live and die by the value that they provide to their customers. The ever-changing digital marketing landscape raises the significance of adopting new age marketing efforts.

Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services.

Digital Marketing can be defined as the advertising of any product or service through various digital channels like search engines, websites, social media, apps, email, etc.

In other words, Digital Marketing encompasses every marketing tool apart from traditional marketing methods like display ads, banners, flyers, newspaper ads, telephonic, radio, or even TV ads.

Nonlinear marketing strategies involve efforts to adapt the advertising to different platforms, and to tailor the advertising to different individual buyers rather than a large coherent audience.

**Tactics may include.**

Search engine optimization (SEO)

Social media marketing

Video marketing

Email marketing

Blogging & affiliate marketing

Website marketing

Pay-per-click

Content marketing

Search engine marketing

**Methodology**

Objectives of the study:

To examine the need of digital marketing.

To examine the case of Indra group of institutions.

To examine the Digital marketing strategy in the modern marketing environment.

**Nature and source of data**

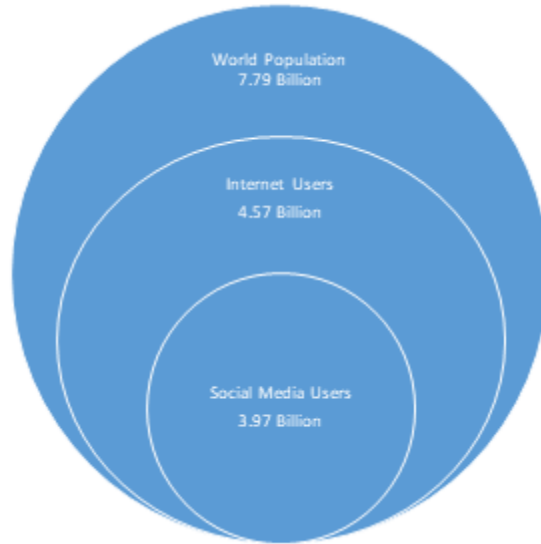
The study conducted with the help of primary as well as secondary data base information . Secondary data obtained through journals, reports, periodicals and internet. Primary data collected with the help of personal interview to 50 samples of qualified persons.

**Analysis of the Results and Discussion**

***Need of Digital Marketing?***

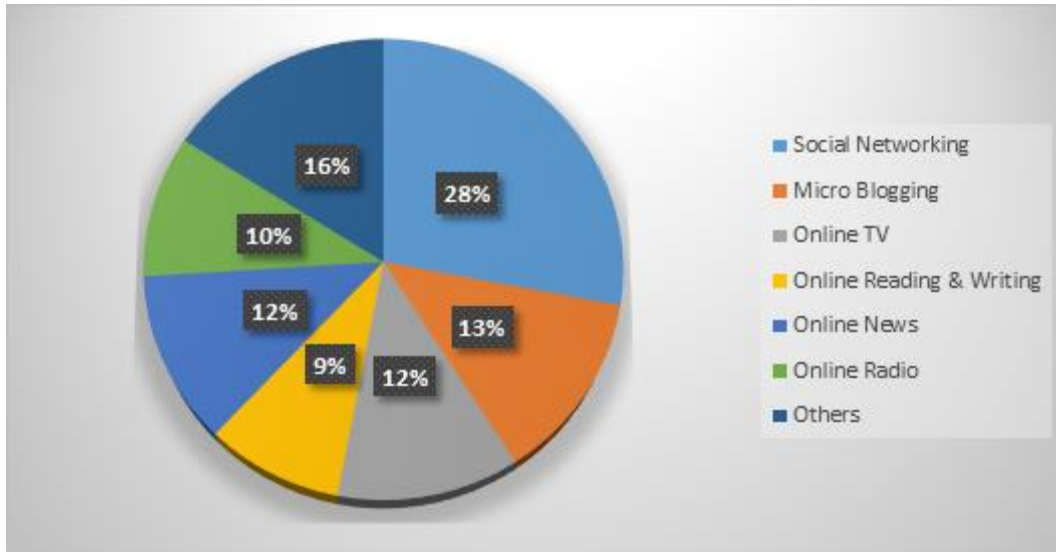
**Wide-Reach**

More than 60% (4.57 Billion people) of the World's population use the internet today. And 87% (3.97 Billion people) of internet users are using social media regularly.



In the last few years, the time spent on the internet is increasing drastically. The average amount of time spent by an average individual on the internet is around 6 hours 40 minutes every day.

The break-up time spent online is as follows:



Bottom-line is that there is a considerable amount of people spending a considerable amount of time on different digital platforms.

### Relevance

It is estimated that an average person is exposed to 4000 to 10000 advertisements in a single day. Hoarding, TV commercials, banners, flyers, radio ads, billboards, etc. are a few of them. The problem is that traditional advertising is generalized. It will be displayed to every person irrespective of his needs.

On the contrary, Digital Marketing is designed to reach the people for whom the particular advertisement or product or service is relevant. This increases the strike rate and effectiveness.

Relevance is one of the best features of Digital Marketing offers.

**High Measurability**

Helps in keeping track of the customer traffic and also in analyzing details about age, gender, location, age group, profession, etc.

**High Scalability**

Unlike traditional marketing, Digital Marketing can be scaled according to one's budget, need, and availability of time.

**Higher Engagement**

Digital Marketing has a very high level of engagement. It facilitates personalized experience and high effectiveness. Personalized ads get better results.

**Cost-Effective**

Digital Marketing is a cost-effective marketing tool. It is around 80% to 90% cheaper than traditional marketing.

**Provides Level Playing Fields**

*Digital Marketing gives equal opportunity to small and medium scale businesses to reach their target audience.*

**Important cases of digital marketing:****Digital Marketing @ Indira**

Indira Group of Institutes (IGI), Pune is one of the renowned educational groups in the country. Established in 1994, IGI has a long-standing experience of imparting quality education in the fields of Management, Engineering, Architecture, Pharmacy, Mass Communication, Schooling, etc.

IGI embraces the new technological advancements which are beneficial to its students and the country with a larger perspective. Considering the emerging field of Digital Marketing and envisaging its growth in the coming years, Indira has started two programs namely Bachelor of Business Administration (BBA) in Digital Business & Marketing and Advanced Diploma in Digital Marketing under one of its flagship institutes, Indira Institute of Management, Pune (IIMP).

IIMP is an autonomous institute approved by UGC and AICTE, New Delhi and is affiliated to Savitribai Phule Pune University. It has a team of proficient teachers and excellent placement records.

**BBA in Digital Business & Marketing**

BBA in Digital Business & Marketing is a 3-year undergraduate program with an intake of 60. The course emphasizes on all the aspects of Digital Marketing and the related Businesses. It trains the student on all the digital platforms like Facebook, LinkedIn, Twitter, Google Ads, etc. and various tools (SEO, SEM, etc.) associated with it along with its application.

The course covers all the modules essential for Digital Marketing and provides practical training on live projects to give a first-hand experience to the students.

This course is suitable for all the aspirants eager for a promising career in the field of Digital Marketing.

## **Advanced Diploma in Digital Marketing**

Advanced Diploma in Digital Marketing is a 1-year postgraduate diploma with an intake of 50 students.

This course is suitable for all the aspirants desirous of making a career in the field of Digital Marketing of thinking of initiating a business venture.

### **Career pathways**

The institute offers various programmes such as Web Analytics Manager, Creative Director, Mobile App Developer, Interactive Marketing Manager, Head of Digital Operations, Chief Experience Officer, Digital Marketing Manager, Content Strategist, Virtual Reality Developer, SEO and SEM Specialist, User Experience Designer, Data Analysts, Email Marketing Specialist, Internet of Things Marketing Specialist, etc.

### **Conclusion**

Indira Group is one of the safest campuses in the town with regards to safety in the post-COVID-19 scenario. Institute strictly adhere to the directives issued by the government from time to time. The group have taken all due precautions to curb the pandemic.

If we have the passion and determination to succeed the group will strengthen candidates wings. Indira is the best place to have a great learning experience and shape career in the illustrious field of Digital Marketing.

### **Significance of Digital marketing strategy in the modern marketing environment.**

#### ***Optimize Website***

Website optimization refers to the strategy for improving site performance. It enables businesses to deliver a better user experience (UX), drive more traffic to the website, increase conversions, and maximize the return on investment (ROI).

Optimizing a website for a better UX requires understanding the audience's intent and site's customer touchpoints. That way, one can incorporate the right elements on each page for a better customer experience.

Whether you're building brand awareness for a new venture or aiming to increase the sales of an established business, optimizing a site can help you convert customers faster.

Optimizing for the mobile experience is also important since most web traffic comes from mobile devices. This ensures your call-to-action (CTA) buttons are accessible through mobile phones so visitors can navigate your website more easily. As a result, your chances of landing more customers will increase.

#### **Invest in Search Engine Optimization (SEO)**

SEO is the practice of improving website elements to rank higher on search engine results pages (SERPs).

Once you've learned your customers' pain points and search intent, applying SEO best practices to increase website visibility is essential. The idea is to get more visitors to find your site and interact with its content, so make sure your page is discoverable and fully accessible.

Plus, SEO is a cost-effective solution compared to other digital marketing methods, making it a perfect new age marketing strategy.

**Here are a few elements one should pay attention to in SEO:**

Use relevant target keywords to match popular queries on Google search.

Improve your site's mobile responsiveness.

Optimize your images for better web accessibility.

Increase the website speed.

Optimize on-page elements like titles and meta descriptions so that search engines can better rank your website.

Have a backlinks strategy to drive additional traffic to your website.

**3. Have a Customer-Centric Mindset**

Another new age marketing strategy to apply is putting customers at the core of your business. It's important to understand their buying behaviors, demographic, and interests to create added value with your marketing efforts.

Creating a customer journey map is an excellent way to help you identify customers' pain points and expectations. Also, a customer-centric strategy enables businesses to segment consumers based on their engagement with your product. That way, you can design personalized digital marketing campaigns for multiple segments to maximize conversions.

Not only can a customer-centric marketing strategy help businesses improve sales, but it is also a great foundation to enhance the customer experience and build a loyal audience base.

**Understand the Latest Marketing Trends**

As people are always looking for something new and unique, it's essential to stay updated on recent trends in the shifting digital marketing landscape.

This new age marketing strategy enables businesses to boost brand awareness and engagement – especially when combined with a well-planned content strategy.

However, only incorporate trends that resonate with your brand values and image. Although popularity can play a significant role in your business' success, a strong and consistent brand identity is a valuable asset to maintain customer loyalty.

**Provide Valuable Content**

Say you've identified the digital touchpoints for your target audience, as well as designed a great UX and SEO-ready website. To further drive conversions and traffic, pay attention to content marketing.

Content strategy is the heart of digital marketing. Creating valuable content improves your SEO efforts as Google considers quality a ranking factor. The more relevant and useful your content is, the more likely your site's visibility will increase.

What's more, content marketing is a sustainable strategy. Consistently posting content on your platform helps you showcase industry expertise and build brand authority – but that's not all. Well-strategized content also lets you incorporate brand messaging to engage with customers online.

## **Prioritize Multi-Channel Marketing**

This new age marketing strategy utilizes various channels to target existing and potential customers online. These include social media marketing, paid ads, influencer marketing, email marketing, and mobile marketing.

Since geographical locations are no longer an obstacle as it was with traditional marketing, your brand's promotional efforts need to meet customers where they are most active.

Increase reach, engagement, and quality leads through multiple channels by personalizing your content and messaging. For example, you can use email marketing to send feedback surveys and focus on social media to offer special promotions.

## **Conclusion**

With the help of digital marketing any information that is needed is accessible at any time and/or place. It surpasses internet marketing and also possesses alternatives choices without the internet needed. It top in presenting beneficial ways and features that reach, inform, engage, offer, and sell services and products to consumers. It businesses can attain data that present target audiences based on their age, location, interests, and education. It require low investment, the cost per lead is 61% less expensive than traditional marketing. The digital marketing able to reach every mobile user, there are over 14 billion worldwide mobile devices and with a projection to grow to almost 18 billion by the year 2024. As digital marketing is having enormous benefits It is evident to introduce the same in agricultural sector, industrial sector and all types of the business and trading activities of service sector.

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