

# DIGITAL MARKETING AN EFFICIENT MEANS OF PROMOTION

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Research work

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**Abstract:** The term "digital marketing" is simple to describe. There are many ways to market your organization online, according to Optimizely.com. E-mail, pop-up ads, social media, search engine optimization, Google AdWords, and other forms of internet marketing are examples. Traditional marketing focuses on promoting your company using physical flyers, billboards, television, and radio, whereas digital marketing focuses on promoting your company over the internet. On the other hand, web marketing provides far more promotion alternatives. The purpose of this thesis is to determine the significance, application, and efficacy of digital marketing in today's surroundings. In addition to this, the goal is also to identify the most effective digital promotion methods in Serbia.

**Keywords:** digital marketing, promotion, consumers, company

## Introduction

Consumer reach is one of the most important advantages of digital marketing. That means clients can be located much more easily online, particularly through social media. It is more difficult in traditional marketing because finding clients takes a long time. However, web marketing allows you to find a large number of consumer in a short amount of time.

Because half of the population has access to the internet, digital marketing is critical for a company's survival in today's market. A corporation can use it to not only survive, but also to reach a large number of clients and increase sales. [Adams, 2017]

Digital marketing, according to Adams, [2017] is not an easy undertaking. It is safe to infer that "Digital Marketing" refers to any

method of promoting a business via the internet. [Patel, 2020] That is why there are so-called "internet expert marketers" who help businesses reach the correct customers over the internet in order to sell their goods and services. Most of this is feasible because to Google, which has developed a system that allows businesses to target consumers depending on what Google users search for and look for on the internet throughout the day. That is a part of the above-mentioned search engine optimization.

However, you must win Google's trust in order to be promoted. It is not simple to do so, which is why it takes so long to join Google's system. They make an effort to keep serious businesses that provide functional products and services. There are many fake firms that defraud customers online, which is why, before your company is included to the system, it must first receive positive ratings and then be checked by the people who decide which companies are reliable and which are not.

Companies are compelled to transition to a new chapter of marketing, which is digital marketing, in order to achieve those goals. Digital marketing is an essential tool for businesses to reach out to potential customers and promote their products or services. It allows busi-

nesses to access a wider range of clients, as there are no restrictions on where they can offer their goods or services, and it makes it much easier for both them and their consumers to make a purchase.

## **Literature review**

Based on Teenage Research Unlimited, 81 percent of teens use the Internet and chatting as their primary source of entertainment. [ACR, 1999] The research is still ongoing, but the prospects appear promising because such a large number of young people in one place have a wealth of information to share, including their experiences with various products or services. Digital marketing communication sends a more powerful message and has a major impact on sales. Companies can use it to figure out how to reach out to customers and communicate with them in order to make a sale of goods or services. [Keller & Kotler, 2006] Stegemann & Sutton-Brady [2012] explored how internet marketing affects advanced promoting, crusading, and advertising, all of which have a complex psychological impact on customers. Various authoritative experts believe that utilizing web marketing activities to reach the biggest amount of potential prospects is beneficial.

E-marketing integration comprises specific goals, methods, and actions. It could as well be a process of streamlining or recreating. The previous one is scrapped and a new one is constructed with no preparation and a fresh look during the reinventing process. It is necessary to create a separate e-marketing plan to outline the goals for integrating e-marketing correspondences with traditional interchanges. [Chourasiya, 2017]

As the importance of internet channels grows, the structure of the advertising agency and its responsibilities may need to change in order to expand the opportunities available through new media. The decision on whether or not to change the structure of the promoting association should be made first. Following that, new e-advertising requirements should be acknowledged.

According to Aviva Cuyler, social media encompasses all forms of online communication that occur on a regular basis. This would include announcements from social organizations, question-and-answer sessions, and mailing lists. Even if social media has its drawbacks, there are four distinct qualities of social media networking: national forums, client solicitation, public communication and fictitious per-

sona. Buyers now purchase as well as sell products in these sophisticated times. They give details such as item quality, dependability, evaluation, convenience, and guarantee techniques by listening in on people's chats and communicating through internet forums and social media. [Javed, 2013]

A fascinating extension of this research would be to see if improving a client's satisfaction with his or her purchases improves subsequent customer loyalty. In today's world, digital marketing is put to another test, namely the newness of people sharing or offering material on the internet to those who view and access it. Because everyone can openly post, share, and comment on his or her opinions and perspectives on many objects on the internet without carefully contributing personal details, it creates a fragile online persona, similar to that of an outsider. This may cause trust concerns among the intended interest group, hence affecting the mutual data's effect. [Friedman & Resnick, 2001]

It is common for a powerful medium, such as the internet, to develop new methods for correspondence interfaces and applications on its own to aid the development of an online language.

## **Research findings**

For the purpose of this research a survey has been conducted. The primary data have been gathered through the surveying comprising of 9 questions related to the research question. As a measuring instrument, questionnaires have been distributed via emails and 52 responses have been received. The results have been summarized and analyzed. The secondary data was gathered through several web researches from reliable sources, which may be accessed in the research paper's reference section.

In the research have been equally represented females and males so as younger population has more access to internet than older. Being asked "Whether you have shown interest in online product and if you have purchased products online?", more than 90 per cent has shown interest while 81 percent has participated in online purchases.

With reference to reviews and their importance on final purchase, 82 percentage stated that they read reviews prior to final purchase while 18 per cent said they purchase product without reading reviews.

In terms if the digital marketing has helped them as customers in their purchasing decision, 95 percentage of respondents replied affirmatively while 5 per cent stated the opposite.

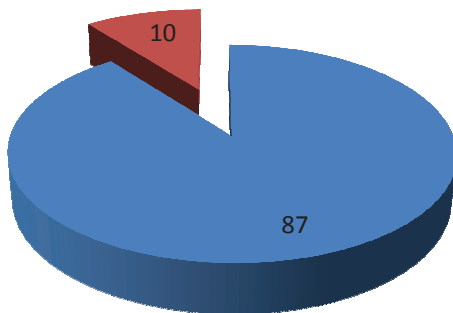
Regarding the attempting to sale some products online, 65 percentage of people stated that they have tried to sell something online and 35% claimed that they haven't tried.

Those who have tried to sell online have been asked how efficient had been to promote their products online. 85% said that it has been efficient, 9% stated up to some extent efficient and the rest 6% stated it has not been efficient.

In the next key questions in our research the answers were as follows.

In conjunction to their trust to online purchases and concerns that products may look different than they appear in internet, 75,6% or respondents stated that they trust in online purchase while 24,4% claimed that they are concerned that products might be of low quality.

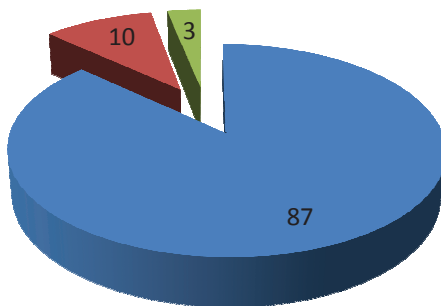
Do you trust online purchase and do you have concerns that products may look different than they appear on Internet?



Source: Authors' figure derives from the research

In the last question respondents were asked where they find out about products promoted on Internet. 87% said they find out about products through social media, 10% claimed via Google while 3% mentioned emails.

Where do you find out about products promoted on Internet



Source: Authors' figure derives from the research

## Conclusion

Digital marketing is more than just a facet of a firm; it's one of the most significant aspects of staying relevant in today's industry, especially given how internet-driven the world has become.

Companies have gained significant benefits from using the internet to promote and sell their goods and services. Not only has digital marketing aided businesses in raising sales and obtaining customers, but it has also aided customers in finding goods and services more easily

and quickly. Promoting and selling products and services through social media has yielded a lot of great results for businesses. Aside from that, the Google search optimizer system is one of, if not the most, widely used methods of online promotion.

Finally, it is stated that organizations seeking to reach a larger number of customers will struggle to remain relevant in the market unless an internet marketing strategy is established first.

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# DIGITALNI MARKETING KAO EFIKASNO SREDSTVO PROMOCIJE

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**Rezime:** Termin "digitalni marketing" je jednostavno opisati. Brojni su načini da promovirate vašu organizaciju online, na osnovu Optimizely.com, e-mejl, pop-up reklame, društvene mreže, pretraživačke mašine, Google AdWords, i druge forme Internet marketinga su primeri. Tradicionalni marketing je usredsređen na promovisanje vaše kompanije korišćenjem fizičkih flajera, bilborda, televizije, radija, dok digitalni marketing stavlja fokus na promovisanje vaše kompanije putem Interneta. Sa druge strane web marketing pruža mnogo više promotivnih mogućnosti. Svrha ovog istraživanja je da utvrdi značaj, primenu i efikasnost digitalnog marketinga u današnjem okruženju. Pored ovoga, cilj je da identifikuje najefikasniji metod digitalne promocije u Srbiji.

**Ključne reči:** digitalni marketing, promocija, potrošači, kompanija