

# The Role of Advertising in the Organization of Digital Marketing Concept

Sumithra.M<sup>1</sup>, Lakshman.A<sup>2a</sup>, Keerthivasan.M<sup>2b</sup>, Akash.E.D<sup>2c</sup>, Mogeeth<sup>2d</sup>, Bhuvanesh<sup>2e</sup>

<sup>1</sup>Professor, Department of Information Technology, Panimalar Engineering College

<sup>2</sup>Iyr Students, Department of Information Technology, Panimalar Engineering College

## Abstract:

The rapid emergence of the digital economy has disrupted traditional marketing practices, necessitating a radical overhaul of the marketing curriculum to stay relevant in the business landscape of the 21st century. In order to reach a wider audience, businesses must leverage technology and digital channels to promote their products and services. Digital marketing encompasses a range of techniques and platforms such as the internet, mobile phones, display advertising, and other digital media. To stay ahead of the curve, it is important to conduct a curriculum audit of existing digital marketing initiatives and develop a new curriculum that reflects the realities of marketing in the digital age. This updated curriculum must address the specific challenges associated with the new age of marketing and provide actionable suggestions to overcome them. One major challenge is the constantly evolving nature of digital marketing. Businesses must keep up with the latest trends and adapt their strategies accordingly. Additionally, businesses must address issues such as data privacy and security, as well as ethical concerns around online advertising. Another challenge is the increasing reliance on artificial intelligence (AI) and machine learning (ML) in digital marketing. It is important for businesses to understand the potential benefits and limitations of these technologies and to incorporate them into their marketing strategies where appropriate. The new marketing curriculum should also emphasize the importance of customer experience and engagement. With the abundance of information available online, businesses must work to provide personalized, relevant content and experiences that resonate with their target audience.

## Keywords:

SEO, SEM, E-Commerce marketing, SMS, MMS, augmented reality (AR), virtual reality (VR).

## Introduction:

J Suresh Reddy, a 26-year-old author, has published an article titled "Impact of E-commerce on Marketing" in the Indian Journal of Marketing. The emergence of information technologies has dramatically impacted marketing, with the internet providing companies with new channels for communication and interaction, leading to closer yet more cost-effective relationships with customers in sales, marketing, and customer support. Companies can use the web to offer ongoing information, service, and support to their customers. Sumanjeet<sup>37</sup> has published an article in the Indian Journal of Marketing on "Online Banner Advertising." This advertising medium has great potential, as it is easy to create, place, and use. Companies can effectively target well-educated, innovative, affluent males/females or students, as these segments are highly represented.

Nicholas Ind and Maria Chiara Riondino<sup>36</sup> originally published their article titled "Branding on the Web: A Real Revolution?" in the Journal of Brand Management in September 2001. The article discusses the differences in corporate attitudes towards the web and draws conclusions on how branding practice and theory are affected by the new technology. The article explains that the web is both a distribution and a communication channel, facilitating interaction, community building, openness, and comparability.

**Literature Review:**

The literature on digital marketing highlights the growing significance of this field in the contemporary business environment. Chaffey et al. (2019) emphasize that rapid technological advancements and changing consumer behaviour necessitate that marketers embrace digital technologies to remain competitive. Specifically, the proliferation of mobile devices, the rise of social media, and the explosion of data have transformed how businesses and consumers interact.

One crucial aspect of digital marketing is search engine optimization (SEO), which involves optimizing website content to improve its visibility and ranking on search engines. Kalyanaraman et al. (2018) argue that SEO is crucial in ensuring that potential customers can find a business online. They suggest that businesses should invest in SEO experts or tools to improve their ranking on search engines and drive organic traffic.

In addition to SEO, content marketing is another crucial component of digital marketing. Pulizzi (2013) defines content marketing as creating and sharing valuable and relevant content to attract and engage a clearly defined audience with the goal of driving profitable customer action. The author asserts that content marketing is essential to building trust with customers and establishing a brand's authority in its industry.

The growing significance of social media in digital marketing is also evident in the literature. Tuten and Solomon (2018) highlight that social media offers businesses a platform to engage with customers and build relationships with them. They recommend that businesses use social media to create compelling content that resonates with their target audience, use data analytics tools to understand customer behavior and preferences, and leverage social media influencers to promote their brand.

Finally, the literature on digital marketing also underscores the challenges associated with this field. Berthon et al. (2012) note that businesses face challenges such as the need to constantly adapt to new technologies, the lack of clear metrics for measuring the effectiveness of digital marketing, and concerns around data privacy and security. The authors recommend that businesses stay up to date with the latest trends, embrace data-driven decision-making, and adopt ethical practices in their digital marketing efforts.

Overall, the literature on digital marketing emphasizes the critical importance of this field in the contemporary business landscape. By leveraging technologies such as SEO, content marketing, social media, and data analytics, businesses can better connect with their target audience and drive profitable customer action. However, businesses must also be mindful of the challenges associated with this field and take steps to address these issues.

**OBJECTIVE OF THE STUDY:****1. Role of Digital Marketing in Return on Web:**

Digital marketing plays a critical role in enhancing the Return on Web (RoW) for businesses. By leveraging various digital marketing channels such as social media, email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, etc., businesses can improve their online presence and reach out to a wider audience. This, in turn, can lead to increased website traffic, higher engagement rates, more leads, and ultimately, higher conversion rates, resulting in a better Row.

**2. Different Channels of Digital Marketing Services:**

There are various digital marketing channels that businesses can leverage to reach their target audience. Some of the most popular ones include:

**Social media marketing:** Using social media platforms like Facebook, Twitter, Instagram, LinkedIn, etc., to promote products or services and engage with customers.

**Email marketing:** Sending personalized and targeted emails to potential and existing customers to drive conversions.

**SEO:** Optimizing website content to improve search engine rankings and drive organic traffic.

**PPC advertising:** Running paid ads on search engines and social media platforms to target specific audiences and drive conversions.

Content marketing: Creating and sharing valuable and relevant content that attracts and engages a clearly defined audience to drive profitable customer action.

Influencer marketing: Partnering with influential individuals in a specific industry or niche to promote products or services.

### **3. Approach to Get More Business:**

To get more business through digital marketing, businesses should adopt a strategic approach. This includes: Setting specific, measurable, achievable, relevant, and time-bound (SMART) goals for their digital marketing campaigns.

Conducting market research to identify their target audience, their needs, and preferences.

Developing a clear and compelling value proposition to differentiate their products or services from competitors.

Creating high-quality content that resonates with their target audience.

Leveraging multiple digital marketing channels to reach their target audience at various touchpoints along the customer journey.

Continuously monitoring and optimizing their digital marketing campaigns to improve performance and maximize ROI.

### **4. Growth of Digital Marketing:**

The growth of digital marketing has been phenomenal in recent years, driven by the increasing penetration of the internet and mobile devices, the rise of social media, and the growing importance of online customer engagement.

According to a report by eMarketer, global digital ad spending is expected to reach \$517 billion by 2023, representing a compound annual growth rate of 17.1% from 2018 to 2023. This growth is expected to be driven by increased spending on social media, video, and mobile advertising.

Additionally, the COVID-19 pandemic has accelerated the shift towards digital marketing, as more businesses have had to pivot to online channels to reach their customers.

### **5. Latest researchers and publications analysis:**

The use of the concept of Internet marketing is crucial in modern business conditions. It depends on the wise utilization of key elements to achieve strategic goals and maintain a competitive market position by increasing sales through advertising and PR. To understand the role of advertising in modern Internet marketing, it is necessary to examine the definition of advertising and its place in the marketing mix. As per F. Kotler, advertising is a paid form of promotion for ideas, goods, and services. However, this definition does not cover the key role of advertising in modern Internet marketing, which utilizes innovative technologies.

Studies by Kanishcheva, Golovaneva, and Filatova define advertising as an impersonal form of communication about the benefits of goods and services. The idea of Wells, Burnet, and Moriarty defines advertising as paid, non-personal communication with the aim of persuading or influencing the audience. While N.V. Kononenko considers advertising to be information about a product, idea, or event distributed to an indefinite number of people. In the global market, the success of a business relies on a well-formed concept of Internet marketing, which is based on the main elements of the marketing complex.

The need for advanced technologies to improve financial results and increase competitiveness in the market highlights the importance of advertising in an organization's Internet marketing concept. Effective promotion of goods and services on the market requires innovative tools and methods for conducting PR. However, a lack of unity in the definition of advertising and a uniform approach to its classification limit the effectiveness of advertising as a key component in Internet marketing. This highlights the need for further research to clarify its role and importance in modern business conditions.

## 6. Advertising main role in internet marketing:

Importance of advertising in promoting goods/services determined by theory of marketing are

- 1) Modern market characterized by information technology, intense competition.
- 2) Conquest of market share requires promoting goods/services through advertising, key element of Internet marketing.
- 3) Basic concepts of advertising, its use in marketing mix, need to be structured
- 4) Need to classify existing types of advertising, study its use in Internet marketing organization
- 5) Study of influence of global trends in advertising on Internet marketing concept necessary
- 6) Innovative technologies/tools relevant, improve existing types of advertising
- 7) Significant impact on final results of Internet marketing concept, necessitates in-depth research.

## 7. The study of purpose :

The aim of this study is to understand the theoretical basis of advertising in Internet marketing organizations, to categorize various types of advertising and PR firms in contemporary conditions, and to identify the key tasks that need to be addressed.

The study will analyze the theoretical evolution of advertising as a component of the marketing mix, including the classification of existing types of advertising and PR companies, the utilization of innovative Internet technologies in advertising, and the crucial role of advertising in Internet marketing.

Ultimately, the study will formulate theoretical recommendations for improving product and service promotion within the context of Internet marketing in modern times.

## 8. Materials and methods:

The study is founded on the principles of modern marketing theory and its components. Both general and specific research methods, such as analysis, synthesis, and graphical analysis, were used to form theoretical recommendations for enhancing the promotion of goods and services within an organization's internet marketing strategy. The study includes a theoretical generalization of advertising and its key tools, as well as an analysis of the global advertising market and the cost of advertising in the financial sector. The research is based on data from the World Bank, International Monetary Fund, International Finance Corporation, marketing and communication Internet resources, and the works of economists, marketers, and other domestic and foreign experts.

## 9. Basic study results:

In the modern business landscape, marketing communications play a crucial role in an organization's marketing strategy. The main objective of marketing communications is to convey information about a product or service to the target audience through messages and media, thereby creating a connection between the business and the market. Today's marketing approach encompasses various elements, such as pricing, product, advertising, branding, public relations, customer engagement, sales promotions, personal sales, loyalty programs, and sponsorships. Among these, advertising stands out as the key component of marketing communications, serving as the link between the advertiser and the target audience. Its main purpose is to educate the consumer about the product or service in a bid to increase sales. The primary functions of advertising within an organization's online marketing concept are depicted in the below diagram

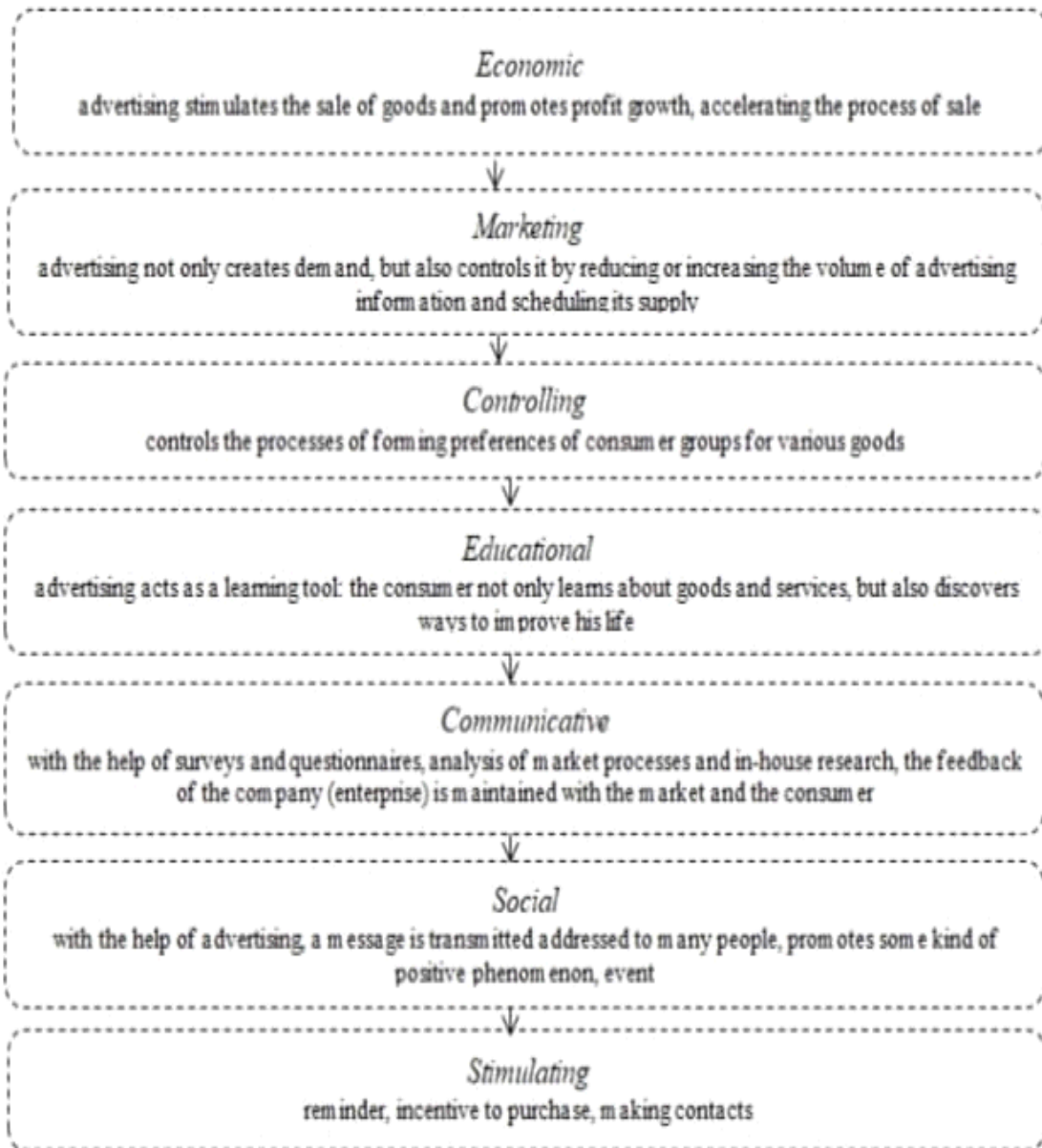


Figure 1:

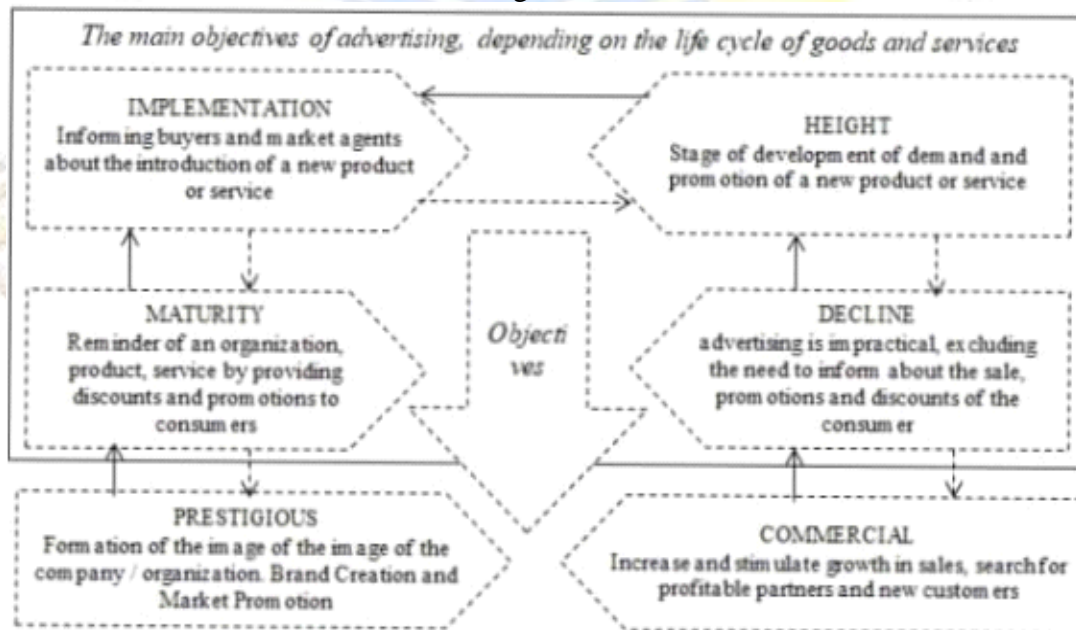


Figure 2:



Figure 3:

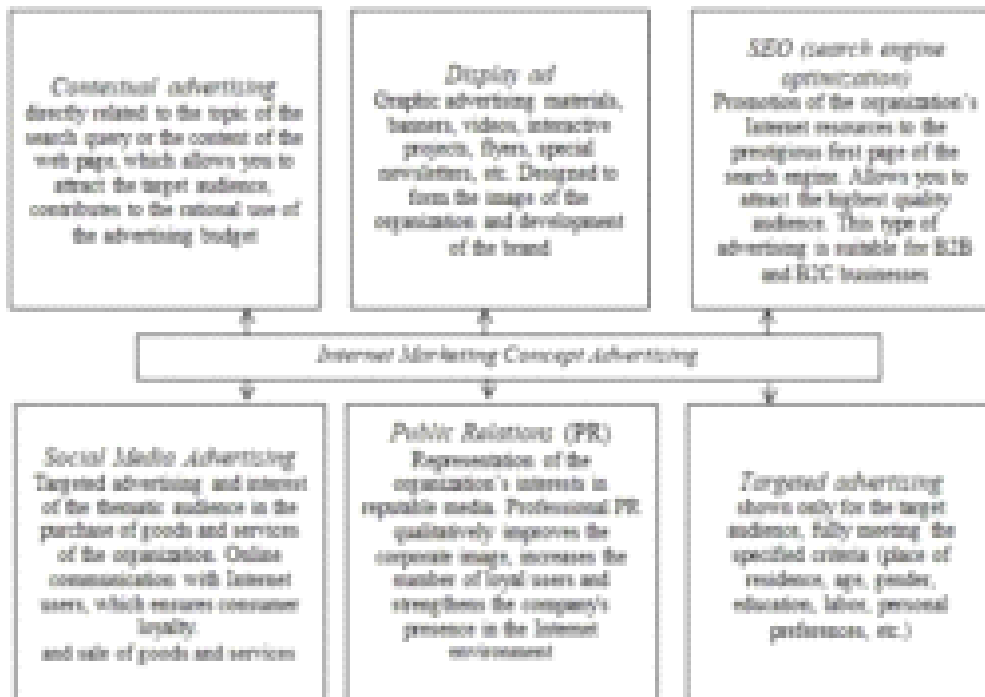


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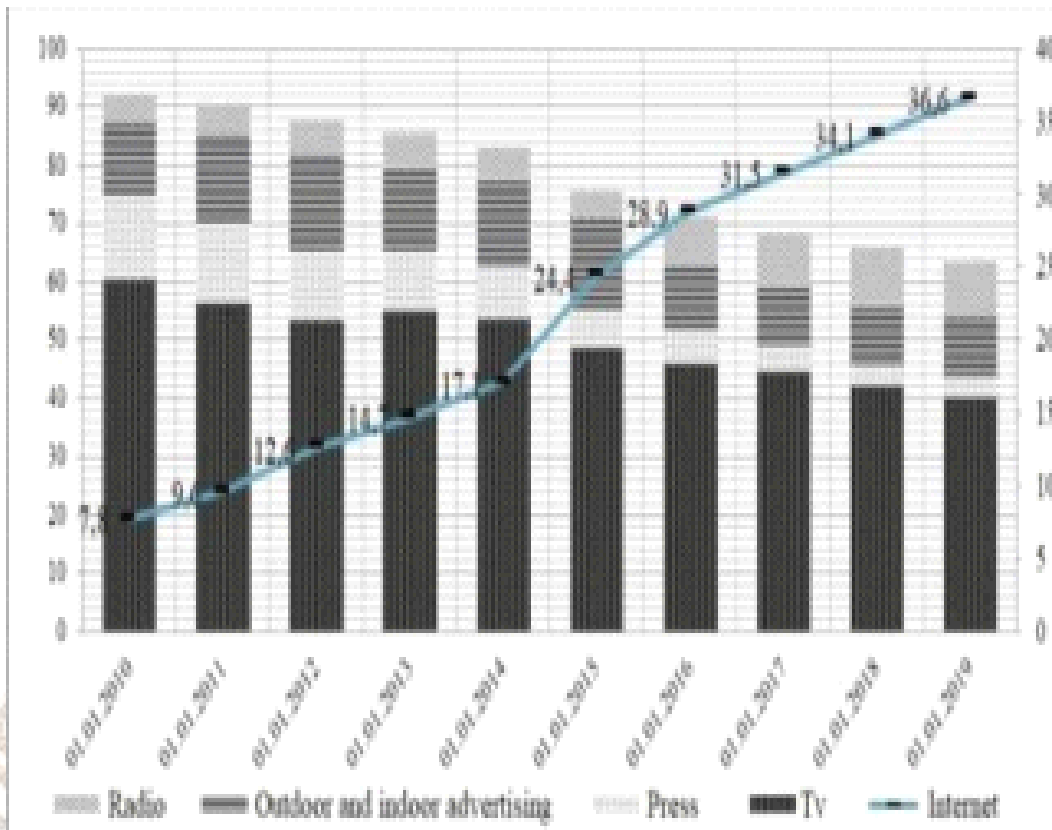


Figure 5:

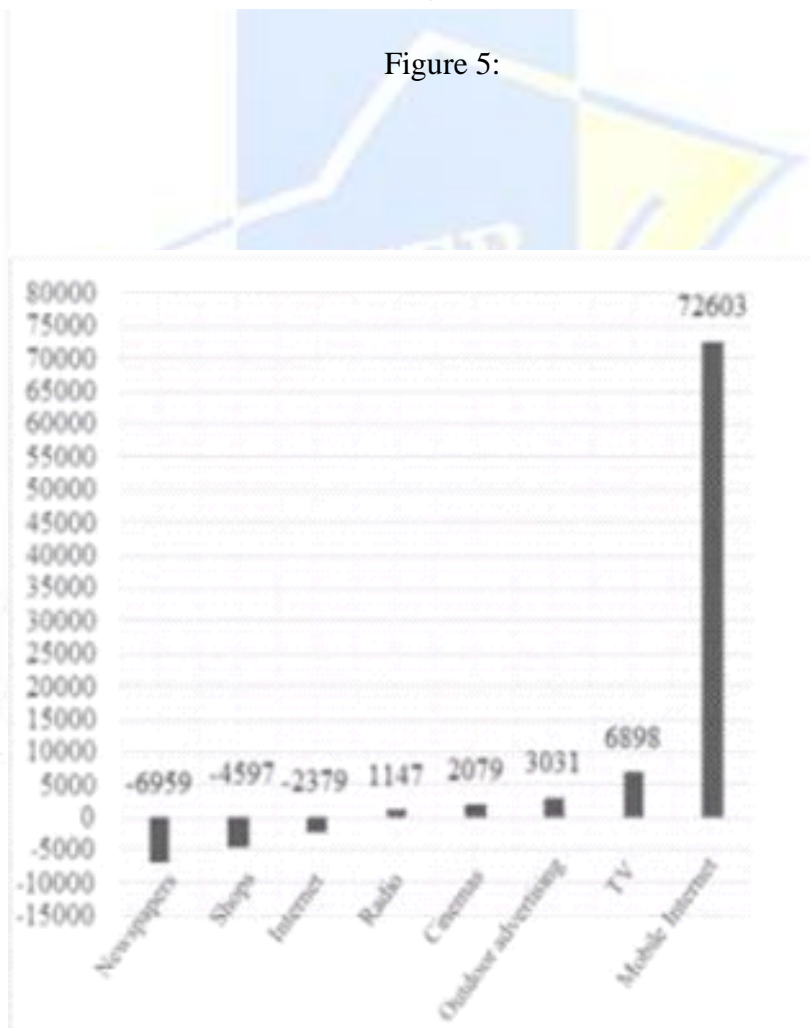


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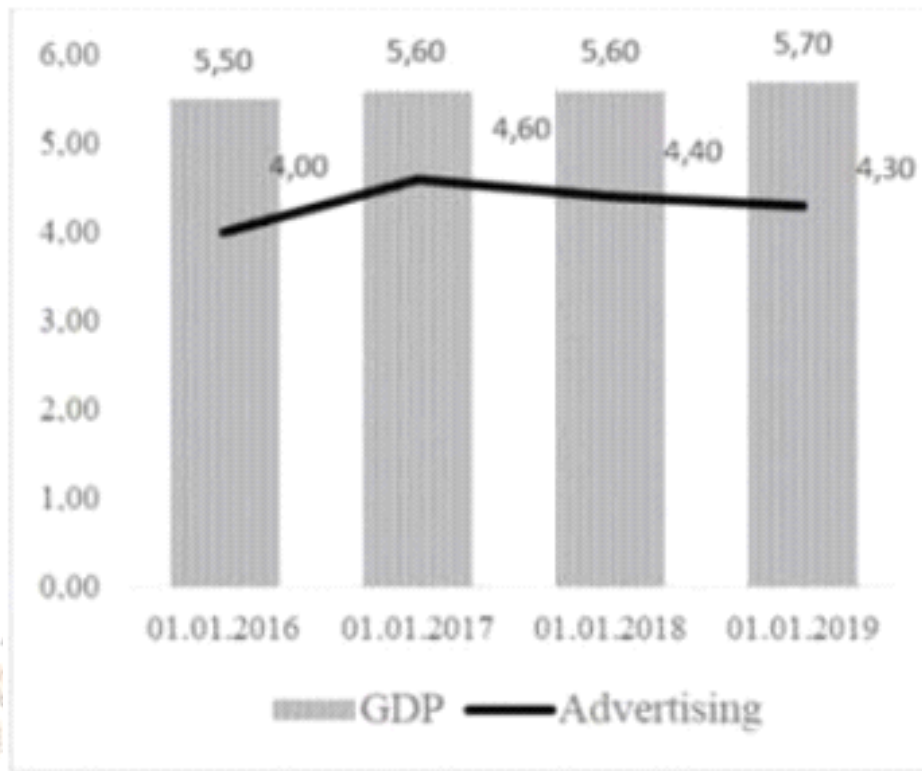


Figure 7:

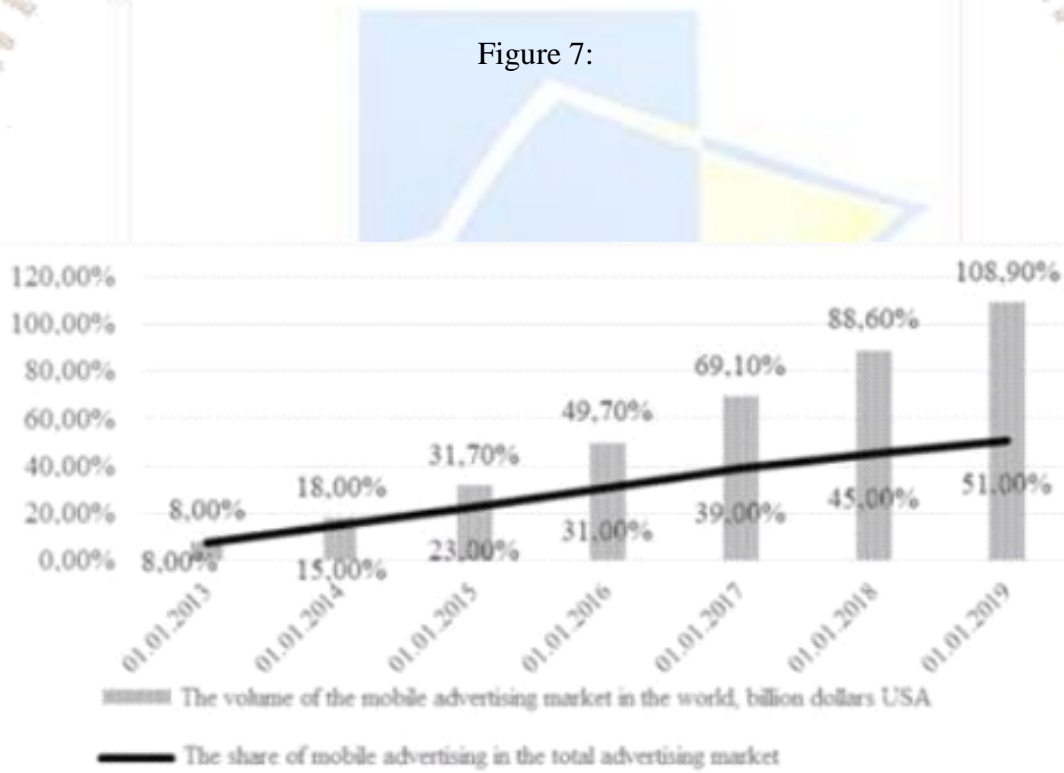


Figure 8:



**Table 1:**

<b>Advertising field</b>	<b>The main subject area for advertising.</b>
<b>Economy</b>	<b>Production,trade,finance,labor supply,job searches.</b>
<b>Domestic services</b>	<b>Repair,sewing,manufacturing of household items,recreation.</b>
<b>Intellectual services</b>	<b>Education,medicine,books,press,fortune-telling,tourism.</b>
<b>Events</b>	<b>Circus,theater,concert.</b>
<b>Religion</b>	<b>Religious posters,invitations.</b>
<b>Politics</b>	<b>Campaigning for candidates in elections,slogans of rallies,demonstrations,processions.</b>
<b>Law</b>	<b>Reporting the missing,searching for criminals,invitations to litigation.</b>
<b>Science and ecology</b>	<b>Enlightenment advertising,scientific popularization in leaflets,posters,leaflets,booklets.</b>
<b>Family and interpersonal relationships</b>	<b>Marriage announcements,invitations to meet,travel together,joining to the business.</b>
<b>Charity</b>	<b>Announcement about charity events</b>

**Conclusion:**

The study delves into the central theoretical aspects of marketing formation and advertising utilization as a vital component in modern conditions. A thorough analysis of existing research on the usage of advertising in internet marketing was performed, revealing the need to enhance existing methods for determining advertising's role in online marketing for organizations.

Due to the absence of a unified scientific approach to advertising classification as a crucial part of an organization's internet marketing, the author structured the types of advertising. They developed theoretical concepts for forming the internet marketing organization using contemporary advertising methods for promoting goods and services in the market. The paper classifies main types of advertising as key components of internet marketing with a description of their characteristics, utilization in various industries, advantages and disadvantages. The study also analyzed the advertising share in leading world media sources. The critical role of advertising through modern information and internet technologies, which increases business profitability and customer loyalty, was determined.

It is demonstrated that the utilization of advertising in internet marketing of global organizations elevates the level of competitiveness, increases brand recognition and provides a competitive edge in the market. The analysis of the world advertising market structure showed that innovative advertising methods such as search advertising (SEO), display advertising and contextual advertising dominate the market with over 70% share. Using these in relation to internet marketing organizations leads to cost optimization and improved financial results for the promotion of goods.

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