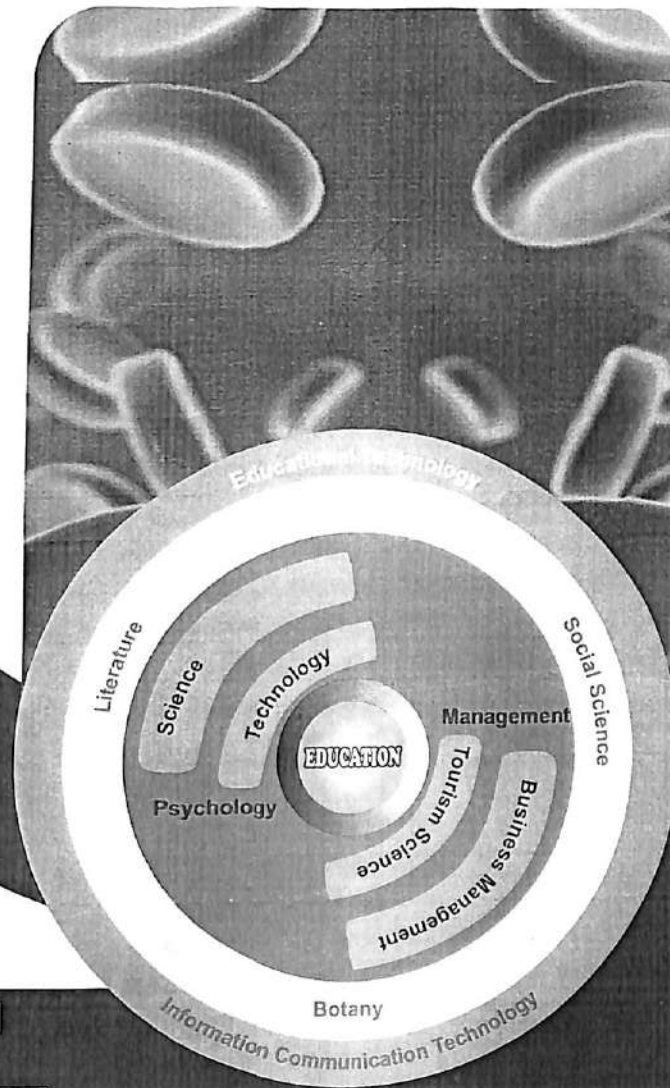


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EMERGING TRENDS IN DIGITAL MARKETING**Dr. Shrish Nana Gawali***Ex.Faculty Member, Switribai Phule Pune University, Pune, Associate Professor, C.D.Jain College of Commerce, Shrirampur***Introduction :**

Digital marketing is a part of digital economy. The 21st century is a digital age. Digital marketing is having a great impact in every part of economy. The word digital is an innovative approach to recognize new capabilities to improve communication and connections between different customers, management, service providers and the society at large. Digital marketing means the integrated channels, i.e. smart phone, T.V., radio, mobile devices, and internet to effectively communicate the facts, figures, information and the message to the target audience. Digital transformation means unlocking the growth, potential through the use of diverse technology i.e. e-commerce, cloud computing, mobility, social media, data analysis in the smart devices. In this way, digital India is a vision to transform India into a digitally empowered society and knowledge economy. In short digital marketing is just like online marketing, internet marketing or web marketing. So digital marketing is simply an umbrella term for the marketing of products or services using technologies like internet, mobile phones and display advertising. Digital marketing is also very popular in urban area as well as it is also popular in rural area.

Objectives :

To study the concept and impact of digital marketing.

To understand the SWOT analysis of digital marketing.

To analyse the emerging issues in digital marketing.

Research Methodology : The paper is constructed as a theoretical frame work whose basic foundation comes from various secondary sources like reference books, articles in journal, published and unpublished scholarly papers, various international articles and local journals, speeches, newspapers and websites.

Concept and Impact of Digital Marketing : Digital marketing activities are search engine optimization, search engine marketing, content marketing, influencer marketing, content automation, campaign marketing and e-commerce marketing. Social media marketing, e-books, optical disks and games, e-mail, direct marketing, display marketing and any other form of digital India. Digital marketing became more sophisticated in 2000 and the 2010s and the proliferation of devices able to access digital India, has led to great growth of digital advertising. Now a day, digital marketing is often referred to as internet marketing, web marketing or online marketing. Afterwords the term digital marketing has grown up in popularly overtime, particularly in certain countries like, Online marketing is still prevalen in the USA, as well as web marketing is referred in UK. After 2013 digital marketing has become the most common term.

Impact of Digital Marketing : The basic aim of digital marketing is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital information. Users with access to the internet can use many digital mediums like Youtube, forums and E-mail, facebook etc. After the pass few years, the smart phone revolution has captured the minds of customers especially the younger generation. Who are new enaged online almost 24x7. Now, today's generation is willing to log on instantly and use the digital medium to get things done reather than step out into the open and extended extra energy on doing the same things whether. It is facebook, Twitter, Google, Linkendh, Youtube, Blogs and other digital channels. Therefore, digital marketers can decide how to optimse marketing spends more effectively. India is one of the most populated countries in the world, with a population of 1.3 billion as of June-2014. But presentation of internet is around 20% in India, which is very less as compaire to others i.e. US which has 80%, internet preparation and China which has upto 50% But 20% of 1.3 billion peoples makes it 25% corer internet, users and is global rank.

SWOT Analysis :- SWOT analysis is an in depth analysis of any topic by bringing out the strength, weakness, opportunity and Threat of it.

Strength of digital marketing : Promotion of small business is easy as it is cost effective.

Easy to target and reach more audience at a cheaper price.

Being recognized as a brand has become much easier.

As the world is more dependent on the internet, it helps the business to reach out and connect with the people on a larger scale.

Campaigns can be eassily customized and made more targeted as per our business requirements.

Weakness of Digital Marketing : Need of deep understanding of changing human behaviour and requirements.

- A challenge to reach the population which is still not using internet
- Keeping pace with new trends and technology.
- High chances of failure of digital marketing compaigns due to th options.

• Complaints on social media.

Opportunity of Digital Marketing : The Dream of marketing Digital India

- More and more employment for the youth as this field is just grow
- It will help our Indian Government organizations to become digita
- Increase the reach brand, therefore leading to direct profit.
- All the operations from railway, Airoplane, municipal organizatio

Threat of Digital Marketing : Storage of data with full security is still a bi

- Due to ever changing trends of different marketing areas and c' optimizing the content, continuous awareness is required.

- Analyzing the data in a wrong way can lead to damaging results whi

Emerging Trends in Digital Marketing :

- **Mobile Marketing :** The website, apps and content is being custom are growing day by day and it is the most effective way of marketing.

- **Online video goes social :** A few years ago online video mean motion for the really switched on. This has all changed over the past cu social sites have wakeup to the potential of hosting videos on their own pl

- **Digital Display Advertising :** Digital display advertising is real formats to target potential audience- be it text, image, banner, rich media.

- **Google and facebook are dominating ad markets :** All these plat will be able to extent more and more control over advertising markets. allow businesses to leverage their user data to deliver targeted ads on facebook.

- **Social Media Marketing** Social media marketing is an offshoot driving traffic to your sites or business through social sites, like Twitter, Instagram etc.

- **Internet Marketing research :** The world wide web (www) is the many use of the term web and internet synonymously. The internet is tral being conducted. In short the technological infrastructure being created telecommunication between marketers and individual customers.

- **Email Marketing :** With an effective mail marking software you on several factors, including customers like and dislikes and spending, h this helps to develop trust.

- **Viral Marketing :** Viral marketing is strategy where a unique th because the content is appreciated shared and likly immensely.

- **Digital Media planning and buying** When a media agency researched and make a comprehensive strategy th conversions, launching a new brand or promotions an established brand

- **Affiliate Marketing :** Affilate marketing is performance based th based on conversion.

Conclusion : With help of the above information, it has clearly show The digital marketing used marketing is the way for promote market analysis gives strength, weakness, oppourtunities and threat of digital for product and services due to digital marketing. In this way the come to find the best deal from the sellers. So, today we all are connected th concluded that, social media is creating new opportunities for digital platform with commerial impact on the business. Therefore digital also in the world.

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