ABSTRACT
Digital marketing is the avenue of electronic communication which is used by the marketers to support the goods and the services towards the marketplace. 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. This article focuses on the significance of digital marketing for consumers. 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 on consumer purchase.

Keywords: Digital Marketing, Customer Reach, Search Engine Optimization, Brand Building

I. INTRODUCTION
Marketing has been around for a long time. Business owners felt the need to spread the word about their products or services through newspapers and word of mouth. Digital marketing on the other end is becoming popular because it utilizes mass media devices like television, radio and the Internet.

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media.

Digital marketing is an umbrella term of marketing of products or services using digital technologies mainly on Internet, but also including mobile phones, display advertising and any other digital medium.

II. REVIEW OF LITERATURE
Parsons, Zeisser, Waitman (1996) In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely.

Kiani, (1998) Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives.
Munshi, (2012) Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner.

2.1 Objectives of the Study
1) To show the various elements of digital marketing.
2) To focus on the basic comparison between traditional and digital marketing;
3) To show the various advantages of digital marketing to the customers
4) To study the impact of digital marketing on consumers purchase

III. RESEARCH METHODOLOGY

a) Type of Research
It is Exploratory Research

b) Source of Data
It is Secondary Source

c) Plan of Analysis
As per objectives analysis was made

3.1 Discussions
The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more widespread as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

3.2 Objective 1: To show the various elements of digital marketing.

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are given below:

- **Online advertising**
  Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget and it has full control on time.

- **Email Marketing**
  When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness.

- **Social Media**
  Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company’s product or services. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. It is not only simple social media network but also it is an authorship tool that links web-content directly with its owner.

- **Text Messaging**
  It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). One can send order confirmations, shipping alerts using text message. Using SMS for campaigns get faster and more substantial results. Under this technique, companies can send
marketing messages to their customers in real-time, any time and can be confident that the message will be seen. Company can create a questionnaire and obtain valuable customer feedback essential to develop their products or services in future.

- **Affiliate Marketing**

  Affiliate marketing is a type of performance-based marketing. In this type of marketing, a company rewards affiliates for each visitor or customer they bring by marketing efforts they create on behalf of company. Industry has four core players: the merchant (also known as “retailer” or “brand”), the network, the publisher (also known as “the affiliate”) and the customer. Company’s main goal here is to find affiliates who can reach untapped markets. So, introducing one’s offer through “trusted” company can grab the attention of prospects which might not have otherwise reached.

- **Search Engine Optimization (SEO)**

  Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine’s “natural” or un-paid (“organic”) search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

- **Pay Per Click (PPC)**

  Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website rather than “earning” those clicks organically. Pay per click is good for searchers and advertisers. It is the best way for company’s ads since it brings low cost and greater engagement with the products and services.

3.3 **Objective 2: To focus on the basic comparison between traditional and digital marketing**

  Traditional marketing is non-digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers.

<table>
<thead>
<tr>
<th>Traditional Marketing</th>
<th>Digital Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>It includes print, broadcast, direct mail, and telephone</td>
<td>It includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click</td>
</tr>
<tr>
<td>Limited reach to the customer</td>
<td>Wider reach to the customer</td>
</tr>
<tr>
<td>24/7 year-round exposure is not possible</td>
<td>24/7 year-round exposure is possible</td>
</tr>
<tr>
<td>One campaign prevails for a long time</td>
<td>Campaigns can be easily changed with ease and innovations can be introduced within any campaign</td>
</tr>
<tr>
<td>Expensive and time-consuming process</td>
<td>Reasonably cheap and rapid way to promote the products or services</td>
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</table>
3.4 Objective 3: To show the various advantages of digital marketing to the customers

1. **Cost-efficient**: A well-planned and well-managed digital marketing campaign can reach a large audience at a lower cost than the traditional marketing methods.

2. **Better exposure**: Reach numerous prospects by switching to a digital marketing campaign within a small investment.

3. **Save Time**: Digital marketing provides real-time results within no time. It offers you an opportunity to see the number of visitors to your site, what is the conversion rate, what is the peak trading time, how many subscribers have added you in a day and more.

4. **Social currency**: Digital marketing gives you a chance to create engaging campaigns using different types of media. These campaigns can go viral on social platforms, passing on from one person to another, hence gaining social currency.

5. **Brand Building**: Brand building is what every business tries to accomplish and digital marketing helps develop your brand by promoting it on several platforms, the more viral your brand goes, the more reputation your brand will earn in the eyes of search engines as well as users.

3.4 Objective 4: To study the impact of digital marketing on consumers purchase

The study shows that the educated people are more aware of digital media and they prefer digital channels to buy different products. It is found that monthly income of people plays an important role in order to buy different kinds of products through digital channel. People are more influenced by viewing advertisements on websites/blogs. Digital Channels changed the opinion of customers towards purchasing decision up to greater extent. Mostly customers are satisfied with the products purchased through digital channel.

**IV. CONCLUSION**

Digital channel in marketing has become essential part of strategy of many companies. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like “Rome was not built in a day,” so, digital marketing results won't also come without attempt, without trial (and error). The watchwords “test, learn and evolve” should be at the heart of all digital marketing initiatives. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance. Digital marketing may realize something more if it is considers consumer needs as a peak priority.
V. REFERENCE

