



# INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

( Peer-reviewed, Refereed, Indexed & Open Access Journal )

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 6.865 (SJIF 2023)

## The Use Of Digital Marketing In Education, Business And Socially

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DOI No. **03.2021-11278686** DOI Link :: <https://doi-ds.org/doi/10.2023-76519786/IRJHISIC2302021>

### ABSTRACT:

*The purpose of this paper is to present the information about the digital marketing future requirements and its use in education system and also its importance in our daily lives. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops. The world is shifting from analog and digital marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing has profited the most, because it mainly depends on the internet. This paper not only covers the introduction of digital marketing, its types, the difference between digital marketing and the traditional marketing & the future of digital marketing but also its pros, cons and highlight its importance in today's era.*

**KEYWORDS:** digital marketing, internet, SEO, mail, consumers, advertisement, education

### INTRODUCTION:

In Today's florid era, we come to see the problem among the kids to choose the correct stream, the university, the exam preparation apps or even to choose the fundamental job for their lives. Where students face the immense questions like 'How to take ?' & 'What to take ?'. Here counseling pattern is necessary. But, it has not given much importance. Counseling has just became the elephant in the room. The basic guidance is necessary for the child to develop and for the society's growth, and by which we can generate income too. Another highlight is the producer makes the product but unable to make profit from it.

The era is the digital era. Everything now is an the mobile and the computers. All the

physical is generally shifting towards digital or we can say it has been shifted too. My paper focuses on how to promote the products digitally rather on, big posters, banners and the pamphlets.

Any business, start from making the product, providing services, till selling it, it is a long journey. But, we cannot disagree to the point that the value of digital marketing is much bigger than making extraordinary product. "It is not what your sell that matters as much as how you sell it".

Now the customer believe in the 'show and tell' principle. Customers choose to show the company their marketing and strategies rather than just telling it. When we try to search for something on the internet, there are more than 120 tabs opening for the subject, but we people prefer the first two tabs only .So the question & fact is when we make as website where everything is explained and it is reaching heights and people are investing for you, the ultimate challenge is to work on the website for reaching the front tabs and fulfilling needs of students and the teachers and customers. Digital marketing in the lack of time proven beneficial for people even from village, cities to nation and the countries.

### **What is a Marketing ?**

In simple words one can state that marketing includes all these activities, efforts, which are undertaken to provide goods from the place of producer to end customers.

In the 21<sup>st</sup> century, it is very ubiquitous, to see lakhs and crores of people by just sitting at their homes, using the internet fulfilling their necessities. There has been drastic change in the people's life. Now a common man is not preferring to go to the market and buy things, instead he /she prefers to scroll and purchase the goods, products and even services too.

"The internet gave us the access to everything, but also gave the everything access to us." The marketing which is done by using the internet, computer and electronic mediums is the digital marketing. Digital marketing is also known by its names such as 'Online Marketing', 'Internet Marketing' and 'Web Marketing'. It is a mode by which companies and the businessman can market their product, within less period of time and reach the targeted audience. Marketing mean reaching the customer at right place and at the right time. And in today's time the companies has to definitely reach their customer in the place, where the customer spend their most time and that is the internet.

Digital Marketing is the 'Goldmine' of the marketing. When company launches the product, its main aim is to market their product and reach lots of audience and consumer irrespective of customer wherever located. It has been proving best of both worlds. Digital marketing has broke the ice between customer and company. Businessman, producers, manufacturers, content creators have been holding the opportunity achieved through digital marketing and following it fearlessly to achieve their goals. Ignoring online marketing is like opening a Business but not telling anyone.

## **What is Digital Marketing ?**

Digital marketing has 2 words. First digital means internet, computer and electronic media and second marketing means promotion through advertisement of product. If we market our service or any product for sale using digital technology like internet, it is called digital marketing. Digital marketing gives you various ways to promote your services and products. Online marketing is cheaper and its benefits are also higher. Digital Marketing is the best way to sell your products and to get good services to the right people.

You can also sell your product online by doing digital marketing. There are lots of online websites where we can sell or purchase any product like Amazon, Flipkart, Myntra etc.

## **Use Of Internet In Digital Marketing:**

Now the internet has become the biggest marketing space in the world. Be it a big company or a small company, now everyone uses internet for marketing. This marketing option is called Digital marketing. More than half of the world's people use the Internet and this number is increasing day by day. This is the reason why digital marketing is growing so fast.

The biggest reason for this is that nowadays people spend more time on the internet. That is why internet has become the biggest marketing space.

## **Traditional marketin:**

- Traditional marketing is the process of fulfilling the target audience's needs using offline channels and making a profit out of it.
- Communication process of the traditional marketing is unidirectional i.e. we can convey information only to people close to us or at particular range of area.
- Advertising the information about a particular products through a medium is normally newspapers, letters, phone calls.
- Traditional marketing take more time to reach people and also takes more time for designing, preparation and launching.
- It is convenient way to targets only local audience.
- Traditional Marketing is very expensive.

## **Digital Marketing:**

- Digital marketing is all about conducting promotional campaigns on the Internet, computers and electronic media.
- Digital marketing is a fast way to reach your product to the right people.
- It is a straightforward, easy and fast way to promote your services and expand products globally.
- Online marketing is cheaper than offline marketing.



- Digital marketing can give good returns.
- The medium of communication is mostly through Websites, Online news advertisement on social media, Chats through WhatsApp, WeChat or Email.
- Anyone can promote their product for general public then it can be reaching to the specific audience by search engine optimization.

#### **Future of Digital Marketing:**

- There are many ways of online marketing which are increasing with time. There is a big difference between offline marketing and online marketing.
- Digital marketing have a greater future in the present marketing and also in future.
- More number of customers are satisfied through purchasing digitally. e.g. shopping websites, eBooks.
- The average of A to S ratio varies widely for different industries. 2020 figure show that for loan brokers, it's 27.44% ; for perfume and cosmetic companies ,it's 13.20% and commercial banks, the ratio is 1.20%. and this count is increasing day by day.
- 78% of internet users conduct product research online. 57% of businesses have acquired a customer through their company blog.
- 1.66 billion people shop online each year and it's increasing every year.

#### **Digital Marketing In Education:**

Digital marketing in the education sector is worth the describing.

Earlier the counseling pattern was necessary but because of lack of its awareness and as it was costly and students were unable to reach where it was located and many other reasons students were misguided for choosing their field. But in the growing time the digital marketing has become the beacon of light for the students and teachers. Now a student can sit anywhere and at anytime choose what to study even if he/she is unable to understand from school and classes and even for the higher studies he can choose the correct stream to follow and how to prepare for the competitive exams. Students learn more on observation rather just on writings. Even schools and colleges are now providing the Internet system and showing them the conceptual videos on them for better understanding. Even the apps like BYJU'S are promoting their education through digital medium only. The best example how this the digital marketing has proven beneficial for education is during the corona pandemic. It helped the universities from conducting the exams to teaching the students on the proper apps or websites. Even the colleges should take a path forward to promote their courses, their patterns digitally so that students and parents get the more idea for going into those sectors.

As we know the improvement in technology, technology provides various platforms and

educational related content at free of cost, using digital marketing students get lecture notes, related topics videos, photos, articles or even the peoples who provides free learning platforms on YouTube they can share the links of their institute or videos recommendation related to topics that they search. Using digital marketing we can collect targeted audience they may be from education sector to business sector. Even this digital marketing process help the colleges for not only becoming the brand name not just for popularity but also sharing a well knowledge to the students, using this platform student can get the proper guidance for their future, education system review, curriculum activities or talented and well experienced teachers can share the information to them using this information parents can send their child in well best universities. The way of education is limitless anyone can select any path of success or can learn anything.

Through this technology school and college teachers can get involved and share their experience as well as research with students and not only for college students but also any other students can also get information regarding to that topic by visiting college website using this process anyone can improve their skills in any subject, that's the main contribution of any teacher towards the students or any learner. Google provides us number of outputs from any single search it is very useful for any colleges for better advertisement and to share a college related information. Digital marketing extends a successful future to the education institutes or colleges as long as the technology is improving. Nowadays digital platform will be more innovative and creative service on social platforms for the end user is uncountable. And also more number of youth population are uses social media as a learning platforms so it is beneficial for all of us.

### **Marketing In Business:**

Digital Marketing is a modern way to spread your business and increase its brand value, so today every company makes a website with its business name. Earlier every big company used media like TV, newspaper, magazine, radio, paper, poster and banner to carry out their marketing campaign and many companies also went door to door to tell about their product but now the way of marketing has changed. Digital marketing is also growing rapidly. The main reason for this is that internet services have become very cheap. Due to this, the number of internet users has increased tremendously. Digital marketing can increases the brand value of any company.

### **Digital Marketing Involved –**

#### **➤ Search Engine Optimization (SEO):**

Google is a search engine. If you want to get maximum traffic and visitors to your website or blog through Google, then you need to know about Search Engine Optimization (SEO). This is the reason why many companies spend thousands and millions of rupees on Search Engine Optimization (SEO) on their websites.

Google receives over 77,000 searches per second. Using advanced web ranking first click of user go to the first 5 results displayed in search engine.

➤ **YouTube Marketing:**

Today every person searches for any information he wants on Google or YouTube. That's why the importance of YouTube has increased now. YouTube is a digital marketing option where you can promote your service or product through videos. As you must have seen, now a day's many companies hire big You Tubers to review their products to get popular for promoting the products, making a video on their products & get more views from their followers and they are paid for it. If you can make videos, start a YouTube channel, you can also start digital marketing by using YouTube. By starting your own YouTube channel on it like unboxing videos, travelling, Food recipes etc. which is free for all the people they can collaborate with any famous person who has millions of followers.

➤ **Social Media Marketing:**

Social media marketing is the easiest and most popular way to do digital marketing. Many companies use social media for their advertising. You must have seen advertisements of many companies on social media like Facebook, Twitter, Instagram, Snapchat, LinkedIn etc. They posts useful, relevant posts, photos, videos, lives, stories by posting and also like, share, comments and follow customers, followers, influencers by engaging the people. On social medial people advertises there product with paid methods of reaching targeted audience. Social medial market platforms are user friendly, user get content webinars, explainers, inspirational , adventure, news and also it has market strategies for building a relationship, location based marketing, customer services, ecommerce, international marketing strategies.

➤ **Google AdWords:**

We are always exposed to advertisements on the internet. Many people have no idea where these advertisements come from? So we want to tell you that these ads are shown to you by Google AdWords. You can also promote your product with the help of Google AdWords. This is a paid service for which you have to pay. Anyone can grow their business by creating a Ads account on Google Ads account .With the help of Google AdWords we can reach our product to the customers. Mostly the Ads display through Display, Text, Image, (GIF), Text & Image, Match Content, Video, Pop-up, Sponsored.

➤ **Affiliate Marketing:**

Affiliate marketing is commission based marketing process. Online shopping and product selling companies run such affiliate programs. Under this we can sell any product of that website. Then we get commission on the product we sell. This is the smart way of digital marketing. In this



the website is promoted along with the products are also sold. Affiliate marketing earns commission only after the product is sold.

#### ➤ E-mail Marketing:

We can reach out to our customers through direct email about the new offers and discounts that the company is offering and also get feedback from the customers. There are many other methods of digital marketing. But you have to choose the method from which you will get maximum traffic, visitors. So that they see your products and get more sales.

#### ➤ Apps Marketing:

You can find apps from all major websites in Google play store. In today's digital world everyone has a Smartphone and many people like to use apps for shopping, money transfer, online booking, news and social media. Keeping this in mind, the company makes apps and through that also does digital marketing in Marathi, English and other user friendly languages. Through apps people get more information and content etc.

#### ❖ Pros:

- Reduces cost prices for customers, cheaper in cost.
- Produces unique and relevant insights regularly.
- Digital marketing helps the customers to think on points as they lack in information.

#### ❖ Cons:

- In today's seller's market consumers have been cheated and exploited through price rise, black marketing, adulteration and misleading advertising, Information leak.
- It may lead to misleading advertising, malpractices of businessman, trusteeship, etc.

#### CONCLUSION:

Consumer is the origin of Modern marketing world, consumer is the originator of an organization, the Success and Failure of any business depends on consumers. Consumers are the pillars of economic development in any county as entire economy. All the production and manufacturing activities are undertaken by business organization only to give maximum satisfaction to consumer.

Every consumer should have adequate knowledge of product and services regarding quality, price, standard, etc. to select right products or any right service. This is all done by the advertising with the mode of digital path which is digital marketing.

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