

CONCEPTUAL FRAMEWORK OF DIGITAL MARKETING COMMUNICATION

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Abstract

Introduction of the study whereby it explains the impact of digital technologies on consumers, concept and characteristics of digital marketing communication and contemporary digital channels of communication. The chapter also gives the details of digital statistics of India and overview of Indian passenger car market covering its brief history and market share of major players. The chapter also explains the digital marketing trends in Indian passenger car market. The chapter briefly describes the purpose, significance, scope and organization of the study We develop and describe a framework for research in digital marketing that highlights the touchpoints in the marketing process as well as in the marketing strategy process where digital technologies are having and will have a significant impact. Using the framework, we organize the developments and extant research around the elements and touchpoints comprising the framework and review the research literature in the broadly defined digital marketing space. We outline the evolving issues in and around the touchpoints and associated questions for future research.

Keywords

Digital marketing, Digital Marketing Communication, Online communication, Internet, Mobile Phones

Introduction

Digital marketing as a concept is used differently by different people. Many times it is used synonymously with „internet or web marketing“, „e-marketing“, „ecommerce“ and „e-business“. Although, these terms are inter-related, yet there lies a difference among all the terms (Rowan, 2002). Internet marketing refers to the promotion of goods and services over internet requiring a real time live internet connection (Hanson and Kalyanam, 2007). E-business is a broader term that deals with application of technology in business“s internal

processes and transactions with third party. It involves e-commerce which represents its commerce side and e-marketing which includes its marketing side. E-marketing also known as „electronic marketing“ makes use of internet and digital technologies and involves the promotion of goods or services through electronic methods or media (Hoge, 1993). Rowan (2002) defined e marketing as practice of using information technology for completing the marketing process that involves creation, communication and delivery of value to customers along with managing customer relationships (Lamb, Hair and McDaniel, 2001). E-commerce which reflects the commercial side of the business refers to buying and selling using the internet and involves the financial transactions using electronic media. The term „digital“ can be defined as a data transmission technology which is finite and non-variable in nature (Kaufman and Horton, 2014). Digital is expressed in contrast to „analog“ which is a continuous data transmission technology. Internet remains at the core of digital marketing due to its easy integration and compatibility with various digital devices like mobile phones, tablets, watches, TVs and many more (Smith, 2011).

Literature Review

Gehrt, Rajan, Shainesh, Czerwinski and O'Brien (2012) did the empirical study to explore Indian online shopping (being an emerging economy), using shopping orientations research. Questionnaire survey method was conducted for identified online respondents of consumer panel members. Through this study, three online shopping segments were identified in Indian scenario; value singularity, quality at any price, reputation/recreation orientations.

“The unique thing about marketing through digital channels is that it goes way beyond messaging. Given all the ways brands can connect with consumers online, whether in social environments, via mobile apps, paid media, blogs, etc., each interaction leaves an impression of your brand. So in many respects, digital is marketing.”

Rachael Marret SVP, Customer Engagement at Carlson Rezidor Hotel Group

“What truly defines successful digital marketing is an agile framework that integrates three basic elements that might be more internally focused: people, process and technology.

PEOPLE (influencing behaviour change internally while creating a compelling call-to-action or experience for the targeted audience)

PROCESSES (investing in continuous improvement/change management to evolve the marketing platform)

TECHNOLOGY (disciplined approach to technology adoption)”

Jon Orton ([in/jonorton](https://www.linkedin.com/in/jonorton)) Director, Marketing Operations at Uponor

Digital marketing starts with really rich content that people actually care about – including killer images. Then it’s delivering that content when and where your customers want it in hopes they like it and tell all their friends and followers. And make sure they can see it on a device that they use everyday, especially the one attached to their hip. But above all, don’t overwhelm people with your sales pitch. Keep it simple and teach them something so they consider you a valuable resource not just a company pushing product.”

Research Methodology

The research approach and knowledge have been made through secondary data presentation. Unstructured interviews and observation have been used to check the reliability and concepts of the secondary data presentation.

Digital Marketing Communication

Marketing communication can be defined as an exchange process dealing with ideas, thoughts and information between two parties i.e. the marketer and consumers with the aim of achieving commonality (Smith and Taylor, 2004). Marketing communication is an activity aimed at conveying information like promoting a product, new product launch and community initiatives that a marketer wishes to share with public or customers (Kotler and Keller, 2012). Communication process is an organized and systemic activity in which message travels from the sender to the receiver(s) via some media or channel (Steinberg, 2007). A business must choose and invest in the most suitable channel keeping in mind the cost, benefits and communication flows. Today, with the expansion and universal acceptance of information communication technology, the most commonly used channels are digital relying heavily on internet and mobile network services and communication flows are digital packages including data, text, sound, images or combination of these (Corniani, 2006). Digitalization of communication channels has enabled corporate to build both the private and public channel of communication. Private channels have high development cost whereas public communication channels have very low development cost. Corporate are increasingly

using the public channels of digital communication which are not only less costly to set up and maintain but are also becoming very popular among the masses. These channels have the inherent capacity to profile target audience, track the activities of an individual, personalize, customize and generate feedback (Salehi, Mirzaei, Aghaei, and Abyari, 2012.). Digital technologies enable marketers personalizing the customer experience that ultimately leads towards an active interest of the customer. Active interest by the customer in digital communication represents shift towards pull communication, whereby target audience actively seeks the content or information rather than being passively subjected to the marketing communication. The Digital Marketing Institute, Dublin, Ireland explains digital marketing communication as an integrated, targeted and measurable communication with the customers by using digital technologies which in turn helps marketer to acquire new customers and retaining existing customers along with nurturing long-term and fruitful business relations with them. In simple words, digital marketing communication refers to promotion aimed at individual customer about the goods and services offered by a marketer over digital channels of communications (Ryan, 2014). Digital channels include computers, mobile phones, digital outdoors and digital TVs to name the most popular. Digital marketing communication refers to the interactive, targeted, individual and measurable communication about the products of the marketer with target audience made over digital media (Merisavo et al. 2007). Digital marketing communication keeping online marketing at its core essentially performs the function similar to its conventional colleague i.e. traditional communication. It appeals customers, appraises them about the new updates, influences their decisions and upholds their satisfaction as its supreme objective; but its ability to customize and personalize the communication as per target customers" needs gives it an upper edge over traditional media (Hawks, 2015).

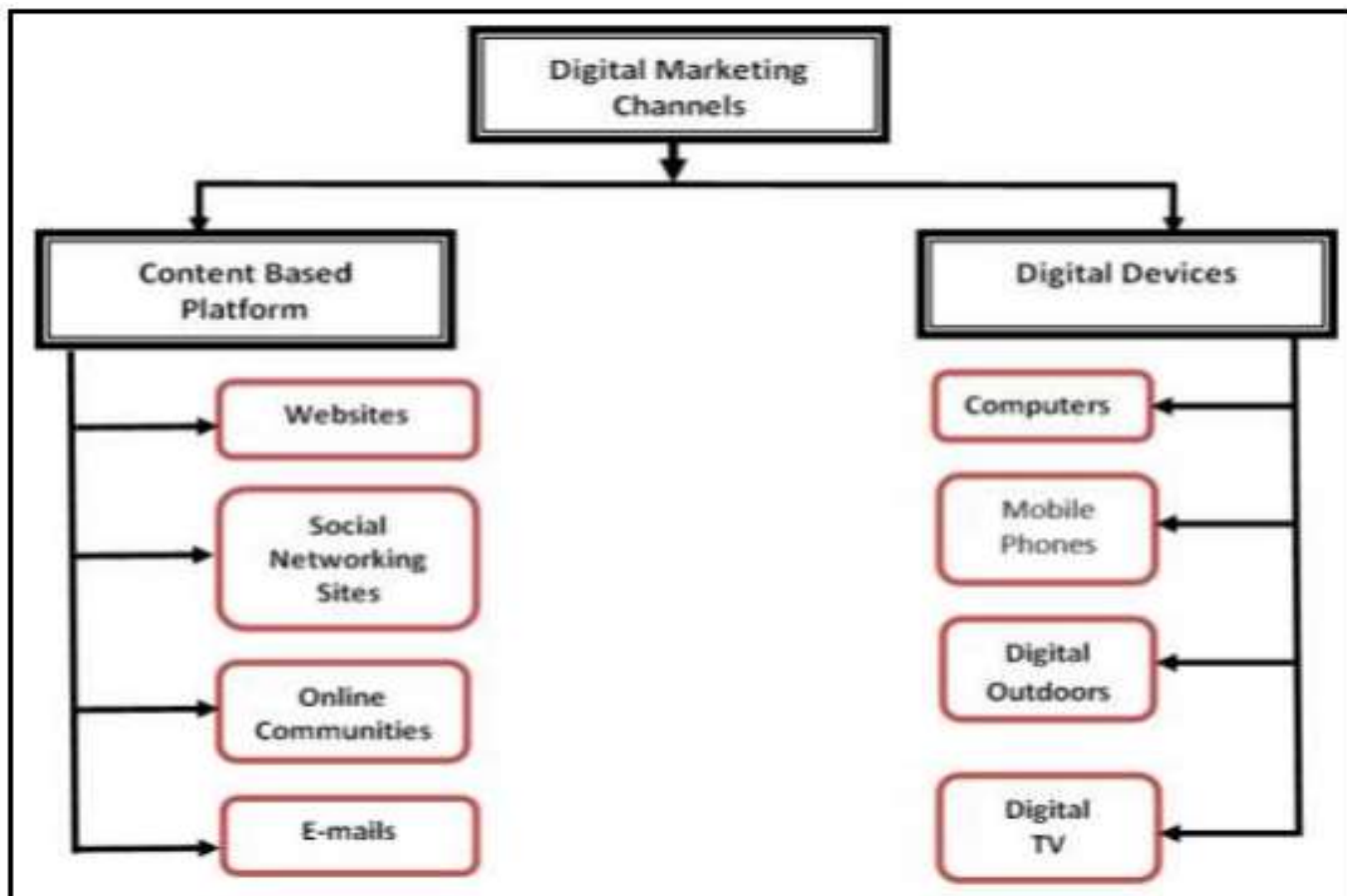
Digital marketing offers huge quantity of information to consumers which allow consumers instantly accessing the unimaginable information sources. Digital marketing communication is also interactive (Deighton, 1996). Interactivity deals with two way communication between marketers and consumers. Digital communication aims at establishing a dialogue which enables marketers to effectively respond to the queries of individual customer by knowing their requirements. Unlike traditional marketing digital communication enables individual targeting also whereby individual customer can be reached via his/her preferred channel of choice with a tailored message. Measurability of the digital medium allows marketer to track

the important parameters related to consumer behaviour which deals with the keywords used for searching information, type of digital channel used to obtain information, time spent on particular website, frequency of visit, sharing of digital content, amount and time of purchase, details of conversion, demographic details and others (Ryan and Jones, 2012). The tracking is made possible by use of many analytical tools available in the market with „Google Analytics“ being the most popular. Digital marketing communication is very cost effective in comparison to traditional marketing. Digital communication can reach more number of people than the traditional marketing communication at a very reasonable cost. Digital marketing techniques which include content marketing, MMS, SMS, search engine optimization, search engine marketing, social media marketing and channels like websites, online forums, e-mails and others are not very costly to create and maintain. Moreover, advertising over digital platforms are usually charged as per pay per click method which is also more cost effective than traditional commission method. Digital communication also benefits the marketer many folds apart from being cost effective. It enables the enormous amount of data collection for the marketer as every individual action like click, stop, listing or interaction over digital channels can be tracked. Media effectiveness can also be easily measured over digital channels. Customer profiling can be easily done over digital channels which leads to long-term valued relationship with the customer (Ryan, 2014). Digital marketing communication empowers customers by allowing customers“ participation. Customers can connect with others sharing similar interests by accessing the link or communities created by them, leaving behind the barriers of time and space. Digital communication offers customers an environment in which they can initiate the conversation with the brand and pull the content of their choice. Digital mediated communications enable the marketers to cultivate intimacy with the customers and foster the strong customer relationship management. Marketers can identify their customers before they make the purchase, thereby making them addressable.

Digital Marketing Channels

Wertime and Fenwick (2011) in their study listed various modern digital marketing channels used by the marketers namely the websites, social networking sites, YouTube, online communities, e-mails, mobile phones, digital TV and digital outdoors. However broadly classifying digital channels into content based platforms and digital devices can further simplify the understanding about digital marketing channels. Content based platforms include

websites, social networking sites, online communities, e-mails and others. Digital devices include computers mobile phones, digital TV, digital outdoor and others. Fig. 1.1 depicts the major digital channels of contemporary era



Online Communities

Online communities also known as „message boards“ or „internet forums“ refer to web-enabled and supported discussion sites where-by users can converse with one another in the form of posted messages (Armstrong and Hagel, 2000).The members primarily interact with each other via internet. Customers have the freedom to choose and become a member of online communities. Generally members in online communities interact via social networking sites. However, they also share their opinion in specifically crafted forums, discussion boards, chat rooms, blogs and comment sections of news sites. Online communities can be formed by the enthusiast customers, marketers or third party. Consumers exhibit lot of faith in the online communities as members appreciate the experience of other community members. Online communities“ provide a convenient platform for likeminded people sharing common interest

(Chen, Wu and Yoon, 2004). Members of the community can interact with each other via instant messaging, chat rooms, forums, e-mails, social networking sites and discussion boards. Online communities can be free or owned depending upon the control over the content. Free communities are built using existing free social networking sites like „Twitter“, „Instagram“, „Facebook“, „Snapchat“, „Google +“ and many more. Free online communities don't offer greater control over the content to the marketer. Moreover, built-in membership of the existing social networking sites doesn't necessarily mean the common interest held by the community. Owned communities also known as „forums“ are generally owned by the marketer wherein stricter control over content can be exercised by the marketer. Online communities especially the owned communities can be really productive for marketer in maintaining strong relationship with its customers (Lefever, 2003). Owned communities have also been instrumental in making word of mouth campaign successful with the help of strong customers“ analytics (Chowdhury, 2016).

Emails

Emails were probably the first real manifestations of internet. Emails have been an important digital marketing channel for marketers to engage with the customers. Email refers to a message distributed electronically from one computer user to others over communication networks. However new digital devices like smartphones, tablets, digital TV also have the capability of sending these messages due to their technological capabilities. Initially emails mainly contained text based messages, but now audio video and graphic files can also be sent easily via e-mails. Emails can be sent to an individual or group of individuals. Mail chimp is one such company that sends a billion mails every day (Finley, 2016). Simple Mail Transfer Protocol (SMTP), an internet protocol, is used for sending the emails over internet along with „post office protocol“ for receiving emails (Techtarget, 2007). Email acts as a great marketing tool for marketers for obvious reasons of precise targeting, easiness and cost effectiveness (MacDonald, 2016). Moreover, key metrics like open, conversion, delivery rates and clicks are easy to measure with the help of special tracking software available in the market like „Google Analytics URL builder“ (Chaffey, 2016). A well-crafted email highlighting the unfulfilled needs and present in the product as a solution to these unfulfilled needs; can emerge as a wonderful marketing strategy.

Mobile phones

Mobile Phones Penetration of Mobile Phones started exploding in mid-90s in developed countries. Initially feature phones made use of Short Messaging Services (SMS) and were successful in communicating the marketers' messages to the target audience. Emergence of smartphones having the capabilities of advanced mobile operating system combined with other features of hand-held devices revolutionized the digital communication process. Smartphone market has seen significant growth since the year 1994 wherein „IBM Simon“ was launched (Ai et al. 2008) which was equivalent to a smartphone, but was not officially called a smartphone. „Phone Writer Communicator“ of „AT&T“ company was officially called the first smartphone (Sager, 2012). All smartphones were working on „symbian“ platforms offered by „Psion Corporation“ till the year 2007 when „Apple“ launched „iPhone“. HTC in 2008 released „HTC Dream“ built upon android operating system. „Android“ gained immense popularity after 2010 and now dominates the mobile operating system market. Most of the modern day smartphones can access internet, have touch screen user interface, LCD or LED screens, play music, take pictures, receive and send e-mails, connect socially and run third party apps.

Limitations of Research:

- 1, Data is collected at a single time point.
- 2, Its only depends on secondary data.
- 3, Generalization of the results of the study is limited

Conclusion

Digital marketing communication is directed to profiled targets, which are active in the communication can be easily and cheaply measured; digital communication flows are diffused at costs that are getting lower and lower, but it asks specialized and deep competences to communication managers. The ease in the flowing process granted by digital technologies is also the main negative aspect of digital communication. It is impossible to control digital flows in all their effect and contacts and this communication process. Every communication flow can ask for an information answer from the market. This opportunity grants immediate feed-backs and feed-forwards, so that digital limit opens the door to competitor actions and to “rumors

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