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A Study on Recent Trends in Digital marketing

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Abstract

Marketing is an ever-changing idea. It changes to reflect the prevailing market trends. It has taken on multiple dimensions since humans began to recognize its significance. Initially, the manufacturing Concept—which focused solely on the manufacturing of goods—was conceived at the outset of capitalism. Customer satisfaction and experience are now its main priorities. One of the most successful marketing methods among the latest trends is digital marketing. Because of the shift to online mode during COVID-19, it has gotten worse. All businesses, from neighbourhood merchants to the educational system, are reaching their clientele online. This essay provides a definition of digital marketing. What are the newest and developing trends in digital marketing?

The rise of interactive content, like surveys, quizzes, and augmented reality experiences, to increase engagement and produce engaging brand experiences is another noteworthy trend. Concerns about data privacy and the introduction of more stringent laws like GDPR have also compelled marketers to conduct their business in a more ethical and transparent manner. It's still crucial to optimise for mobile-first experiences as mobile usage keeps rising. These patterns show that marketers need to quickly adjust to a more dynamic and data-driven environment in order to remain competitive and relevant in the rapidly evolving digital landscape.

Keywords: Customer experience, digital marketing trends, and digital marketing tactics.

Introduction

The technique of using social media, email, mobile applications, and SEO to sell and promote goods and services is known as digital marketing. The term "digital marketing" describes the practice of promoting goods and services online. Brands and companies now employ technology for marketing in a different way since digital marketing developed in the 1990s and 2000s. As customers increasingly select internet services over physical locations, internet marketing has been successfully integrated into daily life and marketing techniques. Marketing, as well as e-commerce, social media, email, display advertising, e-books, optical disks, search engine optimization (SEO), search engine marketing (SEM), and campaign marketing, are all part of the everyday digital marketing efforts of today. It also includes non-internet-based gadgets like mobile phones (including SMS and multimedia message services (MMS)), televisions, and call-backs. Even though digital marketing has only been around for a few years, previous pandemics have highlighted its importance and impact.

Objective of the study:

- To provide an explanation of digital marketing.
- To understand and discuss current trends in digital marketing.

- To ascertain the benefits of each digital marketing trend and how it helps to grow the customer base.

Literature Review

The most important tool for enterprises is the Internet (Yannopoulos, 2011). Furthermore, it is so potent that it can help revitalize the economy and open up amazing possibilities for governments to operate more effectively (Munshi, 2012).

Marketers now have more options to manage their websites and accomplish their goals thanks to the advent of new technologies (Kiani, 1998). Simply said, "achieving marketing purposes by applying digital technologies" is the definition of digital marketing. The use of technology to enhance customer awareness and better meet their demands is known as digital marketing (Chaffey, 2013). Online advertising is a potent marketing tool that helps businesses succeed by boosting traffic and creating brands (Song, 2001). Businesses have recognized the value of digital marketing as the globe changes. Businesses must use both traditional and online approaches to satisfy client needs if they want to succeed (Parsons, Zeisser, Waitman 1996). For both domestic and foreign businesses, digital marketing may be a big help these days. However, this is only feasible if managers are proficient in utilizing communication tactics to engage clients and improve their experience (Mangold, 2009). An organization's marketing communication plan needs to incorporate strategic integration tactics because of the growing dominance of the youthful audience's access to and usage of social media (Rohm & Hanna, 2011). Digital marketing has effectively increased sales income through the use of content creation, particularly for items that allow users to read reviews and leave comments about their own experiences. Online reviews have proven effective for companies when incorporated into their overall strategic marketing plan (Zhang, 2013). Online technologies are more influential than traditional communication methods, according to a study (Helm, Möller, Mauroner, Conrad, 2013). Businesses and marketing experts find that a positive user experience boosts self-esteem and happiness when people adjust to social media (Arnott, 2013). Consumers' online purchasing decisions are influenced by their online experiences (Cetină, Cristiana, Rădulescu, 2012).

Research Methodology

Secondary sources, such as websites, research papers, books, journals, etc., are where researchers gather data.

Current Trends in Digital Marketing

Following are some of the recent trends in digital marketing:

1. **An engaging website:** An Internet page that employs many software programs to give the user a rich, interactive experience that is, one that makes it easier for them to interact with the site—is called an interactive website..

Benefits:

- Developing interactive websites can greatly benefit the business and draw in the target audience.
- It allows the user to explore every option on the website and spend as much time as possible there. Experience-based brands must use these kinds of marketing strategies.
- This technique can also be used by brands that provide products with multiple images to display a 3D object of their product.
- Developing cutting-edge websites will assist firms in growing their clientele.

Example: HBO: In August 2016, HBO created an interactive website to promote their hit television series, Game of Thrones. Fans were treated to a treat where they could vote for their favorite character to lead the great conflicts in their next series and search for their favorite character. The advertising was a huge success. Approximately 17 million people voted. The "campaign trail song" had over 112K plays, and they even made a short video called What We Believe | #GOT2016, which managed to get over 500K views!

2. **User generated content:**

The user creates and publishes content about the product online, including text, audio, video, and image content. User-generated content (UGC) is sometimes referred to as user-created material for this reason. Why is it so successful? Because people are more likely to trust one another than they any other brands. More than 60% of consumers trust or are influenced by other people's opinions about their own photos, according to many surveys, compared to those shot by vendors.

Benefits:

- It can increase participation across different communities;

- It can obtain more authentic and pertinent information from frequent consumers;
- It transforms a devoted client into an automatic brand advocate.
- It reduces marketing expenses for businesses and increases client satisfaction.
- Also, plays a major role in increasing brand awareness and expanding the user base.

Example: Pillsbury: Pillsbury makes use of contests for its online recipes. What's great is that once the contests are over, the brand can collect the material to use for future marketing services.

3. Augmented Reality:

Has it ever occurred to you why Byjus' instructional videos are so captivating? How does Google simply make imaginary items come to life? AR, or augmented reality, is thankful. This technology allows users to use a mobile handset or any other camera-equipped device to superimpose virtual 3D things onto their real-world reality. The interactive real-world environment is experienced. However, it only merges the virtual and physical worlds; it doesn't produce a new dimension. Through augmented reality, users can engage with virtual items in the physical world. In an effort to keep ahead of the curve, businesses have already begun incorporating augmented reality (AR) into their marketing strategies. This element ignores the goal of providing customers with novel experiences. For this reason, many businesses are unable to successfully implement it. The goal and needs of the customer must be kept in mind when implementing augmented reality features. An AR campaign may be able to reach and engage consumers at a very high level if it is properly planned and executed

Benefits:

- It can alter the entire customer experience; it is a novel and innovative strategy to use.
- AR has a significant impact on a consumer's purchasing decisions.
- It can be used in any industry, such as education, e-commerce, or any business that sells Products. Google, Lens kart, and IKEA are just a few of the companies that have successfully adopted it.

Example: Google: "There are situations when it's difficult to define what we're looking for in a search box. At other instances, we are concerned with words specifically. Google Lens will help you

if you simply point your camera at it, the company promises.. Through Google Lens, Google Maps, Google Search, and a few apps that are enabled and available for download from the Google Play Store (Tiktok), Google began providing its users with ARVR services. In Chrome, it allows the user to search directly into their space or insert a 3D digital object from the page. With a stronger sense of context and size, it assists the user in learning and comprehending anything from space to aquatic animals like sharks and whales.

4. Phygital Marketing:

In order to improve the customer experience, this approach combines the two most crucial elements of physical and digital marketing. The combination of digital and real-world experiences for the consumer's benefit is known as "phygital marketing." It has to do with effortlessly combining marketing initiatives in both online and offline environments. It is significant because physical marketing is proven to be crucial to brick and mortar stores' survival, particularly during the COVID-19 pandemic.

Benefits:

- It combines digital and physical marketing strategies, which expands the market and reach.
- It can be used in any industry, including retail and education
- **Example:** Nike has consistently experimented with marketing strategies to provide their customers with unique experiences. Since the summer of 2018, Nike has been experimenting with a new kind of neighbourhood-focused pop-up store. The local data analysis of their LA Nike Plus members was taken into consideration when designing this store in Los Angeles. The members were later notified of the findings, which included the creation of product lines tailored to individual stores and the products available in-store. Users of the Nike app may text the store to access curb side returns, schedule a product trial, reserve items for pickup, and redeem in-store rewards.

Conclusion:

We can argue that, as we have already discussed, digital marketing has made it possible for every industry to connect with its customers, particularly during COVID-19. It's changed to fit the times. The most effective tool for even physical

retailers is digital marketing when combined with traditional and virtual techniques. We may draw the conclusion that vendors can improve their customer reach and brand awareness with the correct implementation and digital marketing.

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Conflicts of Interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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