

Digital Marketing as Effective Communication Tool

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Abstract: The key digital marketing processes help businesses successfully complete their mission. These include: identification of the opportunity, development of new products / services, customer attraction, customer retention, promotion of loyalty, order fulfillment, feedback and satisfaction rating. These several aspects help to establish long-term contact with the client, which is perhaps the most important component of the business. But even with a loyal customer base, it's important to keep in mind that it is necessary to ensure the quality, innovation, and the necessity of goods and services, so that both parties are maximally satisfied. In this context, we should not forget the four most important digital marketing pillars: site content, digital advertising, mobile devices and social networking opportunities. The article analyzes digital marketing concept, digital marketing tools and digital marketing strategy.

Keywords: Internet, digital marketing, digital marketing strategy.

INTRODUCTION

Internet users find and buy online a variety of products and services. They use online shopping for travel, travel insurance, clothes, books, computers, software, ordering financial or simple services, which has become a simple and fast way to shop. Some choose to buy online for convenience, others for a competitive price or a wider choice of products. In electronic stores, goods or services can be purchased from anywhere in the world and at any time of the day, when convenient.

You can spend as much time as possible in the e-shop for the customer to properly get acquainted with the product. Also, here are detailed descriptions of goods or services, detailed photos, recommendations and reviews from other customers. Not every seller in the real store could provide so much detail. For convenience, quantity of information and competitive prices, people often choose to buy online. The purpose of article to analyze digital marketing as effective communication tools.

Digital marketing definition

The Internet has become one of the most important markets for transactions of goods and services. Digital marketing uses social media sites that increase your online presence and promote products and services. Social media sites are useful creating social (and business) networks and exchange ideas and knowledge. One of the goals of digital marketing is to reach your target audience at the right time and in the right place. This means that users need to get where they spend most of their time. It is therefore obvious that the marketing process needs to be transmitted to the internet. Thus, digital marketing has been pushed out of traditional marketing by corporate communication. The shortest but very clear definition of digital marketing might look like this: it is any marketing tool that exists in the digital world.

Digital marketing tools

Digital marketing agrees from digital advertising, your business website, email, mail marketing and many other tools and tactics.

Measures digital marketing

Website

Website is one or more interrelated pages. Always have a home page that is accessible via the website's web address and / or IP address. The website is usually hosted on one server, individually, group or organization prepared and maintained as a set of information [15]. Most of the users on the websites are subject to the following requirements:

- Clarity
- Easy to use
- Easy communication
- Fast and smooth operation.

More and more people go to the store for convenient and convenient use of the website. Also, the high quality of a website influences customer decision making (Khan, Hashmi (2016)). The quality of the website depends on the service provided, the convenience, the pleasure of using the site and the quality of service [9]. The quality of the service involves the web-based support provided by the website

owner: tracking purchase orders, fast response to questions, handling complaints, and providing feedback to the client. It is very important to constantly improve the website by adapting it to the needs of the clients in

order to gain more benefits, as it can be argued that the quality of the website's website has a significant impact on the company's online commerce.

Table-1: Definition digital marketing

Author	Definition	Highlight
Stephen, A., T. [12].	„Marketers have responded to this fundamental shift by increasing their use of digital marketing channels. In fact, by 2017 approximately one-third of global advertising spending is forecast to be in digital channels. Thus, future consumer marketing will largely be carried out in digital settings, particularly social media and mobile. It is therefore necessary for consumer research to examine and understand consumer behavior in digital environments. ,	Future consumer marketing will largely be carried out in digital settings
Yasmin, A., Tasneem, S., Fatema, K. [7].	„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.“	Used to promote products or services and to reach consumers using digital channels
Durmaz, Y., Efendioglu, I., H. [5]	Digital marketing, in fact, is very much different from the traditional marketing (Varnalı, 2012:39). Since the conditions of digital marketing is different, brands which cannot be rivals under normal conditions can be rivals to one another. Digital marketing aims to serve customers as quickly as possible and expects guidance from customers instead of trying to change their perception like traditional marketing. Through digital marketing, customers can easily and quickly reach products and services and have an opinion about them by comparing similar products, and therefore, speed up the purchasing process.	Digital marketing aims to serve customers as quickly as possible and expects guidance from customers instead of trying to change their perception
Atshaya, S., Rungta, S. [1]	Digital marketing as a term means digital commerce. „With increasing use and importance of technology around the world, digital marketing has become more widespread, its importance and efficiency are increasing rapidly. Digital commerce uses all electronic or electrical gadget channels or electronic media for the promotion of goods, services or brands.“ Digital marketing also helps organizations or institutions analyze marketing campaigns as they help maintain a record for all campaigns, helping them evaluate the effectiveness of each campaign. Digital marketing saves the number and duration of individual ads, posts, etc., as well as its impact on sales, thus taking into account its overall impact.	Digital commerce uses all electronic or electrical gadget channels or electronic media for the promotion of goods, services or brands.
Brigham, E.S. [3]	Through digital marketing ... "Brands can now be direct sellers, content makers, bloggers, tweeter and even friends, without having to rely on the media to deliver those messages. Users can search for these brands, link them through social networks, write about them, and instantly let all of their friends know what they think about what they are planning to buy. "	Digital marketing helps brands can now be direct sellers, content makers, bloggers, tweeter and even friends, without having to rely on the media to deliver those messages.
Sathya, P. [10]	„Digital marketing is the sale of goods and services using digital technologies, mainly on the Internet, but also on mobile phones, video advertising and any other digital media.“	Digital marketing is the sale of goods and services using digital technologies
Çizmeçi, F., Ercan, T. [4]	„New communication tools emerging from the development of web technologies are called "digital communication tools." When it comes to digital communications, it's Facebook, Twitter, Instagram and similar social networks that are used on online and virtual platforms, such as websites, microblogs and search engines. With the emergence of new communication tools, communication tools already in use are called "traditional means of communication".“	New communication tools emerging from the development of web technologies

Blog (blog) posts

"A blog (blog shortening) is a discussion or informational site published on the World Wide Web, which consists of discrete, often unofficial, blogging style posts ("posts"). Messages are usually displayed in reverse chronological order, so the first one appears at the top of the web page first" [23]. By 2009 The blogs were usually quotes from one person, often a small group, and often covered a single topic or topic. In 2010, he created "multi-author blogs" (MAB), which had many authors and sometimes professionally edited. The growing volume of online blogging is the financial support of temporary publications, other media, universities, expert groups, advocacy groups and similar institutions. The emergence of Twitter and other "microblogging" systems helps integrate MAB and one author's blog into the media. A blog can also be used as a verb, that is, to maintain or add content to a blog.

E-books

"An electronic book (or e-book) is a book published in a digital form, consisting of text, images, or both, readable on the flat panel display of computers or other electronic devices. Although sometimes defined as "an electronic version of a printed book", some e-books exist without a printed equivalent. Commercially produced and sold e-books are usually [dubious-discuss] intended to be read on dedicated e-reader devices. However, almost any sophisticated computer device that features a controlled viewing screen can also be used to read e-books, including desktop computers, laptops, tablets, and smartphones" [18].

Social networking channels (Facebook, LinkedIn, Twitter, etc

A social network is a social structure in which individuals or organizations interact with each other based on common values, ideas, interests, financial exchanges, friendships, relationships, sexual relations or even conflicts, transmission of illness, etc. In each space, whether professional or family, we create our weak or strong social networks. If the links between the elements of the social network are strong, they can affect many things, say a good employee, have a strong social network, leave the organization, and bring the network together with them, causing significant losses to the organization. When the Internet cometh, communication with the help of the Internet comes into being - thus, the social space also moves into the virtual space. The Internet can both help to expand and narrow those social networks. Its importance in human social processes is increasing (distance learning, online shopping, online payment, etc.) [17].

Electronic leaflets

Properly selected paper will give you vitality to your flyers, booklets and posters. Do you promise to

use them for a long time? Are they for short-term and non-binding communication to keep or use for a long time every day until you replace them with new ones? Digital printing will be useful if you want to give the printed information individuality. With this print, you can specify a specific name or message for your target users on the cover. The quality of the selected paper also determines the final image that should be positive in any case, especially when you use a lot of color photos in your print. In this case, you will achieve the best result in the selection of glossy paper, but the creativity will provide you with matt or even non-gloss paper for your creativity. Conversely, if you want to have as many different information as possible on a flyer, first think of it as easy to read. Choose less shiny paper for this purpose. The material of a flyer, booklet or poster depends not only on its longevity, but also on how your company will be appreciated by people who will keep this piece in their hands, so keep in mind that lamination, folding or clinging of the cover and / or page will make your prints exceptional. If the contents of the print and the information you are transmitting are important to you, do not save on these design techniques. You can not underestimate the cost, because just knowing the exact price, you can decide on the quality of the information presentation: whether it is the highest category of print, the designer's work, or simply a way for information to the general public. In order to create a product that fits your expectations and financial capabilities, you need to know exactly what you expect, the type of printing, and the layout technology. To distribute printed information by mail, do not forget about weight and size, since the shipping cost depends on the size and weight of the envelope [20].

Brand details (logo, fonts, etc.)

Brand can be a word or a combination of them, a symbol, a letter, a digit, a design, an emblem, a slogan, a spatial characteristic of the product itself (image, packaging, shape, color), which is marked and helps to distinguish between a person or a product belonging to the company (service) from another person or company belonging to the product (service). Brand is one of the elements of marketing and advertising. A brand with a reputable reputation brings significant benefits to its owner. Brand began to be used already in the Middle ages. It needed to be able to distinguish between craftsmen and merchants. The emergence of commodity labeling has simplified the accounting for production and trade and controlled the quality of goods. Some of the brand still in use have been around for over 100 years.

There is some tactics for digital marketing [14]:

Search engine optimization (SEO)

The process by which websites are optimized to appear on the first pages of search engines. Read what elements to use to optimize your website.

El. mail marketing

Company e-mail Email marketing is used to reach your potential customers. In most cases, e-mail sent by corporate companies advertises certain company-generated content, promotions, events, and more.

Content Marketing

A tactic in which users share useful content to increase brand awareness, website traffic, get leads from potential customers, and turn them into existing customers.

PPC (Pay-Per-Click) Advertising

A method to increase traffic to a website. The website owner pays for a click on an advertisement for where his website is published. The most popular means of advertising is GoogleAdwords.

Social Network Marketing

This marketing tactic is manifested in advertising your brand and its content in social networks for the same purposes as the above-mentioned tactics.

Affiliate Marketing

A tactic where an advertiser is paid a certain amount of commission for advertising certain products or services. If you have a business, you are likely to already use one of the above tools or tactics and you reach a certain part of your target audience on the Internet. However, if you think that some of your sites can further improve your digital marketing strategy, take advantage of our advice or contact us for free advice.

Digital marketing strategy planning

Most importantly, when planning a digital campaign - clear goals, a well-defined audience, insight, accurate message, appropriate tools for delivering it, impact assessment and evaluation of results. And the biggest one is the mistake that the most expensive company costs, and it is most tempting to stumble at the early stages of the project, which is only a little later. Suppose you target a non-target audience or rely on insights that do not really exist or have little potential. As stated Šegžda [13] marketing strategy is an organization management plan that is necessary for the implementation of the chosen goals and objectives. It provides the tools and techniques needed to reach the organization's purpose and purpose. Only those companies that have developed the original concept of development can operate effectively in the current market. World experience has proven that all firms work much more efficiently, having plans.

Table-2: Digital marketing strategy definition

Author	Definition	Hilight
Smith, K., T. [11]	„Digital marketing may be facing a black cloud on the horizon. There is mounting concern that consumers find some forms of digital marketing to be intrusive and, thus, annoying. Messages that interrupt a consumer’s online activity create feelings of ill will towards the brand. Past research confirms that consumers have developed negative attitudes toward digital marketing that they consider intrusive.“	Messages that interrupt a consumer’s online activity create feelings of ill will towards the brand. P
Bång, A., Hell, J. [2]	„The companies that have succeeded have combined its traditional marketing activities with new digital strategies. This has created synergy effects with the social media strategy that has contributed to the companies’ ability to compete. The ability to compete lies above all in the companies’ capacity to utilize the social media platforms capability to networking, both in an internationally and domestically context. It can be concluded that social media platforms does not have any country borders and facilitates the branding and networking process for companies working in an international environment.“	This has created synergy effects with the social media strategy that has contributed to the companies’ ability to compete.
Hudson, E. [6]	„Your digital marketing strategy is the series of actions that are going to help you achieve your goal(s) using online marketing. The term ‘strategy’ might seem intimidating, but building an effective digital strategy doesn’t need to be difficult. In simple terms, a strategy is just a plan of action to achieve a desired goal, or multiple goals. For example, your overarching goal might be to generate 25% more leads via your website this year than you drove last year.“	Digital marketing strategy is the series of actions that are going to help you achieve your goal(s) using online marketing.

Probably every entrepreneur understands that having a beautifully appealing website is not enough to

attract new visitors and to constantly return old customers who would generate the desired amount of

profit. As shopping and online services are gradually becoming the routine of every consumer, businessmen are forced to look for ways to make customers want to buy their products. For this purpose, digital marketing (digital marketing) is being used.

Digital Marketing Tips

Starting up can be difficult for everyone, but using these five tips to increase the number of customers and sales will make it easier [22]:

Advertising on social networks and search systems

Before you advertise on social networks such as Instagram and Facebook, be sure that you have developed a communication strategy for at least a few months. All communication must be directed directly to your target audiences, to the location where your store is located. You can access your local audiences using the right keywords and your store address. After each ad, be sure to analyze the results and decide which keywords are successful and which ones should be replaced by new ones.

Built the landing parts and actual loading

When a potential online customer sees your ad and clicks on it, you have to ensure that it finds what you expected before clicking on the button. That is precisely why you have to think carefully about the structure and goals of your landing page. More information on the landing page can be found here:

Return your web site

In order for a customer to purchase a product or service from you, you need to be constantly focused on the site. Always think about what's up to date, use the experience of successful businesses, follow the latest design trends and test everything on your website. By constantly sharing useful and interesting tips on your blog, you will increase the chance of your site appearing on top of the ranking of search engines. In addition to this, the most important thing is that your site adapt to the size of the screen, and customers can buy your products using all possible devices.

Build a link to your web site

You'll be surprised to find out how high quality links to your web pages can improve search engine performance and enhance your company's credibility in the eyes of customers. Of course, it's not possible to write daily to bloggers and influential, many followers who pray that they will mention your site in their messages. The best and now very popular way to get such people's attention is by sharing useful informations that are relevant to your business.

First, find out topics that should be interesting to your potential customers (Google Trends, Google Autocomplete can help). Then hire a person who can do this. Well, and when you have topical, beautiful looking

infographics, send them to the media, bloggers and many followers. If they decide to share this, your site will definitely be flooded with more traffic.

Seek digital marketing progress

Track and analyze all your digital marketing progress. Find out which communication tools have come up with the benefits of investing more and which, perhaps, are better off. Take note of the behavior of your target audiences in general, research them and, consequently, make changes to digital marketing.

Digital marketing is perhaps the most measured type of marketing, so the selection of indicators and formulas for the evaluation of digital marketing campaigns is huge. It is obvious that campaign evaluation indicators must reflect the goals set and the measures chosen, but there are some universal, suitable for the majority of campaigns to evaluate or at least benchmarks for the future [21]:

Total traffic to your site (All Traffic, Google Analytics)

How many visitors came to the site over a period of time. Does the number of visitors grow? Is growing as much as planned? Source / Medium outlines where visitors came from, and Acquisition shows the distribution of traffic from sources: organic search, direct visits, and more. Tracking traffic dynamics can help you spot your seasonality, for example, maybe your e-shop buyers like to shop during lunch? Late in the evening? Is the traffic to the site bigger in March or November? On Saturday or Monday? A good indication is the constant growth of the flow.

Traffic Channels (Acquisition, Google Analytics)

From which channel the visitor to the site came from? Google Analytics divides the channels as follows: - Direct visits include those visitors to your site who came to your browser with your website address coming directly to you. - Referral refers to those visitors to your site who came clicking on the link on another site and were directed to you. - Organic, natural stream (organic) is generated from those visitors to the site who found you in search by clicking on one of the search results. - Social attributes are those visitors to the site who come from social platforms. You can see an example here.

Conversions (Conversions, Google Analytics)

How many and what actions the website the visitor did. Traditionally, a conversion is considered to be a website visitor to a customer, such as an e-shop buyer. However, you should look a little wider, because conversion is not necessarily a purchase - the conversion may be a newsletter subscription, account creation, e-book downloading, etc. A low conversion may indicate that the site design is embarrassing, unattractive. Perhaps the offers do not seem

worthwhile, the site attracts incorrect traffic. Make sure the website design feels usability, and if you're sure the offer is important and fun for your target audience, check out if your target audience is actually on the site. Maybe you offer luxury cosmetics for teenagers who need half-yearly savings?

Bounce rate, Google Analytics

What percentage of site visitors left the site immediately after the first page. Different pages may have different bounce rates, and most often they must. The rejection rate is quite relative: on the one hand, a visitor to the site could come out because of the fact that he found all the information he needed for him, such as contacts, on the very first page and has already successfully used the service you provide. On the other hand, a high rate of rejection may also mean that the content of the site is uninteresting, unattractive, unreliable or too complex and difficult. A bounce rate can also help you determine if you're using a properly-prepared landing page - with two different landing pages, the A / B test can be used to determine which one is more attractive to a site visitor based on the targeting indicator. Of course, this is just one of several landing page valuation metrics, it should only be used with others, but some of these insights can be made. You can see an example of the Google Analytics Rejection Indicator here.

Search Trends (Google Trends)

What are the interests of the audience over a period of time. Searching for the terms "jogging", "computer", "boat rental," and so on can be seasonal - the trend set is worth comparing to the full and organic flow of the site, perhaps this is the reason why such a sharp change is seen in the comparison between this and the previous month's results. . Maybe in April of this year it is necessary to compare not with the March this year, but with the pigeon? Trend evaluation can be used to optimize your campaigns by refusing less relevant keywords for the time being and paying more attention to the most important keywords in the budget.

New and Returning Visitors (Google Analytics)

Growth of new visitors represents a successful, broad-based audience. Returning visitors to the site indicate that the site is attractive to be able to communicate with the benefits, and may indicate that the newsletter campaigns are successful to properly reuse advertisements.

CONCLUSIONS

Digital marketing can be practiced by both professionals and business people themselves. However, it is important to keep pace with the development of new ideas and follow the trends and competitors' steps. Having a solid idea, strategy, and the right choice of advertising channels, businessmen have great chances to achieve the maximum desired results.

Effective communication requires a strategy based on statistical data and analysis. Then you need to think about the goals of communication, texts, and keywords. The visual content required to enhance them is now hard to do without exclusive, individual photos or videos. Effective social networks are not possible without the correct use of advertisements; therefore, it is necessary to constantly monitor the situation, optimize campaigns and maximize the result.

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