

SHIFT FROM TRADITIONAL MARKETING TO DIGITAL MARKETING

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Abstract

As we all know, the COVID -19 pandemic is spreading day by day all over the world. The stock market is falling, and many countries' GDP annual growth rate has become negative. Companies are laying off their people from work due to losses in the business. People are forced to work from home; COVID -19 has impacted our lives. People are spending more time online now more than ever, rather than in the workplace or park areas. According to Forbes magazine, as the coronavirus pandemic has placed most of the world's population under lockdown, internet hits have surged by 50 to 70 per cent. Digital marketing has become a broad platform after COVID -19 for business because, during this pandemic, people are at their homes. Digital marketing is the utilisation of electronic media by marketers to promote products and services in the market. Digital marketing is one type of marketing used widely to promote products and services and reach customers by using digital channels. Now the question arises of what role has been played by Digital Marketing in the life of consumers, producers and marketers. What effects have we seen during this time on marketing strategies? How Digital marketing is different from traditional marketing. Many factors, not only COVID -19, make digital marketing broad.

Keywords: Digital Marketing, Traditional Marketing, COVID-19, customers

Introduction:

During the pandemic period, the digital marketing area becomes broader. But we can say that as time passes, digital marketing has acquired an important place in our lives rather than traditional marketing. Previously traditional marketing was widely used all over the world. But the change in technologies has changed the position of conventional marketing. The role of digital marketing has become wider now. It helps companies spend their marketing budget effectively in their marketing activities and functions. It has become easy now to find customers and retain them with the help of regular reminders in digital marketing. With social media, companies can easily reach customers interested in their products and services. It helps in eliminating the hindrances related to place and time. During the pandemic phase, traditional marketing methods make it challenging for the company to advertise to the people looking for your products or services because people avoid physical contact and even stop purchasing newspapers and magazines. Digital marketing, however, allows you to focus on the people interested in your products and services.

For example: If a company post a Billboard on a highway, the company are targeting anyone who uses the highway, whether they want your products and services or not. But with the help of digital marketing, a company running a Pay Per Click campaign can target people specifically who are interested in the products and services of the company.

Traditional Marketing:

It has been a prevalent form of marketing in previous years. It includes Bill Board, Hoardings, Newspaper, Magazines, Television, Radio etc. But now, it has become a conventional fashion. People now want to check and look at everything on their mobile phones before purchasing. Like on paisabazaar.com provides us with a service to compare different premium prices. In traditional marketing, static channels and media platforms are used. However, it is based on various factors what option the company should use for marketing their products.

Forms of Traditional Marketing:

1. **News Paper:** It is also a part of print media advertising. In this kind company used to print advertisement in the newspaper. Today, there are still some people whose morning starts with tea and newspaper. They usually read newspapers to learn about the happening of the surrounding. In the newspaper, we can see several small advertisements related to different kinds of products and also a separate page for notices related to recruitments.
2. **Magazines:** It is also a type of printed media, but these are not published daily like newspapers but on a weekly, monthly and annual basis. There are some famous magazines named India Today, Pratiyogita Darpan.

3. **Television:** Television is the most popular form of marketing because television is an inevitable part of every house. Free people spend most of their time in front of the television. On television, we can observe different channels like news channels, kid channels, serial channels etc. Also, we can watch women related products advertisements in between serials and kids related products advertisement on the kids' channel, for example, "Kinder Joy" Advertisement we can see continuously on cartoon channels. While Perfume and deodorants are related to men, we can watch in between cricket matches.

We cannot say that COVID -19 is the single factor for this change, but a significant role has been played by covid-19. Many other elements are also responsible for this journey from traditional to digital.

Factors:

1. **Change in Technology:** As time changes, New technologies comes in developed countries with continuous invention, and after that, it is adopted by other countries. That's how the circle rounds.
2. **Busy Life:** Now, in most households, men and women work to make life easy. In their busy schedules, they don't have enough time to go to stores physically and bargain about the quality and prices.
3. **Attachment with electronic devices:** People are heavily dependent on electronic devices. Nowadays, no one wants to leave their phone, laptop from them even for a second. So it becomes easy to order products and have shopped with the help of the internet and sites.

As we all know, many places are locked down because of this pandemic, so digital marketing plays a vital role here. Digital marketing is a widely used type of marketing to promote products or services and reach consumers using the digital channel. Digital marketing extends beyond internet marketing, including media that do not require the use of the internet. It includes mobile phone marketing via SMS & MMS, social media marketing, display advertising, search engine marketing. Through digital media, consumers can access information anytime and anywhere they want.

Role of digital marketing to customers:

1. **Gives Information:** Digital marketing technologies helps the consumers to stay updated. Nowadays, during the pandemic, many customers can access the internet any place at any time & companies also update information about their products & services timely.
2. **24/7 shopping:** There is no time restriction to buy a product online for customers in the digital world. But in departmental stores, consumers have to consider working hours. But with the help of digital marketing and online trading makes it easy access to everything.
3. **No need to go out: (STAY HOME, STAY SAFE)** those companies who had not yet used digital platforms for marketing but nowadays they also provide accessible access facilities to their customers. Because people are suggested to stay at home.
4. **Easy comparison with others:** Now, consumers can't visit several different retail outlets to learn about the product and services because of restrictions under lockdown. With the help of the internet, customers can compare products and services. This is all possible because of digital marketing.
5. **Aware of offers:** Digital marketing makes customers aware of the recommendations provided by a company on their products, and also they can quickly achieve it.
6. **Apparent Pricing:** The company shows the prices of products and services through a digital marketing channel, making prices very clear and transparent for the customers. The company may regularly change the prices or give unique.
7. **Gives Review:** Customers can give ratings and reviews about products and services. Other customers also can decide after watching the thoughts.

Various elements of Digital Marketing:

1. **Email Marketing:** When a message about the products and 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, build brand and customer loyalty, build customer trust, and make brand awareness.
2. **Pay Per Click:** It 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 a company's ads since it brings low cost and greater engagement with the products and services.
3. **Online marketing:** It is an essential part of digital marketing. It is also called internet advertising, through which the company delivers a message about the products and services. It provides the content and ads that best match customer interests. Companies pay a lot of money to make their product on the most viewed list.
4. **Social media marketing:** This is one of the most critical marketing channels. It allows people to create and exchange ideas, information, and pictures about its product or services. Anyone can start their own

business online without physically storing more stuff with them. For example, Business accounts on Instagram.

5. **Text message marketing:** It is a way to send information through messages about the products and services from cellular and smartphones. A company can send data through SMS and MMS. For example, if we order something from www.amazon.in. It provides time to time information from packaging to shipping to delivering with the help of text messages to our registered phone numbers.

Conclusion

Because of the COVID-19 pandemic, the digital marketing area has become broader. Those who are not using it in everyday situations are also involved in digital marketing. Change is the rule of nature. Because of this pandemic, people are going to habitual with online purchasing, and also it becomes reliable for customers.

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