



ANALYZING THE EFFECTS OF DIGITAL MARKETING AND SOCIO TECHNO BUSINESS METHODS

Deepak Dashora

Research Scholar, JRN Rajasthan Vidyapeeth University, Udaipur, Rajasthan, India

Abstract – In most common words digital marketing refers to advertising transported through digital channels such as search engines, websites, social media, email, and mobile apps. While this stint covers a wide range of marketing actions, all of which are not unanimously agreed upon.

Key words - Digital, technology, business, marketing.

I. INTRODUCTION

The digital technology spread at the social platform through its easy approachable mechanics it becomes and called socio techno method for marketing in digital world which is fruitful for the any business plan. In recent years the profile-raising tools of marketing have become significant weapon to compete in business environment. The introduction part of the present research study will have its focus on recently established promotional tools and will try to clarify the idea of traditional and modern means of promotion. It will explore the knowledge about how these promotional tools have come into existence and affected not only the business but the society at large. Also that these means to do business has provided altogether with a new type of platform to every individual in the society.

In the last decade world business environment has faced a aggressive competition and with the introduction of notion of liberalization and globalization the level of competition has lifted to an unexpected level. As a result of liberalization and globalization the novel ways of doing business across the national boundaries have come into survival. Foreign direct investment, franchising, joint venture, mergers & acquisition and strategic alliance are some of the strategies that have come into use for entering the foreign markets. On the one side foreign firms are trying to cover larger market share in foreign markets by taking advantage of low cost production technology and economies of scale and on other side domestic firms are looking for ways to safeguard their position to survive in competitive atmosphere.

II. RESEARCH GAPS IDENTIFIED IN THE DIGITAL MARKETING AND REQUIRED UPDATING OF THOUGHTS

The proposed research will try to fill up the missing components in the previous research literatures. This research will try to give knowledge of old and conventional methods of marketing, to create awareness about the modern social techno promotional methods of business world today, the need for their advent, the advantages offered over traditional marketing mediums, which have not covered well in the past studies. It will also help in identifying various tendencies emerged by time and in analyzing the future potential of new promotional strategy. Steps shall be taken to identify the gaps and to focus on the opportunities for further growth in the modern marketing methods and techniques.

III. SIGNIFICANCE OF THE STUDY FOR MAKING DIGITAL MARKETING A FRIENDLY SCOOP

The very objective of every research is to re – search to get to a new updating and to find solutions of the problems occurring through the operation going on. Which leads towards generation of new knowledge, new information, new theory, new invention or new technology? The present research will focus on achieving following objectives:

- a. To escape from various traditional methods of promotion.
- b. To study the various modern means of promotion and also put in by invention a few, new methods of promotion.
- c. To define the effect of modern promotional means on business performance and operation.

- d. To conclude the recent promotional means on social and cultural environment.
- e. To evolve socio techno trends, issues, limitations and future potential of the effect digital marketing.

Objectives laid down the path for whole research work. These objectives give the correct direction to the researcher and avert a blind research. Objectives give a precise focus to the research pains to accomplish the ultimate research purpose. It delimits the immense field of analysis.

Digital marketing has following strength – Digital marketing is that which let you interact with others and share and create content through digital ways -

For example social media present great digital marketing opportunities for businesses of all sizes. You can use social media to:

- a. Promote the name of your brand and business.
- b. Tell customers about your goods and services.
- c. Find out what customers think of your business.
- d. Attract new customers.
- e. Build stronger relationships with existing customers.

IV. MERITS OF DIGITAL MARKETING and RISK or SUGGESTIONS

- a. Broad reach - social media can reach millions of people all around the world.
- b. Ability to target particular groups - many forms of social media (e.g. Facebook, Twitter, Instagram) allow businesses to target specific groups, often in particular locations.
- c. Free or low-cost - many forms of social media are free for business, and paid options are usually low-cost.
- d. Personal - social media allow you to communicate on a personal basis with individual customers and groups.
- e. Fast - you can quickly distribute information to many people.
- f. Easy - you don't need high-level skills or computer equipment to participate in social media. The average person with a standard computer should have no difficulty.

Of course, digital marketing also has its risks. These include:

- a. Wasted time and money for little or no tangible return.
- b. The rapid spread of the wrong kind of information about your business (e.g. incorrect information accidentally posted by you, negative reviews posted by others).
- c. Legal problems if you don't follow privacy legislation and the laws regarding spam, copyright and other online issues.

It's important to be conscious of these risks and to have policies in place to avoid them if you decide to get involved in digital marketing.

Suggestion to overcome the risks – Digital marketing has few risks I have the following suggestions:

- a. Make strict laws with firm sanctions to avoid the misuse of the digital platform.
- b. Secure techno channel and gateways for safe use.
- c. Create customer friendly environment so that both user and provider feel safe around.
- d. A risk insurance cover and indemnity method to cover up the damage if in any case occurs.
- e. Faster disposal and solution to the complaints.

V. RESEARCH METHODOLOGY

While writing on this chapter secondary method of research is been used. Internet and various articles went through and worked on properly. The concept elaborated and some risks pointed out over the use of digital marketing and then solution is suggested by me which seem effective to me being a researcher.

VI. Conclusion

This paper is briefly discuss the basic concept of digital marketing and then socio techno environment which is taking a hike these days, with it's significance and then the issues and suggestions regard to these issues has been discussed. This paper also indicates that the change is taking not only into the social behavior but also into the digital world as everyday new inventions are taking place. So studies also direct us towards a globalizing and bright future of socio techno friendly world.

References

- [1.] <http://blog.socedo.com/-the-pro-and-cons-of-online-marketing-channels.html>
- [2.] <http://online.wsj.com/news/articles/SB10001424127887324110404578625933374837170>
- [3.] <http://smallbusiness.chron.com/-the-advantages-of-using-social-media-marketing18593.html>
- [4.] <http://homebusiness.about.com/-52-types-of-marketing-strategies.html>
- [5.] <http://blogs.forbes.com/people/stephaniechandler/>
- [6.] <http://www.qsrmagazine.com/category/authors/brian-deagan/>
- [7.] <http://www.informationweek.com/news/18150267/>
- [8.] <http://homebusiness.about.com/od/marketingadvertising/a/internet-marketing-101 .htm>
- [9.] <http://smallbusiness.chron.com/-the-negative-effect-of-social- media-on-society-and-individuals-27617.html>
- [10.] <http://marketing.about.com/bio/Laura-Lake-9179.htm>
- [11.] <http://smallbusiness.chron.com/-negatives-of-social-media-marketing-22347.html>
- [12.] <http://homebusiness.about.com/bio/Mindy-Lilyquist-91597.htm>
- [13.] <http://smallbusiness.chron.com/>
- [14.] <http://smallbusiness.chron.com/-the-positive-&-negative-impact-of-digital-media-on-business-20910.html>
- [15.] <http://blogs.cisco.com/news/-social-networking-impacts-on-modern-business/>
- [16.] <http://smallbusiness.chron.com/-pros-&-cons-of-email-marketing-1448.html>
- [17.] <http://www.business2community.com/author/jenny-q-ta>
- [18.] <http://content.time.com/time/business/article/0,8599,2004089,00.html>
- [19.] <http://toprankblog.com/category/-social-media-marketing/>