

An Analysis of Digital Marketing Communication over Traditional Marketing

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Abstract

Digital marketing is developing in India with high speed. Numerous Indian institutions & universities are utilizing digital marketing for upper hand. The aim of the paper is to explore the Strength & Weakness of Digital marketing Communication over traditional marketing. It is concluded that in modern era&cut throat competition there is mandatory need of Digital Marketing. Institution are shifting their campaign towards Digital marketing & investing the funds to get better target the prospective students.

Keywords: Digital Marketing
Communication, Traditional Marketing and

Introduction

The world is presently on the web. Out of all advanced marketing instruments, digital marketing channels and web-based media turns into the most murmured, intuitive and fundamental. Any viable marketing effort will remember them for its system. Digital marketing can be named as a methodology, a procedure, or a marking and marketing exercise, by the utilization of digital stages, as the name recommends. Digital Marketing is the advancement of brand, item or administration on the web. It is currently accepted that Digital Marketing is the most significant piece of the marketing blend. It has developed quickly in the previous few years as an ever increasing number of organizations are understanding the significance of a decent online presence.

Digital Marketing Communication

Online marketing is today seen by many practitioners as the new arena for market communication and on top of the list of users of the different mediums is Facebook, Blogs, Twitter, YouTube and LinkedIn (Steltzner, 2009).

Kaplan and Haenlein (2010) characterize online media as —a gathering of Internet-put together applications that form with respect to the philosophical and mechanical establishments of Web 2.0, which works with the creation and trade of client produced content. It comprises of various Internet applications like online journals, person to person communication locales, content networks, cooperative tasks, virtual game universes and social universes. Russell S. Winer (2009) asserts that numerous organizations today are utilizing a few or the entirety of the new media to foster focused on crusades that arrive at explicit sections and draw in their clients to a lot more prominent degree than customary media.

Mangold&Faulds (2009) argue that marketing managers should comprise social media in the communication mix when developing and executing their Integrated Marketing Communication strategies and they presented the social media as a new hybrid element of promotion mix.

Indeed, even as associations understand the need to draw in clients at whatever number

touch focuses as would be prudent, there is as yet a need to remain in front of the quickly moving marketing and correspondence scene by coordinating web-based media into conventional procedures to connect with B2B and B2C crowds. Online freedoms and their future effect on customary marketing are as costly as possible give. (Pownall, 2011).

The part of exigencies in marketing: an explanatory investigation of three online informal organizations, proposition introduced to the doctoral level college of Clemson college, By Greg Brian Martin, May 2007, pg no. 99.

The online channel are used by McDonald to support brand messages and relationships. They have built online communities for children, such as the Happy Meal website with entertaining gameto keep customers always close to themselves. (Rowley 2004).

Digital Marketing over Traditional Marketing

In today world there is an immediate requirement to gear the learning of everyone into technology oriented approach so they can compete with full effectiveness. In term of Institution & universities digital marketing provide following benefit as an extra edge over traditional marketing communication.



Limitation Digital media in comparison to Traditional media

Meanwhile various authors doubted about the below mentioned limitation of Digital media. There is awareness related limitation related to DMC that all students are use social media but some have certain issue related to their authenticity

| S.No. | Limitation |
|-------|------------------------------|
| 1 | Technical |
| 2 | Lack of knowledge |
| 3 | Missing Personal interaction |
| 4 | Authenticity of information |
| 5 | Absence of trust |
| 6 | Data Privacy |

Digital marketing for education institutions

The understudy local area takes up a tremendous piece of individuals who use web on regular routine. Web is the 'to go' place for everybody, particularly understudies, to discover more data about significant themes, subjects, prospectus, tasks and to interface with brands. This is likewise the lone way a couple would like to think about courses, schools, confirmation measure, school

framework, school rankings, charge structure, position records and all the other things identified with an instructive organization. Guardians and gatekeepers also do the essential pursuit by means of net before perhaps talking with somebody or making a visit to the premises.

The total data about an instructive foundation including a virtual visit can be effortlessly conveyed by means of web. Guardians and watchmen judge a school or school dependent on its site, online affirmation cycles and its online presence. Digital marketing for instruction is continuously taking over conventional marketing.

The contest has is high in advanced education and each school or college is paying special mind to various strategies to feature their course contributions and how best they could give training that too inside a pocket well-disposed financial plan.

To fabricate online presence, digital marketing is perhaps the most accommodating devices. It makes mindfulness, helps in marking, and builds up an instructive establishment's online validity. The most fundamental benefits are of

a very much arranged digital marketing technique

Conclusion

Digital Communication in marketing has become fundamental piece of methodology of numerous institutions. These days, for new entrepreneur there is an extremely modest and productive approach to market his/her offerings or administrations. Digital marketing has no limits. Institutions can also execute various innovative ideas to market their USP. Digital marketing is the most effective way to communicate information to the wide public as well as the target students can be identified easily. It is concluded that in modern era&cut throat competition there is mandatory need of Digital Marketing. Institution are shifting their campaign towards Digital marketing & investing the funds to get better target the prospective students. Organization can utilize any gadgets, for example, PDAs, tablets, PCs, TVs, game consoles, digital bulletins, and media like social media, SEO (website improvement), recordings, content, email and more.

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