

# The Function of Marketing in the Management of the Digital Marketing

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## I. INTRODUCTION

Without the utilization of information technology, which is prevalent in the notion of Internet marketing and its implementation, conducting business today would be impossible. PR campaigns and advertising are the primary components of any organization-improving strategy. The major strategic goals for the growth organizations that are intended to enhance competitive positions in the market by involving the greatest number of consumers of goods and services, decreasing costs, and optimizing income are determined by doing business in modern conditions. Enterprises by utilizing Internet marketing-related components in an efficient manner. Given particular consideration are the circumstances under which Businesses are given to such a component of the idea of Internet marketing as the promotion of goods and services (advertising, PR campaigns) on which the image and level of the marketing organization, which ensures competitive position, consumer recognition and trust in the market, increase the level of sales and cost optimization. Scientists from several scientific disciplines are becoming more interested in studying this social phenomenon as a result of the expanding importance that advertising plays in contemporary business. It is necessary to examine the theoretical aspects and research in order to highlight the primary role of advertising in the notion of Internet marketing. Despite the significant contribution of and foreign scientists to areas of the theory of the use of advertising in the formation of the marketing complex of an organization, there are many pressing issues that explain the relevance of this topic and the need for a more detailed and in-depth analysis. No matter the methods currently used to study advertising, as a crucial component of marketing, the majority of contemporary researchers relate to the communicative aspects of advertising, its premises, or its main goal to some extent, necessitating further systematization of these views, classification of existing. There is a need to emphasize the central role of advertising in the notion of Internet marketing because of the various forms of advertising and the structure of its constituent parts. organization in the modern day. In order to maintain competitive positions in the market, advertise goods and services in order to cut costs and improve financial results, top management of businesses must use the most effective marketing strategies and tools. Advertising, a component of the idea of Internet marketing that the firm produces based on its strategic goals and development ambitions should be acknowledged as one of the most important and effective marketing instruments in contemporary times. Volume 138 of the Advances in Economics, Business, and Management Research

## In 2022, A Business Needs Digital Marketing



By include a digital marketing strategy in your business plan; you may actively participate in the very lucrative and inevitable online marketing framework. Digital marketing is tipped to be the future of marketing, and it already outperforms all traditional marketing strategies. We are all aware of how quickly the world is transitioning from conventional to cutting-edge working practices. Nowadays, people prefer to consume content online, thus companies who have not yet implemented digital marketing into their marketing strategies should do so as soon as feasible to reap its benefits. The digital market, according to Kevin O'Hare, Google's Asia-Pacific Head of SME, is like rocket fuel for small- and medium-sized business owners.

### Opportunities

All types of businesses are given equal opportunities via digital marketing. All types of businesses who choose to use online branding and advertising have an equal opportunity thanks to digital marketing. It's not like earlier, when the majority of large corporations and multinationals were the only ones who understood digital marketing. At the moment, both well-established and newer small and medium-sized enterprises (SMEs) can benefit from and use digital marketing.

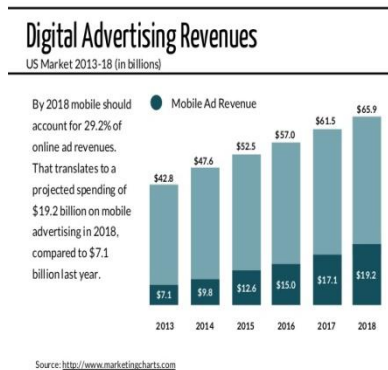
Small and medium-sized enterprises and new companies now have the advantage of performing online lead generation and advertising. The ability of digital media marketing to engage with various clients without the use of call centers is by far its most obvious benefit when considering its function. In comparison to traditional marketing and promotion techniques, digital marketing has significantly superior lead generation and conversion rates. And medium-sized enterprises and new companies now have the advantage of performing online lead generation and advertising. The ability of digital media marketing to engage with various clients without the use of call centers is by far its most obvious benefit when considering its function. In comparison to traditional marketing and promotion techniques, digital marketing has significantly superior lead generation and conversion rates.

### Methods

1. **Cost-Effective-Independent** businesses without any funds or benefits find that digital advertising is a popular and financially savvy advertising medium. About 40% of respondents to Gartner's Digital Marketing Spend Report assert that they are significantly saving money by using digital marketing and advertising techniques. According to the

survey, 28% of the businesses analyzed plan to shift marketing budget allocations from traditional advertising channels to digital promoting channels.

2. **Conversions & Targeting**-The ability of digital strategies to coordinate with precise target audiences and ensure result-driven engagements is one reason for the significance of digital in branding and marketing. It has control over other marketing channels. Digital marketing ensures the dedication that your clients want to experience while working with your company. Your marketing strategy's success will depend on how you manage this commitment.
3. **Assurance of Higher Revenues**-Digital marketing plays a big part in ensuring improved profits along with better conversions performed by efficient digital advertising strategies. It conveys valuable advantages that are in your best interests and those of your company, acknowledging better and greater returns on investments. Small and medium-sized businesses who use digital marketing tools will have 3.3 times better odds of growing their business thanks to simple targeting, efficient lead creation, powerful conversion, and noticeable revenue generating. Better, bigger, and more effective targeting is made possible by digital marketing across all business sectors.
4. **Putting Mobile Customers First**-With the rapid expansion of smart phones, marketing on mobile devices is the most modern means for disseminating data and information and is also the primary channel of communication. More than 90% of folks in India consistently keep their cell phones close by as a result of smart phones becoming the central aspect of our lives. Having the capacity to target mobile customers with digital marketing and preparing for them to achieve higher improvement and faster augmentation is pretty crucial in today's time. Mobile phones have evolved from being an alternative to tablets and PCs to something that is impacting customers' purchase decisions, according to a remarketer analysis.



### A Review of Recent Studies of Publishing

One of the most fundamental directions and strategic efforts is the conceptual requirement for the efficient application of the notion of Internet marketing in contemporary company settings. The efficient use of key components that make up an organization's Internet marketing strategy is crucial to its success. By increasing sales volumes through the use of contemporary forms of marketing promotion for goods and services like advertising and PR, a company can provide

competitive market positions and achieve its strategic goals. It is vital to take into account the primary existing ways to defining advertising and its usage in the marketing mix in order to ascertain the primary role of advertising in the notion of Internet marketing of a company under contemporary conditions. F. Kotler, a well-known salesman, claims.

### **The Problem Unsolved Problems**

The primary function of advertising in the concept of Internet marketing for an organization in contemporary circumstances may be determined by considering the key components of the theory of marketing and its contained element of the promotion of goods and services (advertising). The global market's ongoing evolution dictates the conceptual necessity of emphasizing PR and advertising firms as crucial marketing constituents. The intense penetration of information technologies and innovative tools in the modern market raises the level of competition, necessitating the conquest of a portion of the market through the promotion of goods and services through advertising, which is a crucial component of the idea of Internet marketing.

### **Objectives of the Study**

The theoretical justification of advertising's function in the idea of Internet marketing organization, as well as the structure of current forms of advertising and PR firms under contemporary circumstances. The tasks that needed to be solved in the study were identified by the study's objective: analysis of the theoretical elements of the evolution of advertising as a component of the marketing mix, as published in *Advances in Economics, Business and Management Research*, volume; classification of the various PR firms' current forms of advertising, global adoption of cutting-edge Internet technologies, and application of these technologies in advertising; conception of advertising's primary function within the context of Internet marketing; the development of theoretical suggestions for enhancing tools for promoting goods and services within the scope of an organization's Internet marketing concept.

### **Resources and Techniques**

The essential principles of the modern marketing theory and its constituent components serve as the study's theoretical underpinnings. Analysis and synthesis were used to develop theoretical recommendations for improving the tools for promoting goods and services within the context of the organization's Internet marketing concept in contemporary circumstances. Theoretical generalization was used to determine the essence of advertising and its fundamental tools, and the graphical method was used to analyze the evolution of the advertising. The World Bank, the International Bank for Reconstruction and Development, the International Monetary Fund, the International Finance Corporation, and Internet resources provided the bulk of the research information base's data.

## **II. CONCLUSION**

The author of the paper looked at the important theoretical facets of the development of marketing and the usage of advertising as a complicated key including elements under contemporary circumstances. It was possible to determine the relevance and urgent need to improve current approaches to determining the role of advertising in the concept of online marketing of an organization in contemporary conditions thanks to an extensive theoretical and methodological analysis of scientific research in the field of the use of advertising in the concept of Internet marketing. The categorization of advertising into different categories resulted from the absence of a consistent scientific methodology, which was a crucial component of the organization's Internet marketing strategy. Theoretical elements of the work have been developed by the author.

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