

## Development of Online Marketing Strategy: An Overview

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### INTRODUCTION

This is one of the most cutting-edge developments that has taken place in recent times. It is anticipated that within the subsequent 10 years, the Indian cellular marketplace would have reached tens of millions of members. If this is the case, then it would be deemed to be one of the markets that is increasing at one of the fastest rates anywhere in the entire world. This expansion is being driven in large part by an increase in the number of customers whose earnings fall somewhere in the middle of the spectrum. As a direct result of an increase in the number of people in India who have access to the internet and mobile devices, there is a significant opportunity for online businesses to thrive in India. This is due to the fact that it is anticipated that the pace of expansion of this company will be somewhere in the vicinity of seventy percent on an annual basis. As a result of this, this situation has come about. This is a direct result of the rising availability to mobile technology that the Indian population has. People in today's society interact with one another on a daily basis in a fundamentally different manner than they did in the past.

### BACKGROUND

Because of social media marketing on platforms like Instagram, users of social media platforms, regardless of age, are routinely exposed to advertising for a wide variety of products and services on a daily basis. This is the case because of the prevalence of social media marketing on these platforms. This is because of the character of marketing through social media. Users of certain websites, such as Instagram, are given the ability to see advertisements in this manner on such websites. The more traditional and print-based means of advertising that were extensively used by businesses in the early years of the industry have given way to social media marketing, which enables continuing customisation, updates, and trends in fashion. In the early years of the industry, businesses relied heavily on traditional and print-based ways of advertising. During the early years of the business, several companies routinely advertised their products and services using these tactics. Bhardwaj and Fairhurst (2010) explore this change and the ramifications that it has brought about within the context of the study that they carried out and which provides the foundation for their discussion. Younger customers who are part of Generation Z, often known as those who were born in 1996 and later, are among the most important demographics that fashion businesses want to attract. Marketing in the fashion industry is an activity that is known for being extremely cutting-edge and fast-paced. Many people will refer to "Generation Z" when they actually mean "iGeneration," and vice versa. The terms "Generation Z" and "iGeneration" are occasionally used interchangeably with one another. The findings of a survey that was carried out by Mintel (2018) and made accessible to the general public shed light on some of the priorities and inclinations of this generation with relation to things that are linked with marketing. Because members of Generation Z are accountable for a sizeable percentage of the cash that has been generated in the fashion industry in the most recent period, the shopping habits of members of this generation are of the utmost importance. These younger customers are constantly engaged in dialogues online, and the majority of their day-to-day business is done on social networking websites such as Instagram, Twitter, and Snapchat. These customers are also more likely to make purchases on these platforms. In addition to this, they are quite involved in the community that exists online.

### LITERATURE REVIEW

According to Lee et al. (2018), social media have developed into an essential platform that enables fashion firms to communicate with middle-class and mass customers. This development is significant for the fashion industry. Lee and his colleagues are the ones that carried out this study. This is a natural outcome of the blurring of the lines between the premium market and the mainstream market, which has become increasingly distinct in recent years. In addition, the usage of social media may increase awareness of luxury companies, which may make it more probable for consumers to think of such companies when they are considering

making a purchase of one of those companies' products or services. This may be the result of an increase in the likelihood that customers will think of such companies when using social media. In addition, Boateng and Okoe (2015) investigated the perspectives of consumers about social media advertising as well as the replies that customers provided in terms of their actions. More specifically, the researchers investigated the reactions of consumers to advertising that were shared on social media. According to what they have discovered, a significant factor in determining the reputation of a company is the connection that exists between the opinions of customers regarding advertisements on social media platforms and the actions that such customers perform.

### **BUSINESS MAJORITY AND MARKETING STRATEGY**

The vast majority of businesses that are still operational in this day and age have some kind of presence on social media, and they actively encourage their clients to follow them on various platforms of online communication such as Facebook, Twitter, and Instagram. Customers are able to engage in two-way conversations with one another, share photographs and information with one another, and locate better offers, all of which contribute to the development of business operations for the firms. Because of the aforementioned transformation in the technological environment, the usage of Instagram influencers has emerged as a regular technique for clothing lines and retailers to market their products and interact with new customers. This is due to the fact that Instagram has become increasingly popular. This is as a result of the fact that Instagram is a social media network that has a significant number of users.

1. Research: the utilization of advertising as a tool for promoting activities connected to research and development is one way to attain this goal. The profession of advertising has evolved into a highly competitive section of the marketing business. Every company that sells a product or service on the market makes an attempt to differentiate its offering from that of other companies that sell similar products or services by employing a range of marketing methods. As a consequence of this, every company needs to do an increasing amount of research in order to discover new goods and new applications for items that are currently available on the market. If a company does not invest in research and development, there is a good chance that the company will disappear from the market in a relatively short amount of time in the future.
2. The Quickness and the Advertising The speed at which marketing-related choices are taken and operations are carried out can be referred to as the pace. It includes, among other things, the launch of new products or variants of current brands at a faster pace than was previously observed in the market. This is a relatively recent development in the industry. When new brands are introduced to the market, advertising is a vital component in the process of informing, educating, and convincing customers to purchase a product.

### **DIGITAL MARKETING DEVELOPMENT**

It is largely agreed upon that Google Adword served as the primary basis for the development of digital marketing. Adword was initially developed by Google. It is still one of the most significant contributors to their overall revenue in their company even up to this present day. It continued in the same manner as previously, utilizing cutting-edge algorithms, a user-friendly interface, and a basic structural layout. Cookies have emerged as a key invention in recent years; nevertheless, in light of recently established privacy standards and continuing conflicts, they have also become a source of disagreement. This is because cookies may be used to circumvent privacy settings that were previously in place. Cookies have been brought up as a source of contention in the current arguments surrounding the privacy implications of digital technologies [34]. [Cookies] are little text files that are stored on a user's computer. However, Kingsnorth (2014), the author of a book on digital marketing strategy, recognizes cookies as a big advance in the process of identifying the extent to which consumers participate and the nature of the experiences they have. Kingsnorth sees cookies as a significant development in the process of determining the extent to which customers participate and the nature of the experiences they have.

## ONLINE MARKETING

Although it is widely thought that Darcy DiNucci, a web designer, coined the term "web 2.0" in 1999, Tim O'Reilly did not begin actively promoting the concept until the year 2004. Because of this, it became possible for the web to become a social arena for virtual communities, which, in turn, led to the development of social communication sites such as Facebook, Twitter, Instagram, Pinterest, and Skype, amongst a multitude of other alternatives. The use of buzzwords that are popular at the moment has significantly increased over the course of the past 10 years. Even while it is conceivable that the use of these buzzwords can stimulate staff to think of new methods to solve problems, the planning processes of businesses that are guided by successful digital marketing seldom shift as a consequence of these changes. Articles on the most recent developments and strategies in digital marketing have been published not too long ago by researchers from a variety of different academic institutions. These include search engine optimization, search engine marketing, content production, social media marketing, mobile marketing, interactive marketing, viral marketing, email marketing, affiliated marketing, online public relations, web analytics, big data marketing, and 3D technology marketing. In addition, online public relations may be carried out through the use of 3D technology marketing. The planning and purchasing of digital media may be performed through the use of media agencies.

## DIGITALLY INNOVATION

The term "digital marketing" can apply to a number of different activities, but its application is not restricted to these alone; rather, its reach is increasing as a result of the development of new technological capabilities. One example of how swiftly innovations are being made in this sector of the industry is the use of drone lighting, which can project any figure or picture onto a surface. This is just one example. Digital marketing is already gaining a new dimension that was previously unavailable as a direct result of the rapid advancements that are currently being made in the fields of networking and robotics. Macarthy (2018) is credited with the development of the SMART strategy to digital marketing, and its acronym may be expanded to read as follows: the objective must be stated, quantifiable, attainable, meaningful, and time-bound. The word "social media" is more of a catch-all phrase that encompasses a variety of digital platforms that provide brand managers and sellers with the tools necessary to achieve certain branding goals. These platforms include Facebook, Twitter, LinkedIn, Instagram, and many more.

## IMPACT OF DIGITAL MARKETING

The ubiquitous impact of advertising has always been felt to a greater or lesser degree in the lives of younger people. There is an immediate and pressing need to rediscover the power that advertising have on young people, regardless of whether those messages are broadcast or are shared through social media. This is necessary since young people make up such a major portion of India's consumer base. The fact that India is a young nation and that the bulk of its consumers are young minds that are open to being swayed is the driving force behind the requirement and relevance of this study. This is because young people are more easily swayed. According to the findings of this study, the effect of advertising may be of significant value not only to the industry as a whole but also to individual businesses. These companies and brands are able to arrange and plan their advertising strategy in accordance with the impact that was evaluated and examined in this study as well as in other studies that are equivalent to this field of research. This allows them to maximize their effectiveness in the marketplace.

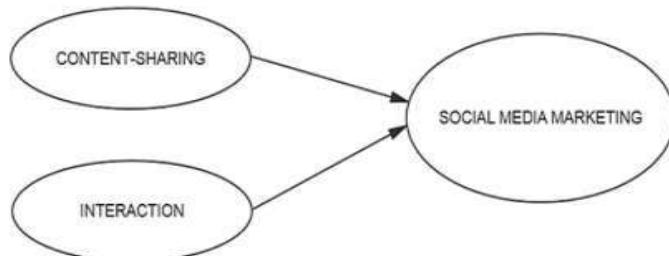


Figure: Social Media Marketing on Facebook [46].

Users of the social networking site Facebook are able to search for other users, add those people as friends to their accounts, follow various companies, celebrities, and other areas of interest, and communicate with other users of the site. Users of Facebook have the capacity to create multimedia material, share that content with other users, establish a promotional page for a company, and organize and join online social groups by using Facebook. In addition, users of Facebook have the opportunity to develop promotional pages for their own businesses. Assimakopoulos (2017) asserts that Facebook is one of the most influential actors in the field of online social networking. Even while Facebook started out as a tool for communication, it has now evolved into one of the most significant platforms for marketing, especially digital marketing. According to the conclusions of the research that was carried out by Rugova and Prenaj (2016), the opportunities and challenges that are presented by Facebook marketing are extremely promising, and it is substantially useful for the development of a company. In addition, the study found that Facebook marketing is significantly advantageous for the growth of a firm. If a firm has a Facebook page, the administrator of that page has the authority to publish any text, photographs, videos, and other content associated with the brand. Individuals who follow the page will see these postings in their news feeds if they choose to do so.

If a business does not have a presence on Facebook in the form of a page, then that company does not have a Facebook presence. The fans of the brand will frequently like the postings that they find on the page, and they will also submit comments pertaining to the information that is constantly released by the administrator of the page. According to Faseeh Amin Beig, who is an expert in the field of brand experience and e-commerce, and Mohammad Furqan Khan, who is an expert in the field of entrepreneurship development, the use of an activity-based approach to review and study social media marketing has resulted in the identification of two major marketing activities on Facebook pages, which are content sharing and interaction. Both of these experts believe that this was the result of using an activity-based approach to review and study social media marketing. Both of these industry professionals are of the opinion that this was the consequence of conducting research and reviews on social media marketing employing an activity-based strategy. The importance of both of these different kinds of activities in relation to marketing on social media is widely acknowledged to be high.

## RESEARCH METHODOLOGY

In this study on research methodology, the researcher made an attempt to write down all of the research methods that were employed in a given order, including clearly defined phases for attaining the aims of the research. In addition, the researcher made an effort to write down all of the research techniques that were applied in a certain order. This research study on research methodology provides the details, such as the research procedure, research approach, research design, locale and universe of the study, sampling design and selection of samples, questionnaire development, collection of data, tools for data collection, scales used for accumulating responses, the validity of scales, the reliability of scales, and internal consistency and reliability, as well as a scheme for testing hypotheses to complete the research methodology. In order to emphasize the various research approaches that were implemented for this particular study, the following themes have been broken down further into their respective subheadings: The Research Approaches and Methodologies

## CONCLUSION

Throughout the course of this inquiry, the following approach has been taken to collect data. An examination of previous work and the resources connected to it has been carried out as a first step in order to have a better understanding of the gaps in the current research. After taking into account the holes in the previously conducted study, the research problem has been honed down on even more. When selecting on the study subjects, both the difficulty with the existing research and the gaps in the existing research were taken into consideration. The research topic and the research objectives that have been set served as the basis for the development of the hypotheses that will be tested in this study. In addition, the research design strategy has been developed, and choices have been taken regarding the nature of the study, its objectives, its duration, and its overall scope. In addition, a strategy for the collection of data as well as a design for a sample have both been established. In addition, some preliminary research has been conducted so that a knowledge of the consistency and reliability of the questionnaire may be gained. The final form of the questionnaires for the study, which were prepared based on the findings of the research instrument known as surveys, has been delivered. After the questionnaire was first established, a field investigation was carried out in order to get the essential data. This was done in order to gather the information. The results of the previous phase, which was the analysis of the data, have been used to guide the interpretation of the data. The next and last stage is the development of a research report, which will include the study's key findings, conclusions, and recommendations. In order to ensure that the findings are accurate, a process that included a total of 9 stages was carried out. This ensured that the findings may be trusted. In order to acquire the outcome

of the research that was predicted, these nine phases have been followed and carried out in the right order and sequence.

## RECOMMENDATION

A lack of conviction regarding the benefits: - In most cases, skepticism regarding the benefits is noted in the beginning phases. People have a propensity to give new phenomena derogatory names such as "fad," "craze," "bubble," etc. However, not every new development has to take the form of a bubble. People in India shared similar concerns when the information technology revolution began with the founding of businesses such as Infosys and Wipro. But now, Indian information technology is a huge success story and has rapidly expanded into fields such as information technology outsourcing (ITES). Positive attitudes towards digital marketing should be held by retail establishments.

Environmental difficulties, such as inadequate information technology infrastructure: The government must do its share to address these issues. The information technology infrastructure, including things like the availability of internet connections, the speed of internet connections, and so on, has to be upgraded. This development will be of use to a number of other efforts being undertaken by the government, such as digital financial transactions, which have gained momentum ever since the demonetization in the year 2016.

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