


Chapter 8

Digital Marketing

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ABSTRACT

The current innovation of marketing embraces digital platforms. Digital marketing has become the successor to the economic development of many countries. This chapter intends to depict how to harness the power of digital marketing strategies as a driver of marketing activities. This chapter will navigate and provide an overview on search engine optimization (SEO), search engine marketing (SEM), web analytics, social media marketing platforms (Facebook, Instagram, YouTube, WeChat, Line, Twitter, Snapchat, etc.), e-mail marketing, mobile marketing, and display advertising and discuss the consequences of different digital marketing platforms. This chapter will navigate and thrive on how the fast-growing world of marketing develops strategy and content for communication.

INTRODUCTION

Marketers and manufacturers require to rethink about their marketing strategies as the consumer behavior have been changed due to the advancement of web-based platforms (Tiago & Veríssimo, 2014; Järvinen & Karjaluo, 2015). It has been well established that internet has changed the structure of marketing channels, especially in reaching towards the end consumers (Mols, 2007). However, from small medium enterprise to large multinationals can't think of their marketing strategies without the help of digital marketing platforms (Shuen, 2018). Digital marketing is not the way to boost traditional marketing platforms, rather it's a new approach in the digital world (Taiminen & Karjaluo, 2015). It was estimated that in 2020, 2 billion consumers around the world will be carrying out 13.5% of transaction online (www.roobykon.com). From the report of Statista, total transactions through the digital payments will reach US\$4,769,370m in 2020 that shows a YoY increase of over 15%, due to the global outbreak of Covid-19, the transaction ratio is increased than before (Patel, 2020). Information technology and

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marketing department needs to work together to reach international customer group. As digital marketing platforms help marketer to reach internationally, a cross-department collaboration is necessary for cross-border e-commerce marketing.

This chapter will vividly explain how to execute a successful Search Engine Optimization (SEO) strategy and how it works, and other important aspects of digital marketing are strategies, planning and managing a Search Engine marketing (SE) campaign. After the SE marketing campaign, understanding web site analytics and other data sources are crucial for digital marketing where marketers can easily identify site visitor's behavior and characteristics (Bucklin & Sismeiro, 2009). Throughout the world, people are prone to social media. Different types of social media like- Facebook, Instagram, YouTube, WeChat, Line, Twitter, and Snapchat have already become the major source product and service experience. Each platform of social media requires a distinct marketing approach. This chapter will explain how content matches a specific platform social media platform for the right customer. Another integral part of digital marketing is optimizing visibility in search engine results. Learning how Google AdWords organized, and the planning of AdWords is fundamental for digital marketers. This chapter elaborates on how to write a compelling search text ad, and how to reach the target audience through AdWords. Then the chapter will give an idea how to build a strong client list and maintain a continuous relationship by contacting the clients with appropriate subject lines, pre-headers calls to action, and effective email. Last but not least, mobile marketing platform will be discussed. What is the necessary SMS strategy, advertising, process of mobile apps, proximity marketing will be analyzed in this chapter?

DIGITAL MARKETING DEFINITIONS AND CONCEPTS

Digital Marketing refers to the practical and comprehensive use of internet, digital media platforms, and marketing tools to achieve the utmost success in business in a form of omnichannel marketing (Chaffey & Ellis-Chadwick, 2019; Morris, 2009).

As a result of technological advancement and the development of communication technologies, real-world relationships have been transferred to the virtual periphery. Due to the blessings of internet, people around the world became an online community, and it has established a cross-border relationship across the globe (Tiago & Veríssimo, 2014). This successive movement of free-world relationship through the internet paves the way for the marketers to reach their ultimate consumers.

Characteristics of Digital Marketing for Cross-Border E-Commerce

There are some key traits of digital marketing

- 1) Usage of digital platforms: Digital platforms like Facebook, Instagram, YouTube, WeChat, Line, Twitter, and Snapchat, LinkedIn, Quora, *etc.* make it easier for cross-border firms to make their transactions convenient through reducing cost.
- 2) Usage of internet: In international market the extensive use of service, product, and marketing tactics is mainly dependent on the internet. It is a data-driven process to bridge between sellers and customers throughout the world.
- 3) Usage of digital devices: Digital devices (laptops, tablets, smartphones, wristwatch) enables instant access to the latest information, statistics and discoveries for the cross-border marketers.

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