



THE NEXT GEN OF MARKETING

Shubham. P. Jatania

S.H. Agarwal International School

Abstract

In this new tech-driven world, there is a major shift in the field of business. As the scope of earning via e-commerce is increasing, so is the way to market it. Digital Marketing is the newly growing field of interest in many young minds. The old-fashioned ways of marketing have been taken over by the new-age efficient methods. As I am a techno-savvy person, I have a keen interest in learning about new, emerging advancements. So, I would like to present my knowledge, which I hope will surely help somebody who might find the field a potential career and even bring the conclusion of how it has affected both small-scale and large-scale business.

Keywords: Digital Marketing: - Using digital tools and applications to promote products on digital media. Influencer Marketing: - Sponsoring or using content creators to use and promote your product to their audience. E-Commerce: - Online sites and apps that give us the options to buy multiple products of different types at our fingertips from anywhere around the world. Affiliate:- A brand or a company to which your company is associated for the promotion of your products.

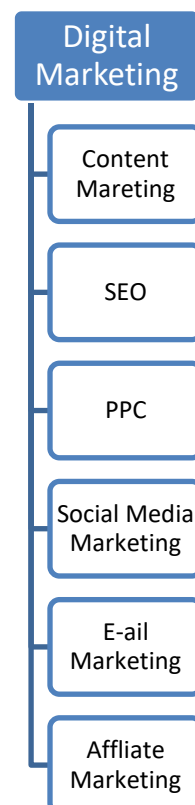
INTRODUCTION

The field of digital marketing is a new-age booming field. Every single business needs exposure. If it is not given exposure to gain recognition, it cannot work in the long run. The exposure needs to be built around it to allow the company to excel in future. Thus, marketing the product allows it to gain the company some exposure and grow faster. Every single company needs a “face value.” This claimed “face value” can be enhanced much easier with today’s modern solutions. If the marketing is strong, the longer the face value lasts, the longer a company can stay in progress in the market. In the following info ahead, you shall understand some modern techniques of digital marketing and even talk about how the market statistics are changing and how it influences the small scale and large-scale companies.

Theory

Whenever you market a product, you need to make sure you make it unique. It needs recognition. Showing it to the masses like it is “the product” they should go out and buy. You need to understand the branches of digital marketing:-

1)Content Marketing:- Make the content relevant to your products. Use modern techniques and trends to create interactive videos to campaign the





product to the masses. Make sure there is enough traffic so that you can be funded for moving forward with your marketing process.

2)SEO:- SEO or Search Engine Optimization is the process in which you make sure to put content that matches the search results browsers show on a website. Whenever a person searches for something online, the most relevant site according to the search is placed at the top and the rest are kept below. If your content matches with searches and becomes more relevant your site will show up at top of the search recommendations, bringing more traffic to the site.

3)PPC:- This step is important for the expansion of traffic. Traffic can't expand just by making your site more easily relatable or relevant, you need to even make your say. It can be done by making ads. You will need to pay a certain fee per click, hence the name Pay-Per-Click or PPC.

4)Social Media Marketing:- This is a really helpful method in today's world. Multiple social media sites are open to all for marketing their products. Companies can hire a team who look forward to regular posting of content about their products, launches and offers. They can also collaborate with creators and influencers to promote their products through sponsorships or paid promotions.

5)E-mail Marketing:- After you have gained traffic, there are chances that you might lose some newly arrived audiences. You can use an e-mail automation system that generates explanatory short emails about your products to let the new audience about their importance.

6)Affiliate Marketing:- In this way, you bring in an offer on affiliate networks to partner with a brand that will promote your products on their site or profiles. They get a certain commission for their promotions. This is helpful and can sometimes also decrease your marketing cost. There are many affiliate networks in the world like Amazon Associates, Flipkart Affiliate, CJ Affiliate, Rakuten, eBay Partner Network, Walmart Affiliates and many more.

Experimental

The following technique is called the "Blind Pepsi Challenge". It was first done in 1981 by Pepsi and has been copied since. Following are the steps:-

- 1) Take two cans/bottles, one Pepsi and one Coca-Cola.
- 2) Blindfold a person and tell them to drink both of them.
- 3) Tell the person to remove the blindfold and do it again.

RESULT

The result is shocking, people when blindfolded chose Pepsi because of its taste, but when not, they chose Coca-Cola. The reason? Marketing. Many brands have fallen behind in competition only because of a few hiccups in their marketing strategy. It is even the same for digital marketing. A few hiccups in it can cost you a major loss. Even big brands have fallen just because they lost on the marketing side. Big titan companies have gone tiny just because of simple errors.

Discussion

Well now that we know about digital marketing and how it works, we need to know about its effect on the small scale and the large-scale businesses.

For small scale industries, it is a must. Digital Marketing gives them an equal level field as their competitors, thus giving them an equal chance of growth. It even helps in faster and better



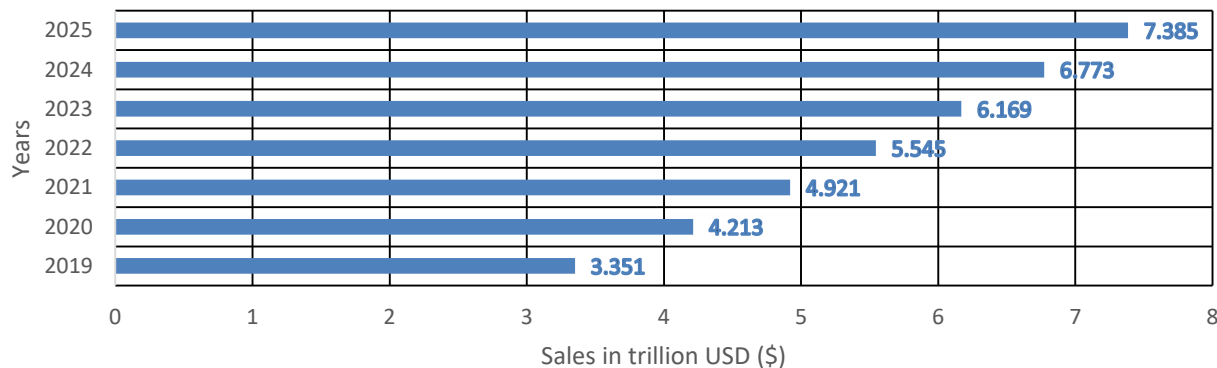
exposure than old school marketing techniques because their competitors might already be great at it and it is less likely to gain crowd using those techniques. It will cost them but they will have to sensibly re-invest in their business. They might have to bring in more public funding and also increase their sales to cope with the expenditure.

For large scale industries, it is a helpful tool for consistent growth. They need to have their presence or new upcoming startups can also bring them down. It is their way to stay connected to the upcoming generation and convert them into potential customers. For this, they need to bring in new minds and also put them under leadership with like thoughts so that they work as a good team.

But is this the reality? It is a yes and a no. The reason is that digital marketing is sometimes neglected and this can get serious in certain situations. The following 2 graphs show you how will digital marketing be affected.

Years	2019	2020	2021	2022	2023	2024	2025
--------------	------	------	------	------	------	------	------

Global Ecommerce Sales (2019-2025)



Sales Growth rate (%)	20.5%	25.7%	16.8%	12.7%	11.2%	9.8%	9%
------------------------------	-------	-------	-------	-------	-------	------	----

As you can see, the amount of money made by sales increases, but the growth rate is down. This shows us that fewer companies will be selling their products. This might also be due to the recession but digital marketing can also be the reason. The companies that went out of business might not have marketed their products well, giving their competitors a chance for growth and then losing it all when in recession as they have hardly few people left paying for their products through which they can't clear of their expenditures if there is a recession or even if there isn't any.



CONCLUSION

In conclusion, Digital Marketing is an important pillar of support for a company to have a consistent long-term run and is important for a company to look forward to following a few steps while making a marketing strategy:-

- 1) Make sure you have enough funding and sales to cover your expenditure.
- 2) Re-invest enough in your marketing to keep it up to date.
- 3) Make your presence online.
- 4) Use the help of online tools and resources to make your marketing team better and stronger.
- 5) You can also collaborate with marketing firms to make it more cost-effective.

Acknowledgements

I would like to acknowledge MISA for giving me this opportunity to present my ideas as a research paper. I would like to thank my school and my teachers for their guidance and help. I would also like to thank my family and friends for their help and support.

REFERENCES

E-Commerce Market Chart and Table:-

[Global E-Commerce Sales \(2019–2025\)](#)

[Global E-Commerce Sales Growth \(2019–2025\)](#)

Other Links:-

[The Impact of Digital Marketing on Business Growth](#)

[Digital Marketing In 5 Minutes | What Is Digital Marketing? | Learn Digital Marketing | Simplilearn](#)

<https://youtu.be/aIgnH0Xkiqk>