

Need Of Digital Marketing !

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The way we market our products / Service is changing very fast; We are moving from Physical / Real world to Digital / Virtual World of marketing; where reach is wider, easier and very cost effective though implementation involves knowledge of Technology!

Our targets remains the same though method to grab their attention changes! "Whatever is possible in offline world is Always possible in Online World" ! Remember this GOLDEN RULE before you enter the world of digital marketing!

Let your current method of promotion in the real world run as is; But at the same time start learning to convert same successful method you have implemented so far; into the Digital Marketplace

Our target (Prospective Clients) were only reading news paper or listening radio; now medium they use to access information is growing fast; Customers eyeballs are jumping quickly from one media to other in no matter of time; While the Media reach is changing fast, the devices clients are using changed faster. From Big to Small, and from Desktops to Laptops; Tablets, Handheld devices and



Smartphone, the landscape is changing rapidly and hence the scope of us as advertiser increases; we need to reach on every devices they use.

Having an online presence is no longer about booking a domain, buying hosting space and uploading a site. Similarly, as search engines become more and more cryptic, SEO (Search Engine Optimisation or say making your site search engine / Google Friendly) is now an ongoing process involving link building, adding lot of fresh content, evaluating the analytic reports closely and so much more. Giants like Google and Bing ready to lap up even the smallest of advertising budgets for Paid/

Sponsored advertisements (PPC). Add to the mix, a plethora of social media platforms like Facebook, Twitter, LinkedIn, Pinterest, YouTube and Slideshare. Clients are desperate to experiment with every new platform that comes their way. All of this throws up newer challenges as well as opportunities!

The .COM bubble burst from early 2000 has long been forgotten. E-commerce is now the new mantra for exponential growth. Digital and Internet Marketing throw-up several challenges and as a brand manager / owner / marketing manager you need to stat

understanding all of Digital Marketing.

"Learn and Grow" is the new Mantra! We will try to cover common issues that need attention while you want to jump-start Digital marketing. The scope of this technology column might extend to make all readers Digital Marketing aware to implement this new way of marketing to promote their products & Services . Best Wishes!

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