



## DIGITAL MARKETING IN NEW AGE WITH NEW TRENDS.

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### **Abstract**

*This research paper focuses on Digital Marketing in new age with new trends. Our Prime Minister promoted concept of Digital India to make more and more company, consumers, vendor's easily available digitally. Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main motto behind the digital marketing is attracting customers and allowing them to interact with the brand through digital media.*

*Today's trend is shifting away from traditional media to Digital media with 50% of Indian being online. Digitisation initiated tremendous evolution in the marketing process, advertising process, and economics of marketing channels, patterns of physical distribution and the structure of distributors and developed a new concept that is known as Digital marketing. Digital Marketing combines the powerful technologies of interactive marketing and Digital reality. Digital enterprise refers to an organization not having a clear physical locus. In other words, Digital Enterprises is an organization distributed geographically and whose work is coordinated through electronic communications." It should be mentioned that here Digital Enterprises encompasses all other similar phrases like Digital company, Digital corporation, Digital Images, Digital Brands etc.*

*One of the greatest challenges facing business owners and managers both for traditional and Digital organizations is finding a way to cost effectively communicate frequently and consistently with their target markets and customer; and the Digital marketing perform this function at the best possible extent. It is big challenge to promote a product and to increase sale and gain profit by Digital marketing.*

**Keywords:** *Digital Marketing, Promotion, Electronic Media, Markets.*

### **Introduction**

#### **Digital Marketing**

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media.

Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio. Canon iImage Gateway helps consumers share their digital photos with friends online. L'Oréal's brand Lancôme uses email newsletters to keep in touch with customers and hence tries to strengthen customer brand loyalty (Merisavo et al., 2004). Magazine publishers can activate and drive their customers into Internet with e-mails and SMS messages to improve re-subscription rate (Merisavo et al., 2004).

Marketers increasingly bring brands closer to consumers' everyday life. The changing role of customers as co-producers of value is becoming increasingly important (Pralhad and Ramaswamy, 2004). Khan and Mahapatra (2009) remarked that technology plays a vital role in improving the quality of services provided by the business units. According to Hoge (1993), electronic marketing (EM) is a transfer of goods or services from seller to buyer involving one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force. McDonald's uses online channel to reinforce brand messages and relationships. They have built online communities for children, such as the Happy Meal website with educative and entertaining games to keep customers always close to themselves (Rowley 2004). In addition, social media marketing allows firms to reach customers that may not be accessible due to temporal and locational limitations of existing distribution channels. Generally, main advantage of social media is that it can enable companies to increase reach and reduce costs (Watson et al. 2002; Sheth & Sharma 2005).



According to Chaffey (2011), social media marketing involves “encouraging customer communications on company’s own website or through its social presence”. Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to “marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles” (Chaffey & Smith, 2008). Giese and Gote (2000) finds that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture.

### **Various elements of digital marketing**

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are given below:

#### **1. Online advertising**

Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget and it has full control on time.

#### **2. Email Marketing**

When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services.

#### **3. Social Media**

Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company’s product or services. According to Nielsen, internet users continue to spend more time with social media sites than any other type. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities. Through Twitter, company can increase the awareness and visibility of their brand. It is the best tool for the promotion of company’s products and services. In LinkedIn, professionals write their profile and share information with others. Company can develop their profile in LinkedIn so that the professionals can view and can get more information about the company’s product and services. Google+ is also social media network that is more effective than other social media like Facebook, Twitter. It is not only simple social media network but also it is an authorship tool that links web-content directly with its owner.

#### **4. Text Messaging**

It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). Marketing through cellphone SMS (Short Message Service) became increasingly popular in the early 2000s in Europe and some parts of Asia. One can send order confirmations, shipping alerts using text message. Using SMS for campaigns get faster and more substantial results. Under this technique, companies can send marketing messages to their customers in real-time, any time and can be confident that the message will be seen. Company can create a questionnaire and obtain valuable customer feedback essential to develop their products or services in future.

#### **5. Affiliate Marketing**

Affiliate marketing is a type of performance-based marketing. In this type of marketing, a company rewards affiliates for each visitor or customer they bring by marketing efforts they create on behalf of company. Industry has four core players: the merchant (also known as “retailer” or “brand”), the network, the publisher (also known as “the affiliate”) and the customer. The market has grown in such complexity resulting in the emergence of a secondary tier of players including affiliate management agencies, super-affiliates and specialized third party vendors. There are two ways to approach affiliate marketing: Company can offer an affiliate program to others or it can sign up to be another business’s affiliate. If company wants to drive an affiliate program, then, the company owner has to pay affiliates a commission fee for every lead or sale they drive to company’s website. Company’s main goal here is to find affiliates who can reach untapped markets. For example, a company with an e-zine may become a good affiliate



because its subscribers are hungry for resources. So, introducing one's offer through "trusted" company can grab the attention of prospects which might not have otherwise reached.

**6. Search Engine Optimization (SEO)**

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

**7. Pay Per Click (PPC)**

Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website rather than "earning" those clicks organically. Pay per click is good for searchers and advertisers. It is the best way for company's ads since it brings low cost and greater engagement with the products and services.

**Advantages digital marketing**

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the consumers as given below:

**1. Stay updated with products or services**

Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.

**2. Greater engagement**

With digital marketing, consumers can engage with the company's various activities. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback.

**3. Clear information about the products or services**

Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store. However, Internet provides comprehensive product information which customers can rely on and make purchase decision.

**4. Easy comparison with others**

Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way. Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.

**5. 24/7 Shopping**

Since internet is available all day long, there is no time restriction for when customer wants to buy a product online.

**6. Share content of the products or services**

Digital marketing gives viewers a chance to share the content of the product or services to others. Using digital media, one can easily transfer and get information about the characteristics of the product or services to others.

**7. Apparent Pricing**

Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the customers. Company may regularly changes the prices or gives special offers on their products or services and customers are always in advantages by getting informed instantly by just looking at any one mean of digital marketing.

**8. Enables instant purchase**

With traditional marketing, customers first watch the advertisement and then find relevant physical store to purchase the products or services. However, with digital marketing, customers can purchase the products or services instantly.

**Marketing**

Marketing is the analysis, planning, implementation, and control of programs designed to increase visitor awareness and use of collections, facilities, and services in a way that will mutually benefit both the organization and the visitor. In other words, marketing is a management tool that focuses on identifying the needs, wants, and demands of customers and developing products to meet those needs.

**Marketing Process**

**Research your Market Environment**

Research your industry and your competitors and establish who your target customers (or target market) are for your goods or services. Only once you know:



- Who your customers are, what their needs are and how much they are prepared to pay.
- Who your competitors are, what they sell and at what price/s.

Then you can decide how to position your goods or services in your target market/s and develop a marketing plan to achieve your goals.

### **Develop and Implement your Marketing Plan**

Marketing covers much more than just advertising goods or services. When developing your Marketing Plan, consider how you will use the elements of your marketing mix to attract customers, meet their needs and keep them coming back for more.

### **Review and Improve**

After you have implemented your marketing plan, determine how well it has increased your sales and profits and make any necessary improvements. If your marketing plan is written down, it will be easier for you to see how your plan has performed. Marketing is the planning and execution of the production, pricing, promotion and distribution of goods and services to create exchanges that achieve individual and business objectives. Put simply, marketing is about matching every part of your business with your customers so that:

- You meet their needs.
- They are aware that you meet their needs.
- They are motivated to buy from you.
- They are motivated to keep buying from you.

If you don't achieve these outcomes, customers won't buy from you and you will go out of business. It won't matter if you make the best product in the world or if you are very good at bookkeeping and administration - poor marketers go out of business. Also, Marketing has evolved over the last two centuries, as the systems of production and consumption have changed owing to the rapid development of technology. This rate of change has seen the advent of mass manufacturing, rapid communication systems and rapid transport systems. It is clear that marketing, in this context, initially moved from fragmentation to mass and more recently to segmentation activities.

### **What is Digital marketing?**

Digital marketing encompasses all web-based marketing tools like e-mail marketing, banner advertising, weblogs, news settlers, and using your own Web site as a marketing tool, etc. It is important to realize that the Web/ cyberspace are another means through which you can market your business. It does not replace the existing marketing channels you are currently using and have found to be successful. Furthermore, a web based marketing strategy is not an optional extra to your existing business strategy. Rather, marketing your business on the Web must be part of a tightly coupled action-oriented marketing and advertising plan one that leverages the individual benefits of print, broadband, and interactive media. There is a drive for multinationals to consider the absolute dislocation of time and space in undertaking marketing transactions. The Internet, in turn, offers a Digital 24 hour experience in any market sector for global information prospecting. After here, we use Digital Marketing as a series of web-based marketing approaches that enable customers to simulate, customize, and experience goods and services in cyber space as like as in real word.

### **Why use Digital Marketing?**

Some drivers that make Digital Marketing more efficient than traditional marketing

#### **Increasing rate of High speed internet access**

Broadband is now mainstream, with more than 50 % of the Indian market using broadband. That trend holds true globally as well. The report found that the number of broadband subscriptions worldwide has increased 50 %, to 590.3 million in September 2014 from 450.4 million in December 2013, with the Middle East and Africa showing the sharpest rise in broadband services. With global broadband use on such a precipitous rise and Internet users growing more savvy by the day it's more important than ever for a Web site to capture each visitor's imagination. Features such as Digital tours, video diaries, and other brands of multimedia can provide users with a rich, interactive experience, even if they are thousands of miles away. Companies are continually experimenting with different mixes of these online elements to ensure their Web sites suit their marketing message perfectly.

#### **Searching the Web plays an important role in purchasing behaviour**

- Search is first online activity after email;
- 503,000,000 searches per day just in the India
- 86% of users search to find products, services, and other businesses;



- 60% of all searches are for goods and services.

### **Increasing online sales trend**

Over 50% of sales in 2015 will be conducted via e-commerce.

### **Traditional media power decreases**

- Audiences ratings TV shows, prime TV viewers down (50% since 1990 for the major channels)
- Customers exposed to ads: 1/3 watch, 2/3 mute-switch-leave
- Internet vs. TV: Internet users average about three hours a day working with the network, about 50% more time than the average television viewer watches TV.
- Internet user's watch about 20 minutes less TV than the average viewer.
- 10% of users prefer to miss TV than Internet
- McKinsey: TV advertising in 2010: 35% as effective as in 1990
- And Advertising costs increasing.

For reasons mentioned above, most of companies are shifting from traditional marketing to Digitalmarketing and therefore allocate more budgets to online marketing than traditional marketing.

### **Objective of Digital Marketing**

1. To Study and understand the awareness about Digital Marketing.
2. To know the reasons not using Digital Marketing.
3. To Study and understand new trends in Digital Marketing.
4. To Study and understand benefits of Digital Marketing Companies.
5. To Study and Understand benefit of Digital Marketing to Consumers.
6. To Study Advantages and Dis-advantages of Digital Marketing.

### **Traditional vs. Online marketing Budget Allocation of Indian direct marketers 2014 & 2015 (as a % of total)**

#### **Creating a collaborative environment that runs 24/7**

It's clear that marketers need to create an environment where they can present the right content to the audiences that need it, when they need it, encouraging discussion and feedback about successful marketing approaches, and analysing what works and what doesn't. Marketers could create such an environment on their own, pushing out materials, corralling sales reps and partners for feedback, and making sure reps didn't sell with old messages but they'd need to work 25 hours a day. And they'd have to do all this administrative work while also finding time to train new staff, creating new and updated marketing messages, and launching new products. What marketers need is a system for gathering, tracking and managing information that runs itself with little administrative input from them, and no frantic calls to IT for help.

In an ideal world, this ecosystem runs 24/7, making it easier to manage marketing initiatives across time zones or after hours. Intranets and extranets may sound like the obvious solutions for this problem but they present their own headaches. They require heavy maintenance, and extensive support from IT just the kinds of things that marketers don't have time for. In addition, they're a completely static way to store information there's no way to gather or analyse how the content is being accessed or used. With Digital Marketing's, the gap between sales and marketing is bridged through better communications with all sales channels. Digital Marketing does all of the necessary communications tasks-but does them far more efficiently than marketers can manage on their own. It markets continuously, 24/7, leaving marketers free to offload many tasks, and helps them gain back time to devote to creative and strategic planning. It creates a way to gather valuable feedback. And, it connects channel partners to the entire sales and marketing organization.

#### **Reaching Marketing Goals through Digital Marketing**

For every marketer there are key events that drive the workday, month or even year. Each one of these events requires marketers to package, promote, and deliver a variety of documents and collateral, as well as collaborate with multiple audiences and analyse the effectiveness of each campaign. Along with each event comes months of careful planning, development of resources and information sharing. Digital Marketing helps marketers easily achieve their biggest goals. The Digital Marketing automates every step of the process, from conception to retirement, enabling marketers to reach more audiences than ever before with customized messages and materials and in half the time. A corporation uses Digital Marketing runs 24/7 delivering resources, enabling teams, collaborating with partners and customers around the clock, and helping marketers manage the five key events that drive their day:



### **Launching new and upgraded products**

Delivering new products requires that a variety of information is distributed to several different audiences. Application of Digital Marketing enables marketers to package new sales product information into Digital sales kits, provide sales guidance and training through private partner websites, and alert current customers on just the products that are relevant to their business. Digital Marketing continuously market and promote new products to any audience by creating one-stop shops for only the content they want. More importantly, marketers are able to update new content and automate the retirement of old product collateral with just a few steps.

### **Adding sales channels**

Marketers need to arm partners with sales-ready material in order to sell effectively. In many cases partners represent many different vendors. Therefore it's imperative that you make it easy to learn about and sell your product, essentially making it easier to do business with you than with others they represent. A Digital Marketing delivers automated, customized private websites for different partner audiences, helping to package content that's specifically designed for the user. From sales-ready customer presentations to pricing information, with Digital Marketing marketers can decide which partner has access to what content. These private websites also host blogs and other collaborative forms of discussion that enable partners to bring marketers and sales teams into the process as they are selling. To better understand what partners you have or don't have mindshare with, analytics highlight who has downloaded what, and which pieces are making the most impact on those that represent your products.

### **Re-branding and updating messages**

There is more to re-branding than updating look and feel. And every marketer understands the pain of retiring the old messaging, updating every piece of collateral and getting teams to talk the new talk. With a Digital Marketing, marketers can update every single piece of marketing and sales collateral, partner extranets, Customer extranets and e-mail campaigns in a fraction of the time. Digital Marketing's deliver a single repository for all updated information from newly branded presentation decks, product data sheets, and updated customer case studies or posters. With each document, marketers create a description and associate other details, such as target audience and what solution the messaging applies, so that your sales channels know how to effectively and consistently use the messaging.

### **Driving marketing events**

Tradeshows, user conferences, Webinars and other events give marketers instant access to people who are interested in the company and its products. Digital Marketing help extend that relationship beyond the event and create an opportunity for further communication. Prior to and after the event you have a persistent place for those interested in an event to find information and collaborate. For example, a user conference portal is used to promote, disseminate information, and ultimately share best practices after the user conference is conducted. Another example is trade show events. Before attendees leave the show, marketers can deliver an e-mail with a portal user account that gives attendees access to an exclusive website. Now marketers have a captive audience for company news, user blogs, new products, features and services to drip content over time to inform and pique the interest of prospective customers.

### **Reaching customers**

Today's savvy customers insist that marketers give them the information they want, when they want it. With the high availability of the Internet, customers know more than ever before about vendors. This requires the vendor to effectively deliver the right information on a continuous basis to differentiate them from the pack. A Digital Marketing delivers private websites populated with the information they need during the buying process and after the sale. Marketers then gain insight into customer needs by understanding which documents are used and by which audiences. No longer are packages and folders lost through the postal service or via e-mail. Customers have a centralized location they can access from any computer to learn more about the company and its latest products.

### **Advantages of Digital Marketing**

Digital reality can be used to market products and conduct cyber-commerce in ways unimagined a few years ago. Following are a few of the benefits to be gained with Digital reality:

- Ability to give the user the true experience of product ownership, without shipping the product anywhere.
- Ability to demonstrate products in real time, using user-defined parameters.
- Ability to involve the user emotionally with the product (through sensory immersion).
- Ability to prototype and test factors, realize cost and time savings, and enhance decision making.
- Closer association between the media and the message, since users enter the media channel and become a part of it.



Vast increase in market potential since your product experience can be shared by anyone in the world who has the necessary computer hardware/software. Ability to use all four elements of the new communications paradigm.

### **Disadvantages of Digital Marketing**

Not every company will benefit from marketing its products with Digital technology.

Following are some of the disadvantages of the Digital medium:

- Very expensive. Even with the moderately priced authoring systems expected to be announced, Digital reality will still be an expensive marketing tool.
- High user expectations. Users will cut their Digital reality teeth on high quality, entertainment-oriented programs.
- Marketing programs that don't measure up to these standards will be unsuccessful.
- Not suitable for certain products. Digital reality works best with products that require a great deal of user interaction.
- Long lead times. Creating Digital reality is, and will be, a complex process. As such, Digital reality promotions will take longer to create and produce than media such as the Internet, print, radio, and television.
- Small prospect base. In the near future, only a small fraction of North Indian will have the hardware and software necessary to access Digital reality applications.

### **Digital enterprise**

In response to globalization and improved ICT, particularly the internet, existing and new enterprises are moving towards a form of strategic network known as the Digital Enterprise. This is revealed that although there is no generally accepted definition of the Digital Enterprise, it is distinguished by its networked structure, its focus on its own core competencies and accessing other competencies through outsourcing arrangements, a complete reliance on ICT for communications and coordination and an overarching strategy to move its essential processes to a digital dimension.

### **Digital Enterprise's overview**

The last decades of the 21<sup>st</sup> Century saw an unprecedented expansion of business into global markets and with it, increased global competition. The major drivers for these changes were increasingly demanding and discriminating customers, improved manufacturing techniques and extraordinary advances in Information Technology and Telecommunications (ICT). Business responded to the new environment by closely scrutinizing and realigning at its competitive priorities. The first priority in the 1990s was cost reduction and efficiency. The second in the 80s was quality, and the 2000 saw delivery speed become the major imperative.

The survivors emerged with smaller work forces, flatter organizational structures and generally more effective operations. ICT innovations such as open architectures and the advent of the internet and its networking capability were particularly instrumental in both fuelling and supporting increased competition and globalization. ICT is still underpinning continuing and accelerating change in the 00s where flexibility and agility have become the watchwords.

In the late 90s conventional wisdom came to realize that large, diversified, vertically integrated mega-corporations such as General Electric in the USA and Daimler Benz in Germany could not necessarily outperform their smaller more specialized competitors and began to search for alternative enterprise models. A new type of enterprise began to gain recognition. The new model had many names. Handy called it a 'shamrock enterprise', Ducker, a 'knowledge based enterprise', Quinn called it an 'intelligent enterprise', Goranson called it the 'Agile Enterprise', Goranson, and Davidow and Malone Davidow William who are among the more frequently referenced sources called it the Digital Corporation. Venkatraman argued that the new form was not new at all but rather represented a different strategic paradigm. As the names and concepts multiplied, new and transformed organizations, such as Amazon Books, Netscape, and Cisco gained increasing prominence as the new way to do business. For the purposes of this paper, these organizations and others like them are known collectively as Digital Enterprises as noted above there is many names for the new organizational model and although the conceptualizations differ slightly the names are often used interchangeably. Since the concept of a Digital organization arose from a commercial context, many scholars tend to continue to view the organization from that perspective. Digital as an adjective can be applied to a wide range of activities. Similarly, enterprise can also denote a variety of ostensibly non-commercial activities such as universities, medical facilities, and research. Over time the more inclusive Digital Enterprise has gained some, but by no means universal acceptance, in academic literature and is used throughout this paper in preference to the Digital Organization. In this paper, Digital Enterprise mainly refers to an enterprise that does not physically exist but may be provided physically good and services- and runs all of its activities through IT-based structure.

### **Appearance of the Digital Enterprise**

The stable Digital Enterprises consists of a market facing entity surrounded by a limited number of collaborating partners. The central entity is responsible for formulating ideas to anticipate and respond quickly to customer needs by focusing its energies



on creative design and marketing. It will perform its function as a meta-enterprise managing and orchestrating the surrounding network of independent firms to meet customer needs. The central integrating firm will have executive responsibility for the network and will have its own legal identity. To the customer it will have the appearance of a traditional organization, but it will lack the structure. To the customer the network is the Digital Enterprises. The challenge in designing such a network is to create seamless interaction and integration among a variety of federated organizations so the customer will be unaware that separate organizations are serving their needs. The Digital Enterprises is built on inter-organizational ICT systems that facilitate reduced transaction and switching costs, and data sharing and coordination across enterprise, geographic and temporal boundaries. Without them the Digital Enterprises could not operate effectively. Indeed, the reasons for its alleged success are directly related to low transaction and switching costs, which are considered to more than offset the benefits of scale available to large firms. Lower costs facilitate flexible relationships with potentially more responsive partners with world-class competencies, and free firms to concentrate on single core competencies, so it is natural for web-based enterprises to concentrate on a single core activity. The Digital Enterprises flexibility means that it is ideal at redefining its scope and reconfiguring its resources quickly and concurrently to match market opportunities. The reason that it can do this so effectively is its flexible linking to all existing, and new partners and quick delinking of departing partners. Nowadays a new type and more Digital enterprise is emerged that is known as Digital world. The most famous Digital world is Second Life. Second Life is a 3-D Digital world entirely created by its Residents. Since opening to the public in 2003, it has grown explosively and today is inhabited by millions of Residents from around the globe. The Marketplace currently supports millions of Indian rupees in monthly transactions. This commerce is handled with the in-world unit-of-trade, the Linden dollar, which can be converted to US dollars at several thriving online Linden Dollar exchanges. First-time users create a name and a graphic identity/ avatar. Land and objects are purchased from Linden Lab or other Second Lifers using Linden dollars. A small amount is given to first-time users, but additional Linden dollars must be purchased monthly to acquire more. An entire island can even be purchased. This has more than 6 million residents, it's not a game; it's another way of life. That's why the list of real companies using the Second Life world to reach out to their customers, brand, market and test products is growing at an alarming rate. And with \$7 million traded between residents per month, these companies are making real money out of Digital purchases. Digital worlds can transform the way you operate by providing a new template for getting work done, from training and sales to product design and marketing. Second Life could be a way to extend your Real Life business into Digital Worlds, but also a powerful way to enrich and innovate the way you do business in Real Life and prototype it as a marketing and sales tool in real life.

### **Digital marketing in Digital Enterprises**

More an enterprise is Digital; more it uses Digital marketing tools. Digital enterprises like Google, Yahoo, Amazon Book, and Netscape are appropriate examples of this subject. They are fully web-based and hence their target markets are internet users, it is not sane to invest on traditional marketing tools. As mentioned above, cyberspace and internet plays a significant role in 22<sup>nd</sup> current business environment and these force enterprises to make tremendous changes in their structures, processes, and approaches to adjust them with this changing world in order to survive their business. This issue is true about marketing tools these enterprises utilizing. In addition this is especially important in Digital enterprises that totally deployed on the web and need to just improve their approaches in marketing, because they were Digital since their establishment.

### **Current Scenario of Digital Marketing:-**

As I done survey in Pune city that younger generation are started using Digital marketing tool for the Purchasing and Selling Goods and services. Globalised market condition fetches all type of consumer to buy goods and service online. Company like Flipkart, olex, Ola Aap, Snap Deal, E Bay, Mayntra, Amazon, Ask me Bazaar, Food Panda, Tiny Owl, Just Dial, Book my Show, Zoom Car, KFC, Dominoz, Pizza Hut, Fassos, Coffe Café Day, Monzini Cake, WS Bakerys, MacDonalad, and many more.

Fields are not constraints if you want to buy the products Retail Sector, Automobile Sector, Pharama Sector, Hotel Industry, Travels and Tourisms, Food Sector, Banking, Information Technology, Educational Sector, Construction Sector, we are going for Digital India where within coming few year india will be Covered by Digita its digitization. FMCG Sector, Electronic Goods, Revenue Department, Electric Stores, Gold, Dimond, Platinum, Daily Grocery, Kirana and Mandi Subji you can order online and get your items required. You can buy it with quality quantity and affordable rate and with convenience.

It helps to reduce the cost. Where you can see large variety of items for individual product. It helps to save time and money. Even It helps to avoid confusion. Need not to worry for the choice and product alternative. Online learning system, electronic banking system, Admission of students in class, Banking system, Games and electronic device creation. Within coming few years India will be totally Digital.





### Conclusion

In today's globalised market competition is huge and complex. Ecommerce is created its network to cover market. Particularly the networking capability of the internet has increased; there is a demonstrable shift amongst existing and new enterprises towards a new marketing concept known as Digital marketing. This paper took the form of a literature review to uncover a definition of the Digital Marketing and Digital Enterprise's and the necessity of deploying Digital Marketing in Digital Enterprise's.

In other way, since decreasing power of traditional media, increasing number of internet users around the world increasing day by day has created huge network of it, and in addition the time people spend on surfing the web is much more than before, Digital Enterprise's as an extended, technologically advanced based organization that is only available through the web, cannot rely on traditional marketing approaches like TV and newspapers, and should be developed new ways for achieving its new needs in new environment. Digital Marketing, as a series of web-based marketing tools can cope with this duty. Its use and service is gives comfort, easiness and service at doorstep of customer in globalised market.

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