

2nd National Conference of School of Communication and Information Technology.
The Federal Polytechnic, Ilaro, 19th -22th July, 2022.

Digital Marketing and its Impact on Society

Habib Olaniyi Aliu & Oluwabukola Joy Olayiwola

Department of Computer Engineering, Federal Polytechnic, Ilaro, Ogun State, Nigeria.

olaniyi.aliu@federalpolyilaro.edu.ng ; oluwabukola.olayiwola@federalpolyilaro.edu.ng

Abstract

The growing trend of businesses using technology as part of their marketing plan highlights the necessity for a thorough analysis of digital marketing tactics. Businesses have the chance to participate in a new era of innovative marketing practices that employ digital marketing to meet their core marketing requirements by strategically shifting to client-centered marketing tactics. The use of electronic media by marketers to market their goods or services is known as digital marketing. Attracting customers and enabling them to engage with the company through digital media is the primary goal of digital marketing. This article focuses on the significance of digital marketing for both businesses and customers, the distinctions between traditional and digital marketing, as well as the influence of various digital marketing strategies. To assess the effect of digital marketing in Nigeria, a survey was undertaken. The opinions of 50 respondents in total were collected.

Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smart-phones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority.

Keywords: Digital Marketing, Online shopping, Effectiveness.

1.0 Introduction

Every working professional is expected to be conversant with at least the fundamentals of digital marketing in a world where over 170 million individuals use social media regularly. Digital marketing can be defined as the process of promoting goods using the internet or other electronic media. Digital marketing, as defined by the Digital Marketing Institute, is the use of digital channels to advertise or market goods and services to specific customers and enterprises.

Digital content is constantly consumed by people. Traditional marketing channels will vanish very soon, and the internet market will take full control. There are several benefits to digital marketing. Digital marketing is more cost-effective than traditional forms of advertising (Ghotbifar, 2017).

In less time, you may reach a larger audience. The customer base of traditional marketing departments and agencies has experienced significant turnover as a result of technological advancements. Digital marketers have made the most progress in the areas of tablets, phones, and computers since people have switched to these devices (Lamberton & Stephen, 2016).

Online marketing, internet marketing, and web marketing are common names for digital marketing. In addition to using the Internet as a primary promotional medium, mobile devices, traditional TV and radio, and other channels, digital marketing encompasses a wide range of service, product, and brand marketing strategies.

In the nineteenth century, telegraphs were used as the first form of e-marketing. Electronic media have taken over as the primary marketing force with the invention of the telephone, radio, television, and later cable television, and their widespread adoption. The main benefits of social media marketing are cost savings and increased reach. In general, the cost of a social media platform is less than the cost of other marketing platforms like in-person sales or sales aided by middlemen or distributors. The fundamental benefit of social media is that it may help businesses expand their reach and cut costs (Watson et al., 2002; Shet & Sharma, 2005).

2.0 Traditional Marketing

Traditional marketing seeks to benefit consumers in terms of time, place, and possession. Therefore, producing value for customers and encouraging them to purchase it constitutes the essence of marketing. In other words, the goal is to alter clients' perceptions. The most well-known type of marketing is traditional marketing. Traditional marketing is a non-digital strategy used to advertise a company's goods or services. In order to connect with customers personally and reach local audiences, traditional marketing is crucial. More than ever, modern consumers rely on relationships. They will pick companies that they believe genuinely care about their welfare and quality of life.

Traditional strategies like marketing materials, newspaper ads, localized TV commercials, or billboards embed your business in the lives of your community's residents and customers. Your efforts to connect with your target audience as a result sound less corporate and more natural. A straightforward illustration of conventional marketing is the usage of print adverts in newspapers and magazines.

2.1 Digital Marketing

Any online marketing activities or resources are referred to as digital marketing. Digital marketing techniques like email marketing, pay-per-click advertising, social media marketing, and even blogging are effective ways to draw customers to your business and persuade them to make a purchase. In actuality, digital marketing differs greatly from traditional marketing. Brands that cannot compete with one another under normal circumstances can do so because of the unique conditions of digital marketing. Digital marketing, unlike traditional marketing, tries to serve clients as rapidly as possible and anticipates their guidance rather than attempting to alter their perception.

Table 2.1 Traditional marketing and digital marketing comparison

Traditional marketing	Digital Marketing
It is a conventional method of marketing and works well to target local audiences.	The best method for addressing a wide audience.
Print, broadcast, direct mail, and telephone are examples of traditional marketing methods.	Online advertising, email marketing, social networking, text messaging, affiliate marketing, search engine optimization, and pay per click are all examples of digital marketing.
Time- and money-consuming process.	Rapid and somewhat inexpensive method of product or service promotion.
The planning, execution, and design phases of a campaign take more time.	An online campaign may always be developed quickly, and changes can be made as it advances. The use of digital technologies makes campaigning simpler.

2.3 Digital Marketing Technologies

Mobile Marketing: It includes a number of processes that let brands or organizations to interact with and engage their customers in more original, meaningful, and engaging ways through any mobile network or device. These include using mobile gaming consoles, tablet computers, personal digital assistants, and other portable technology for marketing. It differs from the web in that users can always access it whenever and wherever they choose (Lamarre et al., 2012).

Among the marketing strategies that can be utilized on mobile devices are short messaging service (SMS), multimedia message service (MMS), quick response (QR) codes, location-based services (LBS), brand-specific mobile applications, and push notifications. SMS has been named as the most popular messaging format for mobile marketing.

E-Mail Marketing: It entails contacting potential customers via email to advertise products. Additionally, it is used to improve customer relationships by adding notice to other companies' emails to pick up introduction in another market, as well as to attract new consumers and encourage existing ones to make immediate purchases by sending promotional emails. Email marketing entails sending promotional emails to a list of recipients who have signed up for it, as well as directly to an individual. A business can readily promote its items by utilizing this aspect of digital marketing. Compared to advertising or other forms of media exposure, E-It is comparatively inexpensive. By designing an appealing combination of visuals, text, and links on the products and services, a company may capture the customer's full attention.

Search Engine Marketing: This focuses on how users probe, investigate, create, submit, and place search queries on web pages within search engines to enhance traffic referrals from search engines and find sufficient information on the topic (Beal, 2013). The three most popular search engines are Google, Bing, and Yahoo. While search engine optimization (SEO) and search engine marketing (SEM) are often used interchangeably, SEO focuses on improving your website to boost rankings in search list results, whilst SEM goes beyond SEO. Search engine marketing (SEM) uses technologies from search engines like Google Adwords and BingAds to advertise and send more relevant visitors to the website (for instance, advert on yahoo mail platform). Generally speaking, content marketing strategies—a sort of marketing that involves producing and disseminating valuable, significant, and consistent contents—are the foundation upon which search marketing grows (Steimle, 2014).

Social Media Marketing: Using conversational media, which can be web-based or mobile applications, networks of people who gather online to discuss opinions, ideas, information, and knowledge constitute social media marketing (Heinonen, 2011). Facebook, Twitter, LinkedIn, and Google Plus are examples of social media marketing networks. Through Facebook, a business can advertise events involving its goods and services, run promotions in accordance with Facebook policies, and look into new opportunities. A corporation can boost brand awareness and visibility through Twitter. It is the most effective instrument for promoting a business's goods and services. Professionals create profiles on LinkedIn and share information with others. A corporation can enhance their LinkedIn profile so that professionals can visit it and learn more about the company's goods and services. More effective than other social media platforms like Facebook and Twitter is Google+. It is more than just a straightforward social networking platform; it is also a tool for authorship that connects web content to its creator.

3.0 Methodology

Methodology is the result of a methodical and theoretical review of the many approaches to determine whether or not a given approach is appropriate for use in a given field of study. Concepts like paradigm, theoretical model, stages, and quantitative or qualitative procedures are frequently included. The key data sources used to conduct this study.

Primary sources:

A primary source is a place where we can get first-hand knowledge or authentic data on a subject. The original data was gathered using a structured questionnaire technique.

Data samples from 50 respondents were gathered for the study's purposes in order to learn what they thought about the effects of digital marketing. The facts and statistics that were gathered have been arranged and explained.

4.0 Results and Discussion

Table 4.1 shows the details analysis of general information about online buyers. The correlation between the various elements of digital marketing with which data was collected from fifty participants who are taking the various techniques or elements of digital marketing. Results are given below:

Table 4.1: General Information about Online Buyers

	Category	Number of Respondents	Percentage of Respondents
Gender	Male	35	70%
	Female	15	30%
	Total	50	100%
Age	Below 18	3	5.7%
	19 - 30	40	78.9%
	31 - 45	8	15.4%
	Above 45	-	-
	Total	51	100%
Profession	Student	17	34%
	Entrepreneur	14	28%
	Employee	17	34%
	Others	2	4%
	Total	50	100%
Monthly income in Naira	Below 10,000	13	25.5%
	10,001 - 50,000	14	27.5%
	50,001 - 200,000	20	39.2%
	Above 200,000	4	7.8%
	Total	51	100%

According to the table above, 35 of the 50 respondents were male and 15 were female, with men having the highest overall participation rate at 70%. The highest age range for online market place users was 19–30 years with 78.9%, and their professions were tied at student and employee with 17% each. The monthly Naira income of online market place users ranges between 50,001 and 200, 000. Table 4.2 shows the availability of online information about marketplaces and products.

Table 4.2: Availability of Online Information about Marketplace and Products

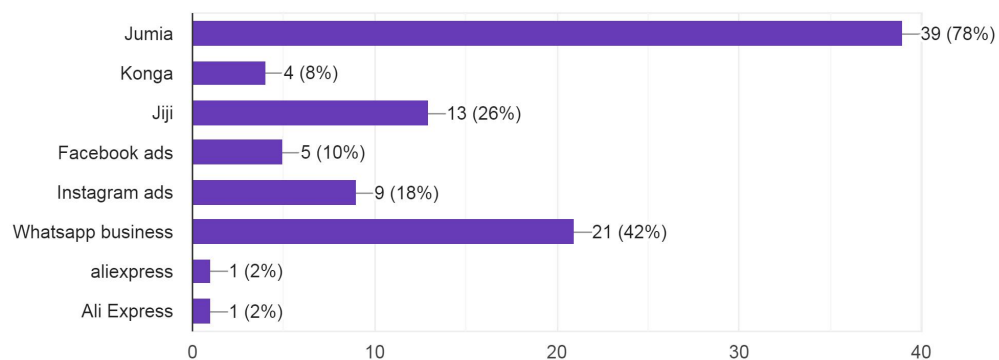
	Category	Number of Respondents	Percentage of Respondents
How informed are you about the online marketplace	YES, i'm well informed	41	80.4%
	NO, i'm not informed	10	19.6%
	Total	51	100%
Reasons why you	Diverse product	16	32.7%

prefer to shop online	access options		
	Simple buying processes	19	38.8%
	Several different ways to pay	7	14.3%
	Reduced costs	4	8.2%
	Others	3	6%
	Total	49	100%
How often do you shop online	Once annually	10	20%
	2 - 5 purchases annually	24	48%
	6 - 14 purchases annually	9	18%
	15 purchases & above annually	7	14%
	Total	50	100%
How available is the online information about products	Excellent	11	22%
	Good	30	60%
	Average	7	14%
	Poor	2	4%
	Total	50	100%

From Table 4.2 above, 80.4% are well informed about the online marketplace, and 38.8% said the reason why they prefer to shop online is because of its simple buying processes. 48% make 2–5 purchases annually, while 60% show that the availability of online information about products is good.

Which online marketplace do you use for your purchases

50 responses



The chart above shows the results for the most preferred online market place for respondents to purchase products online. 78% of the respondents picked Jumia as their preferred choice. 42% chose WhatsApp Business, while the remaining percentages went to Jiji, Instagram ads, Facebook ads, and Konga, in that order.

5. Conclusion

Digital media now play a significant part in the marketing strategies of many firms. For business owners of all sizes, there is now a very cost-efficient and successful

option for selling their products or services online. Digital marketing has no boundaries. Any device, including mobile phones, tablets, laptops, televisions, gaming consoles, digital billboards, and media like social media, SEO (search engine optimization), videos, content, e-mail, and much more, can be used by a business to market itself, its products, and services. If consumer expectations are highly considered, digital marketing success may rise. From this essay, it can be inferred that many consumers are still unaware of the significant influence that digital marketing has on our culture. What the customer wants and how to reach that specific target population should be the focus of a proper target audience.

References

- Ghotbifar, F. (2017). Identifying and Assessing the Factors Affecting Skill Gap in Digital Marketing in Communication Industry Companies. *Independent Journal of Management & Production*, 8 (1), 001-014.
- Heinonen, K. (2011). Consumer Activity in Social Media: Managerial Approaches to Consumers' Social Media Behavior. *Journal of Consumer Behavior*, 10, 356-364.
- Lamberton, C., & Stephen, A. T. (2016). A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. *Journal of Marketing*, 80 (6), 146-172.
- Lammarre, A., Galarneau, S., and Boeck, H. (2012). Mobile Marketing and Consumer Behavior Current Research Trend. *International Journal of Latest Trend Computing*, 3(1), 1-9.
- Sheth, J.N., Sharma, A. (2005). International e-marketing: Opportunities and Issues. *International Marketing Review* vol. 22 no. 6, 2005 pp. 611-622
- Steimle, J. (2014, September 19th). What is content marketing? *Forbes*. Retrieved on 15th March, 2019 from <http://www.forbes.com>
- Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002). U-commerce: Expanding the Universe of Marketing. *Journal of the Academy of Marketing Science*, vol. 30 no. 4, pp. 333-47.