

Current scenario online communication tolls use in digital marketing

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Introduction:

The internet has had a significant impact on how buyers and sellers communicate in digital communication tools have emerged to offer greater creativity, precision and measurement for the online marketing to move buyers through the decision phases, and online communities have all become effective delivery mechanisms for the customer with greater control of what they receive how and when yet in the late nineties many in marketing communication believed that the internet would only have a minor impact on the world advertising. These include the use of E-mail in direct marketing and online viral Campaigns, as well as how the internet can be used as a medium for advertising and the use of newsletters as medium of communication and E-marketing applications of blogging are contemplated as is the internet role in public relation.

- 1. The internet and the communication process:** The notion that the internet is more than a medium of communication is dispelled by the analysis of the internet's role in the communication process.
 - **Source:** The source of the message is the same for the online communication as in the offline world. The internet has not spawned an entire species of the people who did not have marketing message prior to the internet building the brand and delivering the promise are the fundamental in developing credibility and trust.
 - **Medium of transmission:** Indeed the reason for its inception was to prove a dependable method of communication a nuclear war. Online must consider issues like E-mail addresses or employ spam filters and spyware
 - **Receiver:** The target receiver has always existed offline the internet being the new medium. The species that did not receive marketing message prior to the internet does not exist.
 - **Feedback:** Feedback is essential to assess the success of the communications and what can be learned to improve future communication. But then the internet can be used to respond to non-internet transmitted message as well. However the interaction and informality of the internet may enable marketers to monitor and capture feedback through online community's forums and other mechanisms.
- 2. Online advertising:** The online advertising industry is still in a state of flux offline if anyone wants to know the cost of advertising on any of the traditional media –TV, radio print billboard etc. Then will be referred to a rate card. The prices vary depending on such elements as size, length and time naturally rates will vary depending on the business environment, economy and so on. There is not even a recognized method for assessing the cost of advertising although this is more due to the different application that it is despite amongst practitioners and published.

There are three common models.

 1. Cost per thousand impression (CPM)
 2. Cost per click (CPC)
 3. Cost per actions (CPA)

3. E-mail marketing:

- **Email will be around forever:**

All those users eventually moved on to other social networks, and the site is now the 1,500th most popular website in the United States.

Imagine investing significant amounts of time and money to build an audience on a platform only to find it a ghost town just a year or two later. The impact on your ability to reach and engage potential customers would be catastrophic.

On the other hand, email has a long history of stability. The first promotional email campaign was sent in 1978 to a total of 400 people and email has been growing consistently since.

Interestingly, the email space itself has evolved from a time where you needed a developer to build an email to today, where tools like Campaign Monitor empower the modern marketer to create and send beautiful branded emails with ease. This shift has put the power of business email into the hands of more people.

Building your email list, unlike building a social media following, is a stable long-term investment that will pay off for many years to come.

- **Email is an open platform:**

Over the past few years, many brands have invested millions of dollars into buying large social followings in order to be able to communicate and engage with an audience.

But while businesses are investing in various social media platforms, Facebook has frequently updated its algorithm to reduce the amount of followers who will see a brand's post, unless those posts are paid advertisements.

This practice has become so prevalent that 98% of brand followers will never see the posts in their News Feeds. Twitter seems to be moving in a similar direction with the announcement it will introduce an algorithm-controlled feed as well.

- **Email is the preferred communication channel:**

For many, social networks are a personal form of communication used to keep up to date with friends & family. When people log in to their social media accounts, they're there to see photos and updates from people they know and care about.

Email, on the contrary, is a much more professional medium and people expect to receive information about products and services through that channel.

In fact, studies show 72% people prefer to receive promotional content through email, compared to 17% who prefer social media.

- **Email delivers your message:**

If marketers have to choose between adding a subscriber to their email list, and gaining a new Face book fan, they should go for the email subscriber every time.

There are two key reasons why:

First, 90% of email gets delivered to the intended recipient's inbox, whereas only 2% of your Face book fans see your posts in their News Feed. This is because Face book limits the number of times your posts appear in the News Feed in an attempt to drive brands towards their paid advertising options.

This is a big deal when it comes to getting your messages in front of your desired audience.

On Face book, if you post an update to your 10,000 fans only about 200 of them will even have a chance of seeing it in their News Feed. Alternatively, if you send an email campaign to 10,000 subscribers at least 9,000 of them will receive it in their inbox.

This means your message is 45 times more likely to be seen using email than Face book

Secondly, your email subscribers have explicitly told you they want to hear from you when they signed up for your email list.

There are strict laws and regulations around SPAM laws, so if you're emailing a prospect or customer, it's because they gave you their permission. Now think about the ads in your Face book News Feed – did you ask those companies to market to you?

Probably not. More than likely, you performed a Google search or visited their website. That's decidedly different than proactively signing up from an email newsletter.

Email is proven to ensure your audience gets your message.

4. Viral marketing:

What is viral marketing?

Viral marketing is a type of marketing in which the communication message spreads from person to person like a virus, so that the name viral marketing.

Viral marketing includes any strategy that encourages the individual to expand the marketing message to others, creating the potential for its exponential growth in terms of availability. Like viruses, such marketing strategies use an advantage of the fast multiplication to deliver the message to thousands or millions of people.

Presumption of viral marketing is that when each new user starts to use a product or service, advertisements goes to everyone who has contact with the user

How effective is viral marketing?

Viral marketing can be a very effective way to attract attention and interest to your business. Attract great interest is not as easy as it seems, but it is possible.

An important factor that should be considered at viral marketing is the ability to bring real benefits to improve sales of your products or services.

Many viral campaigns can attract a lot of attention and traffic to the site, but generate a small number of conversations and sales. We will give an example for viral marketing on the Internet at one of the most popular tool, the video sharing site – YouTube.

When many users notice a good video and share it with others, this increases the number of video views in a very short time. This method of marketing can bring a drastic increase in traffic on the site, but the effects decrease because of badly spreading of marketing messages. The result is a low conversion rate on the site.

The concept and way of implement viral marketing strategies:

If you have a need for personal promotion or promotion of your brand, the internet is a medium that offers many creative and effective ways to achieve this. Internet marketing or on-line marketing refers to a set of powerful tools and methodologies used for the promotion of products or services over the Internet.

It can be divided into several general areas, such as web marketing, e-mail marketing and social media (including viral marketing).

Below we explain the term viral marketing, as an area that can bring a great return on investment (ROI).

Methods of implementation strategy of viral marketing on the internet:

1. To implement the strategy of viral marketing follow the next steps
2. Strategies and creating ideas that will expand.
3. Creating a custom content (video, micro site, widgets)
4. Finding the best viral channels and target audience, understanding their interests and connecting with them.
5. Starting viral campaigns in selected channels – blogging, social engagement, pay per click etc.
6. The use of web analytics and tracking of key performance indicators of viral campaigns, including traffic, downloads user comments and conversion rate, to make appropriate improvements where necessary.

5. **Public Relation (PR):** Public, in PR terms, is anyone who ever has or ever will form an opinion about a client. Depending on the nature of your client, these could include clients, potential clients, members of the local community, members of the media, online fans etc.

Public relations success requires a deep understanding of the interests and concerns of each the client's many "publics". The public relations professional must know how to effectively address those concerns through Publicity

Public relations can be used to protect, enhance or build reputation through the media, social media, or company generated communications. The world of business is characterized by fierce competition and in order to win new customers and retain the existing ones, companies not only have to distinguish themselves from the competition but must also create and maintain a positive public image.

A PR specialist or firm helps them both create and maintain a good reputation among both the media and the customers by communicating on their behalf and presenting their products, services and the overall operation in the best light possible.

A positive public image helps create a strong relationship with the customers, which in turn increases the sales. Public relations people working for a company may handle consumer relations, or the relationship between parts of the company such as the managers and employees, or different branch offices.

What skills are required to be a public relations specialist?

A PR specialist is usually required to have a relevant type and level of education such as a Bachelor's degree in Communications or Journalism. Proper education, however, is not enough. A PR specialist needs certain skills in the first place such as excellent writing and verbal communication skills. Two other important skills for the PR professional are;

- The ability to work under pressure and to be able to answer a variety of questions including unpleasant ones. For example, if the client is under a public "attack", a PR specialist needs to establish a control over the situation and protect the client's good reputation.
- People who work in PR are regarded as experts in media relations. They're often asked to train employees on how to effectively communicate with the media, particularly during print or TV interviews. Public relations can't function without the press. PR professionals spend most of their day maintaining existing relationships and cultivating new ones with journalists and other members of the mass media.

Conclusion:

Both face-to-face and online communication becoming a skilled communicator has a positive impact on our personal and social interactions. By analyzing face-to-face and online communication skills, identified the strengths and weaknesses and developed some ideas on how to improve my communication skills to become a more knowledgeable and skilled. A plan to be an effective and ethical communicator by further educating in this area and practicing verbal, nonverbal, and active listening skills that we learned in the communication.

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