



DIGITAL MARKETING & IT'S CAMPAIGNS -CONNECTING EVOLUTION TO THE FUTURE RESEARCH

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Abstract

Digital marketing has been taking over the world since its inception. On its own, traditional marketing is not capable of doing what it is meant to do and thus becoming redundant. Today the business wants to increase sales, increase brand awareness, increase customer acquisition and wants customer base, all these in a much bigger and better way than it ever wanted to, which it is accomplishing by using a range of digital marketing tactics. Competition is on an increase as businesses invest more in digital marketing to reach, encourage and interact with the consumers and thus influencing the buying decision. The use of new platforms like smartphones is growing exponentially. Mobile marketing tactics are vital, but desktop devices and tablets are also very much in use hence multi-device plans and tracking are needed. Marketing now focuses on digital Platforms and touchpoints including Facebook, Instagram, WhatsApp, Google, YouTube, the Chrome browser, safari browser (for Apple OS). Then we have LinkedIn, Twitter, Pinterest and Snapchat, these have a devoted audience. I describe here how digital marketing campaigns have taken over the major Part of marketing campaigns and what are its touchpoints in doing so and what is the trend, how it is impacting the customer and what are the evolving issues.

Keywords: *Digital platforms, Mobile marketing, SEO's, Facebook, Instagram, Google, Smartphones, Touchpoints, Trend, Content marketing, Voice search*



Introduction

The first online was a banner advertisement added to a web page advertisement and was posted on October the 27, 1994. And so, began online advertising. (History of Online Advertising | Study.com). It is going to be 29 years since the use of the Internet and the World Wide Web began. During this time the businesses have evolved manifolds and in various ways. Large multinational corporations such as Google, Facebook, Amazon, Alibaba, eBay and Uber, unheard of twenty years ago, have emerged as key players in our modern

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economy. Firms across all industries are embracing internet-based digitization strategies to expand or improve their business. The world of marketing has experienced a notable transformation, with the advent of digitalization. Now marketing and promotion is no longer limited to the traditional sources. (Financial Times, lexicon.ft.com) (<https://www.researchgate.net>).

Google will remain the largest digital ad seller in the world in 2019, accounting for 31.1% of worldwide ad spending, or \$103.73 billion. Facebook will be No. 2, with \$67.37 billion in net ad revenues, followed by China-based Alibaba, at \$29.20 billion. Though Amazon has been steadily chipping away at the Google-Facebook duopoly in the US, it will be a smaller player on the global stage, with \$14.03 billion in ad revenues. In 2019, worldwide digital ad spending will rise by 17.6% to \$333.25 billion. That means that, for the first time, digital will account for roughly half of the global ad market (Global Digital ad spending, emarketer).

Moreover, digital technologies and devices such as smartphones, smart products, the Internet of Things (IoT), Artificial Intelligence, and deep learning will be significantly renovating of consumers' lives in the future. This paper seeks to understand how the developments in digital technology are impacting and



transforming the lives of consumers. It is therefore necessary for research to examine and understand how consumer are responding to the digital environments. The literature is still relatively nascent and more research is of course needed—particularly given the ever-changing nature of the digital/social media/mobile environments in which consumers are situated and interact with brands and each other. Concern about how to capture value from internet-based activities is almost as old as the World Wide Web (e.g., Ghosh 1998).

Online customers have different attitudes and same individual may behave different online and offline. Customers now have the ultimate power to spring their opinion about a product or service and about what concerns them. They are now developing their own recommendations and demand. They are global now. Having same taste and choices but may be spread across the globe. They connect via the net and express their feelings regarding the offerings. Internet has created a level playing field for the smaller niche brands to compete with the established global players. Small brands have access to bigger, global, markets and can communicate directly with customers across the world in new and more meaningful ways – ways never dreamt of ten years ago. (Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing, Fifth Edition, Dave Chaffey and PR Smith, 2017).

Objectives of the Study

Following are the objectives of this paper-

- First, to describe a historical snapshots and delineating the framework of digital marketing highlighting the touch points in the marketing process;
- Attempted to organize on going developments in media marketing;
- Outlining the evolving issues around the touch points to identified the future research areas in digital marketing sector.

History

The dawn of digital marketing can be sketched back to the 1980s. The companies started to recognize the importance of harbouring customer relationship rather than just pushing the products. The beginning of maintaining database of prospects also began customers. It enabled the companies to gain information, store and track



their customers like never before. The Customer Relationship Management or CRM software brought revolution in the 1990s. Sales Force Automation (SFA) was the early form of the CRM and provided companies the important information regarding inventory control and interaction tracking. (Digital Vidya, History of Digital Marketing: The Evolution that started in the 1980s). In 1990's the search engine was born. It was called Archie and it was an index for FTP sites. In 1993, the first clickable banner went live and another milestone in the history of digital marketing was reached, and thus, started online advertising. In 1994, a search engine called Yahoo! was born. That's when people started searching the web for information. The foundation of "search engine optimization" was laid which was a way to ensure that the websites of the businesses employing it appeared at the top of the results when people searched for specific terms. Cookie technology was developed in this period. A digital cookie is a piece of code that websites leave in a user's browser so that they can "remember" information about the user. In 2000's Google released Ad words. That service gave marketers the opportunity to advertise their products with the assistance of one of the most popular Internet sites in the world. Then Web 2.0 came along and marked an important point the history of digital marketing. Web 2.0 sites introduced us to dynamic content, user generated content, and what we now call social media. In the consecutive years WordPress was released which would turn out to be a saviour for millions of future entrepreneurs. In 2004, Google had just released Adsense, a service that gave publishers the opportunity to monetize their sites and it went public. Facebook came into existence the very same year. In the year 2005, YouTube was launched, which gave marketers opportunity to promote their brands. In 2005, another important milestone in digital marketing was reached: YouTube launched. Digital marketers would soon discover that YouTube offered them great opportunities to promote their brand. In the same year Google launched Google Analytics which provide the website owners information about their traffic sources and visitor behaviour. In 2006, Amazon's sales reached the \$10 billion mark. The launch of Twitter followed and it soon become an important social media channel. In the year 2007, Tumblr was launched and thus it became easier for anyone to become a blogger. The launch of iPhone added on to the development of the mobile technology. (<https://ignitevisibility.com/what-is-digital-marketing>). In 2008 China



overtook USA in terms of number of internet users. Spotify was also launched in 2008. Finally, in the year 2010 WhatsApp was released which made marketers to reach every nook and corner of the world which was covered by mobile network. In 2011, Google launched Google+ and Google Panda to facilitate page optimization. In 2012, companies increased their budget for social media marketing campaigns by 64%. Social media sites like Facebook and Myspace were commonly used by businesses to promote and engage the target audience. Tumblr was acquired by Yahoo in 2013. 2014 saw the increased use of a smartphone in accessing the digital technology. People started to use mobile phones over their Pc's to connect. Facebook and LinkedIn were customized for mobile use. In 2015, more digital technologies evolved. The Snapchat application launched its own discover feature to enable users to connect with more friends and followers. Facebook also introduced Instant articles as well as the launch of wearable tech. Facebook, Instagram, Snapchat, You Tube, Twitter, and Reddit are the most commonly used social media networks in 2017 and 2018. There over 3 billion Facebook users daily and business leverage on the use of these sites to reach to a wide customer base. The cookie technology has become a popular tool in digital marketing technology. Every website stores some information about each user's browsing history. A cookie is a piece of code left in the user's browser once they visit a certain website. The cookie enables the website to remember certain information about the user based on the last time they visited the website. The recorded Cookies information play an important part in digital marketing as marketers use them to track users browsing habits (Learnpick, History and Evolution of Digital Marketing). Big data has made it possible to track patterns and trends of human behaviour, and its role in marketing is only set to increase. Data-driven marketing has gathered enough momentum that a number of companies have emerged that specializes in harnessing this technology, such as Domo, Oracle and Optimove. Optimove specializes in digital precision marketing using the power of predictive analytics. Its marketing cloud uses big data to acquire the emotional intelligence necessary to connect with customers more effectively and at all times. This has allowed marketers to come up with better strategies that strengthen customer relationships. (Digital Marketing Institute.com, The evolution of digital marketing- 30 years in past and future).



Applications of Digital Marketing

Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). We cannot argue the potential of growth of businesses employing the digitalisation. Now a days it is quintessential for a business to grow and flourish. Today ROI is impacted to a great extent by it. As per statistics, around 92% of consumers report that they trust digital media and word of mouth on different digital channels above all other forms of advertising. In addition, digital marketing helps to build relationships, channelize marketing campaigns, optimize online branding, target customers, measure effectiveness of each online marketing campaign, and hence, let industries be more target-oriented and reap more profits. (www.digitalvidhya.com). Industries today thrive and reap benefits from the interactions and the communication between them and their customers. It helps them to bring new desired products and services for the customers and their by maintaining and increasing the customer base and improve on the less desirable products and services. According to a review by Smart Insights, 80+ percent of industries have a characterized procedure for advanced digital marketing.

Performance of digital marketing in India as compared to other countries, initially could have been termed as little quandary. But now it is gaining momentum. Although India is still a bit behind other countries in regards to mass adaptability and usage, however with the penetration of mobile it is growing at a fast pace. Here are some businesses that are getting high ROI from their digital marketing endeavours

Law Industry

Law Industry is using digital marketing campaigns quite successfully. As indicated by Greentarget's State of Digital and Content Marketing Survey, 1 in 4 law offices has a well targeted content marketing system. They are more concentrating on blogging and thereby developing themselves through communication. In particular, they're great at clarifying how the law functions and how to manipulate your way through a contention. On their individual firms' web journals, on LinkedIn, and on



popular sites like Medium and Huffington Post, these lawyers are composing useful blog entries on different legal matters and topics. Individuals who seek information on legal matters discover them and read such blogs, and thus such legal firms pick up their customers.

Marketing industry

Marketing industry is fundamentally is on the epitome of exploiting the potential of digitalisation. It is utilizing digital network to their target its audiences and potential buyers via digital frameworks.

According to statistics:

95+ % of marketers utilize social media marketing to market their products and services

90+ % of marketers trust online networking is imperative to their industry

More than 80 percent of marketers have blended digital marketing for Industry along with their traditional marketing exercises.

Health Industry

As per the Pew Research Center's Health Online 2013 study, 77 percent internet users go online and check for solutions that can resolve their health-related problems. The web page is primary spot individuals go to get to know the health information. A strong web-based social networking, simple to understand infographics and health-related information. Businesses that use social media marketing along with social media marketing get significant over others in the competition. People search for the local Dentists, physicians, and others in the medical experts in their local area now a days on internet and select the best ones by checking the webpages provided by these practitioners.

Real Estate

The real estate industry gets a lot of online attention from people seeking new homes, apartments, or condos. SEO strategies and the ad placements are important for the real estate industry, from agents to the real estate companies themselves.



Retail Industry

With the help of digital marketing the retail sector is booming. The retailers can now reach to a wider section of people and providing them the option to explore, select and buy what they want and when they want and at any price range they want. Retailer's can now focus on their target customers and provide them directly the personalised and customized products and services. Retail marketers are using social media platform, live chat with customers in regards to their inquiry to improve their offerings.

Media

Digital marketing help to extract predictive findings. Mailing by emails by the consumers and the executives in this industry is the best way to be in contact. Online communication has helped to build brand image and awareness. Various online activities are serving as there important touch points and this is proving it to be as their important marketing strategy.

Entertainment

Establishing connections with customers via email by testing and refining email marketing communications, or by through tracking performance-related metrics such as open rates or by conversion rates over time. Also, social networks play an important role in making entertainment-related decisions. Social video advertising platform also is vital in promoting and levitating the interest in the audience.

Food industry

People can check about the restaurants and cuisine from the SEO. SEO's help restaurants to gain more visibility, gain more reviews and improve visibility online. There is a trend of video marketing now a day by food marketers to improve their brand image. Social media in the other hand is also on the rise as in the past few years user click user click food content online has increased. Consumers want more than just promotional and marketing messages regarding their food brands. Food is an experience now it helps to understand other cultures, it is comfort provider and adds on the lifestyle. So, storytelling is an integral part which is done via various platforms of digital media.



Sports

With the success of mega sporting events, businesses are now looking at sports as a potential to grow their brands and with the onset of digital media, marketers are contemplating using digital marketing in sports industry. Millions of us are now hooked to internet and thus this option appeals to this industry as well. It is the easiest way to connect advertisers and fans. Digital media is increasingly becoming the second screen after traditional broadcast, during live events. Both Sports and digital platform go hand in hand as both equally capture the attention of many millions of audiences. Engaging in social media, before, live and after an event, blogging, search engine optimisation, content marketing, brand management are the tools in the hands of the marketer to use.

Education

It's the age of square-eyed pupils hence increasing one's digital marketing strategies in the education sector is difficult to ignore. Students are exposed to technology now more than ever. Brand awareness in regards to enrolment, audience expansion, online marketing is boosted with the help of social media platforms. It reaches to the far situated audience wherever they are located in the world. Online marketing is also beneficial for home school organizations, private tutoring centres, or even freelance teachers. Marketing the educational services online has picked up lately and is growing leaps and bounds. It is more personalized than the traditional approach. Higher education has different set of individuals applying, so each of it has to have a separate personalized approach to communicate and interact with the students.

Tours and travel

The travel and tourism industry was one of the first to use digital marketing techniques in their practices to communicate and interact with their clients. There is an emerging trend of mobile-only travel agencies (MTAs). Some companies offer travellers the ability to book tickets through downloadable mobile/tablet-exclusive apps. Other way for the marketers to engage in digital marketing is making sure that their page rank at the top of SERP and SEO. Visual marketing



like pictures and videos on the social media is also important as it is taken the world by storm and is proving to be an important marketing tool.

Digital Marketing in Future

Traditional marketing is taking a backseat due to the fact that marketing today is not only based to let the customers know about your offerings but to offer them what they need and how fast these can be delivered by personalising these offers. The technological upgradation in the form of smart phones and tablets have aided in his shift. In India particularly, by 2021, there will be about 635.8 million internet users in India. This is a significant increase in comparison to the previous years, considering the internet penetration rate in India stood at about 10 per cent in 2011. Indians often turn to mobile internet, as majority of the digital population in India are mobile internet users and these numbers will rise to about an amount of 524.5 million and around 37.4 per cent of Indian population. Retail e-commerce sales in India amounted to about 16 billion U.S. dollars in 2016 and are projected to surpass 45 billion U.S. dollars in 2021. India's internet users are expected to reach up to 627 million in 2019, driven by rapid internet growth in rural areas.

The full potential of digital marketing is yet to be explored. But in the near future we can expect various changes caused by it in various ways.

- The advertising in the form of videos will grow. Video advertisements are already a popular medium for digital marketers. Facebook and YouTube are the oldest players in this field. But now Google is also entering the arena with in-SERP video advertising.
- Mobile/Smart phones usage is used now more than ever. Marketers are now supporting the need for websites that are optimized for mobile phones. These are the times of mobile-focused internet marketing. Messaging apps will dominate the communication medium hence social media will obviously will be the top tool for communication and interaction among the companies and among the customers. Also, mobile apps will be used more



than ever and hence will lay down the path for down fall of computer websites.

- Search engine giants will keep on updating their algorithm to decide which content should get priority and rank higher in search engine result pages (SERPs). Hence the changes in the search engine algorithms will be bound to happen continuously.
- Moreover Paid search, or search engine marketing will be replaced by programmatic advertising, a type of paid media that employs artificial intelligence. This shift towards AI automation provides a more seamless, efficient, and accurate approach to paid media, while simultaneously lowering customer acquisition costs. The voice search is on the rise and manual typing is declining, marketers will be trying to optimise their SEO's to recognise voice search.
- Content is the 'king' in digital marketing and its campaign. Personalisation will be at the forefront of content marketing in the coming years. Content marketing will become more competitive due to the influx of professional writers and video/pictures/live feeds/stories producers. The key will be to write unique, high-quality, and interactive content that readers can connect with. 360-degree video and virtual reality are allowing the viewers to control and immerse in the content experience. With Big data and the availability of in-depth consumer information, personalising content is expected now. It not only improves customer relationships but also satisfaction and loyalty.
- Influencer marketing has become the equivalent of word-of-mouth marketing today. But in past few years it was difficult to find a proper influencer. Hence the advent of AI in this field too. It not only selects the perfect influencer, but also analyse how well the post posted by the influencer was received and how much the brand and the influencer match. It guides the influencer "when" to post and "what" to post. Thus allowing



influencer marketing process to become less resource intensive, faster, and more data driven for a better customer experience and business relationship.

Terminologies Connecting Future Research

Marketing has evolved in a very fast pace in the past few years than in the last few decades. We can now no longer take artificial intelligence, robotics, visual and voice search as a sci-fi movie gimmick. These are now very integral and imperative part of marketing agenda. Now Digital Marketing is the best way to increase the traffic of any business. Traditional modes of marketing is now way behind. Smartphones are taking the world by storm. One can reach a distant customer by the help of mobile technology and mobile platform. People now believe more on the information available on online than the physical available information. Digital market place is been more visited than the actual physical market place. It is now a laid-back and universally mundane idea to interact with the interface over a technology-based gadget. As digital marketing is evolving many, that may generate the interest in related areas for future studies. Some of them are;

- **Self-Services Technologies (SST)**- Today is the world of fast pace. Technological interaction by the humans is at every step of life. Number of customers interacting with the technological device is increasing than the interaction with the employees. SST is the technological interface that enables the customer to get a service independent of direct service employee involvement. More and more innovative and easy to interact SST's are evolving as the years progress.
- **Persona Buyer**- Buyer persona is the amalgamation of creating content and planning the promotional campaigns that engage target audience. By creating buyer personas, one gets the ability to tailor the marketing efforts and connect with the target audience. According to a study from Mark W. Schaefer, three to four buyer personas usually account for over 90% of a company's sales. And the first step to build a persona is by doing research and analysis based on job title, demographics, goals, values, ethnography etc.



- **Real-Time Marketing-** Real-time marketing involves using data reported instantaneously for creating a strategy focused on current, relevant trends and immediate feedback from customers. It helps in connecting consumers with the product or service that they need now, in the moment.

With constant innovation in social media and other communications technology, real time marketing efforts are more effective than ever. With the advent of social sites, businesses can gather up-to-date information on their target audience. When companies strategically structure their advertisements to reflect a current event or craze, their product or service may become more appealing to consumers. Thus tailoring a relevant marketing message to consumers in a time of need, they are more likely to buy a product or service because they will recognize the immediate utility that they can receive from it.

- **Ad-Spending-** Ad spending will continue to rise in the coming years with digital being the major contributor.
- **E-Content Marketing-** Advertisers are now not only concentrating on making the ads but also on the advertising technology, e-commerce and data. Digital ad spending, programmatic being the major, is now accountable to about roughly half of the global ad market.
- **Programmatic Marketing-** Programmatic marketing is a way to select the target audience for which the advertising is for ranging across demographics such as age, gender, social standing, to geographic in certain areas of the country. Programmatic media buying, marketing and advertising is the algorithmic purchase and sale of advertising space in real time. During this process, software is used to automate the buying, placement, and optimisation of media inventory via a bidding system. Automating the process means that it can be done in real time and doesn't rely on the human touch, manual insertions and manual trading. This way it delivers precise and personalized message to the efficiently targeted audience with less money to be paid for.
- **Search Engine Optimisations-** It's a term used for numerous strategies used to make a web page appear in the top of the search engine results page



(SERP) in search engines. It is now no more just the speed of the search engine but the content that needs to be comprehensible and informative. It needs to be fast, yet effective. User are to be given exactly what they are looking for, in the shortest time possible. Optimizing website's content to match the user's search intent is the key to success now. Businesses have to be visible everywhere. Voice search will be at the top over taking keyword searches as IoT is flourishing. Content and optimization will always be the priority.

- **Blogs--** By posting regular, high-quality blogs on the website filled with relevant content, appropriate keywords and search phrases and thus acquire a higher page rank with search engines and thus the website will have more traffic. So, business blogging helps with SEO.
- **Mobile Social Media Marketing-** The various social media marketing, most popular are - Facebook Marketing, LinkedIn Marketing, Twitter Marketing (Photo- & Video-Sharing, Social Video Advertising). These social media marketing tools need no introduction as marketing tool for the businesses. Marketers are leveraging on these social sites to attract customers and business and also promote their brands. Study confirms that 71% users access social media on mobile devices. It is proving to be a perfect medium for marketing.
- **Social Media Measurement-** It is a way of computing popularity of a brand or company by extracting information from social media channels, such as blogs, wikis, news sites, micro-blogs such as Twitter, social networking sites, video/photo sharing websites, forums, message boards and user-generated content from time to time. In other words, this is the way to calibre success of social media marketing strategies used by a company or a brand. It is also used by companies to gauge current trends in the industry. The process first gathers data from different websites and then performs analysis based on different metrics like time spent on the page, click through rate, content share, comments, and text analytics to identify positive or negative emotions about the brand.
- **Social Network Demographics-** Understanding the social media demographics for the social media platform is important for a brand to



appeal to the target customers. Each social media network comes in a different shape and size, with its own content strategy and user base.

- **Virtual Goods-** It includes digital books, music, movies. They are intangible. They can be classified as services than products. With the rise of virtual gaming throughout the world virtual goods are definitely in demand and so is their improvement. The result is a multi-billion-dollar marketplace for products that, technically speaking, aren't real. The money, however, is very real, with recent estimates putting the annual revenue of virtual products at more than \$15 billion. Virtual goods can be anything from digital stickers for use in messaging apps to outfits for your avatar to extra lives in a digital game.
- **Conversion Rate Optimization (CRO) -** It is a system for increasing the percentage of visitors to a website that convert into customers, or take any desired action on a webpage. CRO can be achieved by page optimization by keeping catchy headlines, creating concise and effective content, and enhancing visual appeal. It should be user-friendly.

The table (*in Appendix*) articulates the glimpse of future research ideas in the context of digital marketing and digital campaign exercise.

Conclusion

The best way and the only way for businesses to improve their sales today is to be everywhere with the consumers and thanks to internet many businesses are and it isn't restricted to any physical place. People now have confidence more on what other people say about a product or service and not necessarily believe on the direct advertisement. With the percentage of users using internet rising to 70%, people now just follow the trend, they follow social media suggestions than deciding themselves. Content of the website is the key feature and is crucial to keep the consumer interested which doesn't mean that it should be long and repetitive. It should be refreshed and continuously personalized and optimized according to the target consumers. Mobile marketing is majorly contributing to the marketing since past few years. Social media, mobile apps and mobile web has made that possible. IoT and AI are just being in their introductory stage and how



will they impact the market isn't that clear till now. Although chat bots are doing their jobs of helping the consumers in which ever device they are operating and wherever they are. Internet video traffic is highest than it ever was. Live streaming of a product or service is demanded most and it has higher attraction and retention of the consumers. Video and photo marketing are aiding marketers and will tend to do so in future as well. Marketers and entrepreneurs will have to understand and adapt the voice search. The voice search queries are longer than their text counterparts and this of course affects the search results. The choice of words can determine whether a given query is for research purposes or intent of purchase.

All these changes in the past few years have made traditional marketing non-existent. It has been disrupted. It can be concluded that to be marketing leaders one has not only the need of right talent, but they have to have an in-depth knowledge of their customers and should have the technological backup that transforms their relation and the ways of interaction with their target consumers.

The study started with the aim to understand the digitalisation process in marketing and to analyse the different issues related to the digital marketing. From this study, it has been found that in case of the digital marketing the most important aspect is to connect with the users. It has been discussed at length how the various channels and tactics are being employed to stay connected with the customers. The study has also revealed that in order to utilise the digital marketing in an effective way, the businesses have to work on various aspect of this digital marketing. The current trends in the digital marketing have also been discussed in the study. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. In addition, this study has also brought forward how the various industries are employing digital marketing and reaping the benefits. It also has shown light upon how the future of digital marketing looks like and what areas are open for more research and development.



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Appendix

Subdomains for Future Research in Digital Marketing Campaign

Sub-domains	Research Ideas
Self Service Tech (SST)	<ul style="list-style-type: none"> ➤ Assessment of SST as interface; ➤ SST as enabling customer independent to service employee involvement; ➤ Support in service delivery of service delivery system (Employees and Customer); ➤ SST innovation for service facilitation and enhancement.
Persona Buyer	<ul style="list-style-type: none"> ➤ Company specific case study on persona buyer system and process, ➤ Content development for persona buyers and assessment on engagement of target audience for marketing impacts; ➤ Marketing analytics and assessment of impacts on marketing technologies involved in development of persona buyers.
Real-Time Marketing	<ul style="list-style-type: none"> ➤ Understand the roles of digital campaign for real time marketing; ➤ Development of new e-CRM and Customers E-Response management; ➤ Understand the management of product & service delivery system assessment of effectiveness at the moment of truth.
Ad spending	<ul style="list-style-type: none"> ➤ Understanding the volume of ad spending and elasticity of demand for market share development; ➤ Development of Ad-Spending as an index to understand customer response as global, regional and corporate context of operation.
Programmed marketing	<ul style="list-style-type: none"> ➤ Automatic buying engineering and personalised message generation through software system; ➤ Personalised buying feedback generation and innovation through algorithmic purchase in real time marketing.
Search	<ul style="list-style-type: none"> ➤ Evaluation and experimentation of new web content



Engine Optimisation (SEO)	<p>optimisation for real time service development;</p> <ul style="list-style-type: none"> ➤ IOT through SEO and consumers' buying Behaviour; ➤ Rates of buying intention- Impacts and change in Customers buy Feeling.
Blogs	<ul style="list-style-type: none"> ➤ Blog review for product search and buying analysis.
Mobile Social Media Marketing (MSMM)	<ul style="list-style-type: none"> ➤ Impacts on MSMM on Attracting Customer and Selling and Advertisement Cost Management in Marketing; ➤ Consumer attitude analysis through content survey and analysis posted by customers review.
Social Media Measurement	<ul style="list-style-type: none"> ➤ Estimation and comparison of Brand Popularity; ➤ Estimation of consumer involvement; ➤ Brand innovation strategy analysis; ➤ Data mining and analytics for brand marketing.
Social Network	<ul style="list-style-type: none"> ➤ Impacts of Social Network on Sales & Marketing; ➤ Customer Social Network agglomeration for brand promotion; ➤ Customers' preference analysis
Virtual Goods	<ul style="list-style-type: none"> ➤ Customers and company's virtual goods demonstration exercise and experience; ➤ Brand Penetration Mechanism and Impacts of virtual goods through games and movies; ➤ Estimation of pre-purchase feelings for virtual goods consumption and purchase intention formation.
Conversion Rate Optimisation (CRO)	<ul style="list-style-type: none"> ➤ Content evaluation optimisation for Web Page for marketing. ➤ E-Commerce web page optimisation for customer experience manipulation and conversion.