
An Empirical Study on Effectiveness of Digital Marketing in the New Era

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Abstract: Marketers are looked with new difficulties and openings inside this computerized age. Computerized showcasing is the usage of electronic media by the advertisers to advance the items or administrations into the market. The principle target of computerized showcasing is drawing in clients and enabling them to cooperate with the brand through advanced media. This article concentrates on the significance of advanced showcasing for the two advertisers and shoppers. We inspect the impact of computerized advertising on the organizations' deals. Moreover the contrasts between conventional promoting and computerized advertising in this paper are exhibited. This investigation has portrayed different types of computerized advertising, adequacy of it and the effect it has on company's deals. The inspected test comprises of one hundred fifty firms and fifty officials which have been arbitrarily chosen to demonstrate the viability of advanced promoting. Gathered information has been investigated with the assistance of different factual apparatuses and strategies.

Keywords: Effectiveness, Promotion, Customer Reach, Digital Marketing.

1. Introduction

Computerized showcasing is one kind of advertising being broadly used to advance items or benefits and to achieve customers utilizing computerized channels. Computerized promoting reaches out past web showcasing including channels that don't require the utilization of Internet. It incorporates cell phones (the two SMS and MMS), online networking promoting, show publicizing, web crawler showcasing and numerous different types of computerized media.

Through computerized media, buyers can get to data whenever and wherever where they need. With the nearness of computerized media, buyers don't simply depend on what the organization says in regards to their image yet additionally they can take after what the media, companions, affiliations, peers, and so on., are stating too. Advanced showcasing is an expansive term that alludes to different limited time methods conveyed to achieve clients by means of computerized innovations. Computerized showcasing typifies a broad choice of administration, item and brand advertising strategies which principally utilize Internet as a center special medium notwithstanding portable and conventional TV and radio. Standard iMage Gateway enables buyers to share their advanced photographs with companions on the web. L'Oréal's image Lancôme utilizes email pamphlets to stay in contact with clients and consequently tries to reinforce client mark unwaveringness (Merisavo et al., 2004). Magazine distributors can enact and drive their clients into Internet with messages and SMS messages to enhance re-membership rate (Merisavo et al., 2004).

Advertisers progressively convey marks nearer to buyers' regular daily existence. The changing part of clients as co-makers of significant worth is ending up progressively vital (Pralhad and Ramaswamy, 2004). Khan and Mahapatra (2009) commented that innovation assumes an imperative part in enhancing the nature of administrations gave by the specialty units. As per Hoge (1993), electronic advertising (EM) is an exchange of

products or administrations from merchant to purchaser including at least one electronic techniques or media. E-Marketing started with the utilization of broadcasts in the nineteenth century. With the innovation and mass acknowledgment of the phone, radio, TV, and after that digital TV, electronic media has turned into the overwhelming advertising power. McDonald's uses online channel to fortify brand messages and connections. They have manufactured online groups for youngsters, for example, the Happy Meal site with educative and engaging recreations to remain quiet about clients constantly close (Rowley 2004). Reinartz and Kumar (2003) found that the quantity of mailing endeavors by the organization is decidedly connected with organization benefit after some time. The essential points of interest of web-based social networking promoting is lessening costs and upgrading the compass. The cost of a web-based social networking stage is regularly lower than other promoting stages, for example, eye to eye deals or deals with an assistance of go betweens or wholesalers. Furthermore, web-based social networking showcasing enables firms to achieve clients that may not be available because of transient and locational impediments of existing dissemination channels. By and large, fundamental preferred standpoint of online networking is that it can empower organizations to build reach and diminish costs (Watson et al. 2002; Sheth and Sharma 2005).

As per Chaffey (2011), online networking promoting includes "empowering client correspondences all alone site or through its social nearness". Online networking promoting is one imperative procedure in advanced showcasing as organizations can utilize web-based social networking structure to appropriate their messages to their intended interest group without paying for the distributors or merchant that is trademark for conventional advertising. Advanced showcasing, electronic advertising, e-promoting and Internet advertising are for the most part comparable terms which, basically, allude to "promoting on the web whether through sites, online advertisements, pick in messages, intuitive stands, intelligent TV or mobiles" (Chaffey and Smith, 2008). Giese and Gote (2000) finds that client data fulfillment (CIS) for advanced advertising can be conceptualized as a whole of full of feeling reaction of changing power that takes after utilization and is empowered by central parts of offers exercises, data frameworks (sites), computerized items/administrations, client bolster, after-deals administration and friends culture.

Waghmare (2012) called attention to that numerous nations in Asia are exploiting online business through opening up, which is fundamental for advancing rivalry and dispersion of Internet advancements. Zia and Manish (2012) found that at present, customers in metropolitan India are being driven by web based business: these purchasers are reserving voyages, purchasing shopper gadgets and books on the web. In spite of the fact that spending per online purchaser stays low, somewhere in the range of 59% of online customers in metropolitan India as of now make buys online in any event once in a month. Dave Chaffey (2002) characterizes e-showcasing as "use of computerized advances - online channels (web, email, databases, in addition to versatile/remote and advanced TV) to add to advertising exercises went for accomplishing benefit obtaining and clients maintenance (inside a multi-channel purchasing procedure and client lifecycle) by enhancing client information (of their profiles, conduct, esteem and devotion drivers) and further conveying coordinated correspondences and online administrations that match clients' individual needs. Chaffey's definition mirrors the relationship showcasing idea; it accentuates that it ought not be innovation that drives e-promoting, but rather the plan of action. A wide range of web-based social networking give a chance to introduce organization itself or its items to dynamic groups and people that may demonstrate intrigue (Roberts and Kraynak, 2008). As per Gurau (2008), web based advertising condition raises a progression of chances and furthermore challenges for web-based social networking showcasing experts.

The principle goal of this paper is to distinguish the adequacy of computerized advertising in the aggressive market. The strong targets are following:

- To demonstrate the different components of computerized advertising;
- To concentrate on the fundamental correlation amongst conventional and advanced showcasing;
- To talk about the impacts of different types of computerized promoting on the association's deals and different exercises;
- To demonstrate the different points of interest of computerized promoting to the clients.

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Through computerized media, purchasers can get to data whenever and wherever where they need. With the nearness of advanced media, purchasers don't simply depend on what the organization says in regards to their image yet in addition they can take after what the media, companions, affiliations, peers, and so on., are stating also. Computerized showcasing is a wide term that alludes to different special strategies sent to achieve clients by means of advanced advances. Computerized showcasing encapsulates a broad determination of administration, item and brand advertising strategies which basically utilize Internet as a center limited time medium notwithstanding portable and conventional TV and radio. Ordinance iMage Gateway enables buyers to share their advanced photographs with companions on the web. L'Oréal's image Lancôme utilizes email bulletins to stay in contact with clients and consequently tries to fortify client mark dedication (Merisavo et al., 2004). Magazine distributors can actuate and drive their clients into Internet with messages and SMS messages to enhance re-membership rate (Merisavo et al., 2004).

Advertisers progressively convey marks nearer to customers' regular daily existence. The changing part of clients as co-makers of significant worth is winding up progressively critical (Pralhad and Ramaswamy, 2004). Khan and Mahapatra (2009) commented that innovation assumes a fundamental part in enhancing the nature of administrations gave by the specialty units. As per Hoge (1993), electronic promoting (EM) is an exchange of products or administrations from merchant to purchaser including at least one electronic techniques or media. E-Marketing started with the utilization of transmits in the nineteenth century. With the development and mass acknowledgment of the phone, radio, TV, and after that digital TV, electronic media has turned into the predominant advertising power. McDonald's uses online channel to strengthen mark messages and connections. They have constructed online groups for kids, for example, the Happy Meal site with educative and engaging amusements to hush up about clients constantly close (Rowley 2004). Reinartz and Kumar (2003) found that the quantity of mailing endeavors by the organization is decidedly connected with organization productivity after some time. The essential points of interest of web-based social networking promoting is decreasing expenses and improving the compass. The cost of an online networking stage is normally lower than other showcasing stages, for example, up close and personal deals or deals with an assistance of go betweens or merchants. Furthermore, online networking advertising enables firms to achieve clients that may not be available because of transient and locational restrictions of existing dissemination channels. By and large, primary favorable position of online networking is that it can empower organizations to expand reach and diminish costs (Watson et al. 2002; Sheth and Sharma 2005).

As indicated by Chaffey (2011), online networking showcasing includes "empowering client interchanges without anyone else site or through its social nearness". Online networking showcasing is one critical procedure in advanced advertising as organizations can utilize web-based social networking structure to appropriate their messages to their intended interest group without paying for the distributors or wholesaler that is trademark for customary promoting.

1. Theoretical framework

2.1 Traditional Marketing versus Digital Marketing

Traditional marketing is the most recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are presented below:

Traditional Marketing	Digital Marketing
Traditional marketing includes print, broadcast, direct mail, and telephone	Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click
No interaction with the audience	Interaction with the audience
Results are easy to measure	Results are to a great extent easy to measure
Advertising campaigns are planned over a long period of time	Advertising campaigns are planned over short period of time
Expensive and time-consuming process	Reasonably cheap and rapid way to promote the
	products or services
Success of traditional marketing strategies can be celebrated if the firm can reach large local audience	Success of digital marketing strategies can be celebrated if the firm can reach some specific number of local audience
One campaign prevails for a long time	Campaigns can be easily changed with ease and innovations can be introduced within any campaign
Limited reach to the customer due to limited number of customer technology	Wider reach to the customer because of the use of various customers technology
24/7 year-round exposure is not possible	24/7 year-round exposure is possible
No ability to go viral	Ability to go viral
One way conversation	Two ways conversation
Responses can only occur during work hours	Response or feedback can occur anytime

Table 2.1 Traditional marketing and digital marketing comparison

Publicizing mediums that may be utilized as a major aspect of computerized advertising methodology of a business could incorporate limited time endeavors made by means of Internet, online networking, cell phones, electronic boards, and also by means of advanced TV and radio channels. Computerized showcasing is a sub branch of customary promoting and uses current advanced channels for the arrangement of items e.g. downloadable music, basically to communicate with partners e.g. clients and financial specialists about brand, items and business advance.

2.2 Various elements of digital marketing

There are different components by which advanced promoting is shaped. All structures work through electronic gadgets. The most essential components of advanced advertising are given beneath:

(I) Online promoting

Web based publicizing is a critical piece of advanced advertising. It is likewise called web publicizing through which organization can convey the message about the items or administrations. Web based promoting gives the substance and advertisements that best matches to shopper interests. Distributors put about their items or administrations on their sites with the goal that shoppers or clients get free data. Publicists should put more successful and important advertisements on the web. Through internet promoting, organization well controls its financial plan and it has full control on time.

(ii) Email Marketing

At the point when message about the items or administrations is sent through email to the current or potential customer, it is characterized as email promoting. Coordinate computerized advertising is utilized to send promotions, to fabricate brand and client dependability, to construct client trust and to make mark mindfulness. Organization can advance its items and administrations by utilizing this component of computerized promoting effortlessly. It is generally ease contrasting with promoting or different types of media presentation. Organization can bring complete consideration of the client by making alluring blend of designs, content and connections on the items and administrations.

(iii) Social Media

Today, online networking promoting is a standout amongst the most imperative computerized advertising channels. It is a PC based device that enables individuals to make, trade thoughts, data and pictures about the organization's item or administrations. As indicated by Nielsen, web clients keep on spending additional time with web-based social networking locales than some other sort. Online networking promoting systems incorporate Facebook, Twitter, LinkedIn and Google+. Through Facebook, organization can advance occasions concerning item and administrations, run advancements that follow the Facebook rules and investigate new open doors. Through Twitter, organization can expand the mindfulness and perceivability of their image. It is the best instrument for the advancement of organization's items and administrations. In LinkedIn, experts compose their profile and offer data with others. Organization can build up their profile in LinkedIn with the goal that the experts can see and can get more data about the organization's item and administrations. Google+ is likewise web-based social networking system that is more powerful than other web-based social networking like Facebook, Twitter. It isn't just straightforward web-based social networking system yet additionally it is an origin device that connections web-content specifically with its proprietor.

(iv)Text Messaging

It is an approach to send data about the items and administrations from cell and advanced mobile phone gadgets. By utilizing telephone gadgets, organization can send data as content (SMS), pictures, video or sound (MMS). Advertising through cellphone SMS (Short Message Service) turned out to be progressively well known in the mid 2000s in Europe and a few sections of Asia. One can send arrange affirmations, shipping alarms utilizing instant message. Utilizing SMS for battles get quicker and more considerable outcomes. Under this system, organizations can send showcasing messages to their clients progressively, whenever and can be sure that the message will be seen. Organization can make a survey and get significant client input basic to build up their items or administrations in future.

(v) Affiliate Marketing:

Member promoting is a sort of execution based showcasing. In this sort of promoting, an organization rewards members for every guest or client they bring by showcasing endeavors they make in the interest of organization. Industry has four center players: the trader (otherwise called "retailer" or "brand"), the system, the distributor (otherwise called "the subsidiary") and the client. The market has developed in such unpredictability bringing about the rise of an optional level of players including member administration organizations, super-offshoots and concentrated outsider sellers. There are two approaches to approach subsidiary promoting: Company can offer an associate program to others or it can join to be another business' offshoot. In the event that organization needs to drive a subsidiary program, at that point, the organization proprietor needs to pay members a commission expense for each lead or deal they drive to organization's site. Organization's primary objective here is to discover members who can achieve undiscovered markets. For instance, an organization with an e-zine may turn into a decent subsidiary since its endorsers are eager for assets. Thus, presenting one's offer through "trusted" organization can get the consideration of prospects which won't not have generally come to.

(vi) Search Engine Optimization (SEO)

Site design improvement (SEO) is the way toward influencing the perceivability of a site or a site page in a web index's "common" or un-paid ("natural") list items. When all is said in done, the prior (or higher positioned on the list items page), and all the more much of the time a site shows up in the query item list, the more guests it will get from the internet searcher clients. Website design enhancement may target various types of pursuit including picture look, neighborhood seek, video seek, scholastic hunt, news inquiry and industry-particular vertical web crawlers.

(vii) Pay Per Click (PPC)

Pay-per-click promoting is a method for utilizing web crawler publicizing to produce snaps to your site as opposed to "acquiring" those snaps naturally. Pay per click is useful for searchers and publicists. It is the most ideal route for organization's advertisements since it carries minimal effort and more prominent engagement with the items and administrations.

2.3 Advantages of digital marketing

With fast innovative advancements, computerized advertising has changed clients purchasing conduct. It has conveyed different favorable circumstances to the purchasers as given underneath:

(I) Stay refreshed with items or administrations

Computerized advertising advancements enable the purchasers to remain with the organization data refreshed. These days a great deal of shopper can get to web wherever whenever and organizations are persistently refreshing data about their items or administrations.

(ii) Greater engagement

With computerized showcasing, customers can draw in with the organization's different exercises. Customers can visit organization's site, perused data about the items or administrations and make buys on the web and give criticism.

(iii) Clear data about the items or administrations

Through computerized promoting, buyers get clear data about the items or administrations. There is somewhat shot of confusion of the data taken from salesman in a retail location. Be that as it may, Internet gives far reaching item data which clients can depend on and settle on buy choice.

(iv) Easy correlation with others

Since many organizations are attempting to advance their items or administrations utilizing computerized advertising, it is turning into the best preferred standpoint for the client in wording that clients can make

correlation among items or administrations by various providers in cost and time cordial way. Clients don't have to visit various distinctive retail outlets keeping in mind the end goal to pick up information about the items or administrations.

(v) all day, every day Shopping

Since web is accessible throughout the day, there is no time confinement for when client needs to purchase an item on the web.

(vi) Share substance of the items or administrations

Advanced advertising allows watchers to share the substance of the item or administrations to others. Utilizing advanced media, one can undoubtedly exchange and get data about the qualities of the item or administrations to others.

(vii) Apparent Pricing

Organization demonstrates the costs of items or administrations through computerized advertising channel and this makes costs clear and straightforward for the clients. Organization may consistently changes the costs or gives uncommon offers on their items or administrations and clients are dependably in favorable circumstances by getting educated in a split second by simply taking a gander at any one mean of advanced showcasing.

(viii) Enables moment buy

With conventional promoting, clients initially watch the commercial and afterward find significant physical store to buy the items or administrations. Be that as it may, with advanced advertising, clients can buy the items or administrations right away.

3. Methodology of the study

Procedure originates from deliberate and hypothetical examination of the strategies to assess appropriateness of one particular strategy to apply to a field of study. It regularly includes ideas, for example, worldview, hypothetical model, stages and quantitative or subjective procedures. This examination is directed in light of both essential and optional information sources.

Primary sources:

Essential source is a source from where we gather direct data or unique information on a subject. Meeting procedure was utilized with organized poll for the gathering of essential information.

Secondary sources:

Optional source is a source from where we gather information that has just been gathered by somebody. We have gathered auxiliary information from the distributed money related articulations of the organizations, daily paper and articles. With the end goal of this examination, we have chosen one hundred fifty firms arbitrarily which are utilizing computerized advertising framework to pitch their items to clients. Moreover, we likewise gathered information from 50 administrators from test and other distinctive firms to know their feeling on the adequacy of computerized promoting.

Gathered information and data has been composed, clarified and broke down by utilizing diverse measurable instruments and methods. This examination demonstrates comes about both in distinct and scientific way.

4. Analysis and discussion

4.1 Correlation analysis

To show the correlation between the various elements of digital marketing and increased sales, we have collected data from one hundred fifty firms who are taking the various techniques or elements of digital marketing. Results are given below:

		Increased Sales	Online Advertising	Email Marketing	Social Media	Text Messaging	Affiliate Marketing	Search Engine Optimization (SEO)	Pay Per Click (PPC)
Increased Sales	Pearson Correlation(<i>r</i>)	1	.870	.875	.842	.668	.562	.848	.567
	Sig. (2-tailed)		.057	.058	.071	.214	.327	.073	.327
	N	150	150	150	150	150	150	150	150

Table 4-1 Correlations

From the above table, we can conclude that the every element of digital marketing is positively related to sales increase. It indicates that all elements of digital marketing show positive effect on firm's sales. Online advertising, email marketing, social media and search engine optimization (SEO) are highly positively correlated with sales increase since showing value of *r* to be .869, .873, .840 and .840 respectively. The value of *r* of text messaging, affiliate marketing and pay per click (PPC) are .667, .560 and .560 which also shows low positive correlation with sales increase.

4.2 Analysis of digital marketing

Digital media is so pervasive that consumers have access to information any time and any place they want. It was long ago when the messages people got about specific products or services consisted of only what a company wanted them to know.

Model	R square	F
Stay updated with products or services	.718	122.117
Greater engagement	.516	51.276
Clear information about the products or services	.629	81.254
Easy comparison with others	.639	85.141
24/7 Shopping	.749	142.868
Share content of the products or services	.656	91.498
Apparent Pricing	.636	83.962
Enables instant purchase	.667	96.028

Table 4-2 Model Summary

From the above table, we can conclude that almost all the variables having weight explaining with great extent its relationship with digital marketing. For example, stay updated with products or services is explained by 71.80% of digital marketing and the remaining 28.20% is explained by other factor. Greater engagement is explained by 51.60% of digital marketing and the remaining 48.40% is explained by other factor. Clear Information about the products or services is explained by 62.90% of digital marketing and the remaining 37.10% is explained by other factor. We can also see from the above table that F value is bigger more than 80 indicating the strength of the model.

Coefficient of Different Variables:

The coefficient of different variables in relation with independent variables will be discussed below:

Coefficients

Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Coefficients Beta ()		
Constant	1.000	.215		4.649	.000
Digital Marketing	2.882	.261	.847	11.051	.000
Dependent Variable: Stay updated with products or services					
Constant	1.000	.254		3.937	.000
Digital Marketing	2.206	.308	.719	7.161	.000
Dependent Variable: Greater engagement					
Constant	1.000	.248		4.040	.000
Digital Marketing	2.706	.300	.793	9.014	.000
Dependent Variable: Clear Information about the products or services					
Constant	1.000	.234		4.275	.000
Digital Marketing	2.618	.284	.800	9.227	.000
Dependent Variable: Easy compare with others					
Constant	1.000	.215		4.649	.000
Digital Marketing	3.118	.261	.865	11.953	.000
Dependent Variable: 24/7 Shopping					
Constant	1.000	.223		4.482	.000
Digital Marketing	2.588	.271	.810	9.565	.000

Dependent Variable: Share content of the products or services					
Constant	1.000	.262		3.816	.000
Digital Marketing	2.912	.318	.798	9.163	.000
Dependent Variable: Apparent Pricing					
Constant	1.000	.240		4.165	.000
Digital Marketing	2.853	.291	.817	9.799	.000

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta ()		
Constant	1.000	.215		4.649	.000
Digital Marketing	2.882	.261	.847	11.051	.000
Dependent Variable: Enables instant purchase					

Table 4-3 Coefficients Analysis for Dependent Variable -Stay updated with products or services

Unstandardized Coefficients (B) indicates that if independent variable is zero (0) then what is the impact on dependent variable? Here if we don't use digital marketing then stay updated with products or services will be 2.882. Standardized Coefficients () indicates that if independent variable is increase by 1% then what will be the impact on dependent variable. Here if the usage rate digital marketing is 1% then 84.70% stay updated with products or services will be happened.

5. Conclusion

Advanced direct in advertising has turned out to be fundamental piece of system of many organizations. These days, notwithstanding for entrepreneur there is an extremely shoddy and proficient approach to advertise his/her items or administrations. Computerized showcasing has no limits. Organization can utilize any gadgets, for example, cell phones, tablets, portable workstations, TVs, diversion supports, advanced boards, and media, for example, online networking, SEO (website improvement), recordings, content, email and part more to advance organization itself and its items and administrations. Computerized promoting may succeed progressively on the off chance that it considers client needs as a best need. Much the same as "Rome was not worked in a day," thus, computerized promoting comes about won't likewise come without endeavor, without trial (and blunder). The watchwords "test, learn and advance" ought to be at the core of all computerized promoting activities. Organizations ought to make imaginative client encounters and particular methodologies for media to recognize the best way to drive up advanced showcasing execution.

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