
Digital Marketing Hubs: Emerging Trend

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Abstract

The cost efficiency and diversity of digital channels facilitate marketer's frequent and interactive communication with their customers. Digital channels like the Internet, Email, mobile phones and digital television offer new prospects to cultivate customer relationships. However, there are a few models explaining how Digital Marketing Communications works from a relationship marketing perspective, especially for cultivating customer loyalty. Using the Internet, Social Media, Mobile apps and other digital communication technologies has become part of billion of people's daily lives. A digital marketing Hub is software that spans multiple digital marketing domains to provide integrated access to applications and workflows, adding capabilities such as collaboration, data integration and common analytics.

KEYWORDS: *Digital Marketing, Customers, Social Media, Brands*

Introduction

Visual content has become so common that it's no longer just a piece of the marketing industry, but considered as to be the major core. The easily consumable and portable nature of content makes it crucial in the best digital marketing hubs strategies. Nowadays companies mostly focus on the quality of contents that attract the customers, also remind current ones why they bought into the brand in the first place. It's all about reaching the people that count, rather than counting the people you reach. A digital marketing hub is like your company's headquarters, where you have access to all your company's resources. This Hub is similar to physical headquarters, but it is your online presence. It is where all your online marketing efforts should end up. For some business, this is where you nurture leads, and perhaps even sell to your customers. Nowadays hub is very important, and that is why it must be something that you control. To achieve personalized marketing at scale, marketing leaders need a system that integrates and coordinates data and activities across channels, devices and contexts in real time. Advertising marketing automation and analytics vendors are racing in today scenario to deliver and gaining new opportunity.

Objectivity of the Study

1. To study the need of digital marketing hub in today Scenario.
2. To study the availability of new platforms in marketing area.
3. To determine the plan needs to look at the whole customer journey.
4. To find out the emerging factors to gain more customers loyalty.
5. To study the overall business goals and different return on your investment.

What does Digital Marketing Hubs Do?

A digital marketing hub provides marketers and applications with specialized and a standardized access to audience data and to attract them by their content, workflow triggers and operational analytics and various analyzed of analytical of bug data management to automate and execution and optimization of multichannel campaigns, conversations, experiences and various data collections of customers across online and offline channels so that how much time they can able to retain or stay with a particular brand. Actually a Digital

Marketing Hub is not just a tool that does email, web or any other marketing function of the organization but it act as a technology that automate, execute and optimum multi-channel experiences. A very famous customer engagement hub to be one of the most complete and powerful real –time decisioning tool in the market this would help in real-time behavior and the customer journey. Digital Marketing Hub is the solution that makes the work easy to intelligently incorporate ads and other paid media into the customer journey. To deal with this situation there are core three elements: real-time context, gathering, audience management and journey attribution to build the customer audience and deliver the best message that was provided by the organization to the final customers. This could bring the best integration with business information tools and analytics.

Bridging the gap between marketing needs and technical delivery

Leaders in marketing and technology have already invested in Adobe, IBM, Oracle or sales force- often investing almost equally in all four. This is because the market is dividing on whether to source from a single vendor or from two to three. This is where the short/medium term risk lies. While the major hub provides battle it out to deliver a credible Omni channel experience with a void to deliver value back to the business. The customer journey has not changed as it can be improved through analytics inferred via third party / cookie data management platforms and hardly any true behavioral based customer data.

Leading Hubs in Digital Marketing

IBM Think marketing : Think marketing delivers news and thought leadership content powered by IBM's very own supercomputer that combines AI and analytical software for optimal performance. The computing system is the brains behind the website as it is able to analyze that users are reading and how they engage with the site while generating personalized content.

Intel IQ: IQ is a technology culture magazine that provides insight on the cutting –edge technologies Intel uses to change the world. Attracting million of unique visitors, IQ goes beyond measuring traffic by placing a focus on conversions, further ensuring that they engage and easily can able to retain their audience.

GE Reports: The daily news and media hub covering different aspects of GE's innovation and digital transformation. GE Reports have been a great success for the last nine years, and continues to be a great example of content marketing. The company finds creative ways to deliver content in multiple forms of media, including its podcast and YouTube channels.

Autodesk:Redshift: With the unexpected success from the company's blog line//shape//space back in 2013, the company re-branded and launched a new content hub called Redshift. This time, Autodesk is looking to scale as it targets different persons using features to help recommend articles based on reader habits and preferences.

CMO by Adobe: Delivering insights and inspiration for marketing professionals. Adobe has been considered a content marketing leader for many years. After acquiring the domain CMO.com, the company launched their digital publications aiming to help marketers stay informed and get inspired as it offers a wide range of content including interviews, news and various data driven research insights. However, the research firm flagged ongoing integration, high price points, and complexity and support around adobe's modular based marketing cloud as cautions.

Oracle: It received high brand scope capabilities through acquisitions, big data architecture and product integration and workflow. By acquiring multi-touch attribution analytic as well as low customer's satisfaction scores around pricing and post sales engagement.

Marketo: It was recognized for its comprehensive set of capabilities for most direct marketing uses cases and multi channel journey mapping, along with partner and ecosystem and audience management. Cautions included shortfalls around ad tec integration, some customer dissatisfaction around pricing and support and native search engine marketing tools.

Salesforce marketing cloud: Its main strength ranged from cross-cloud journeys into sales and services thanks to its journey build feature set, to intuitive user experience and strong email marketing capabilities thanks to its exact target acquisitions and active investments in product innovation. On the inconsistent of hub adaptations, immature data analysis and some customer concerns around diminished support quality as well as pricing

Seizing new Opportunities

The market for digital marketing hubs is still in infancy and characterized by customer confusion. It is full of a fragmented and diverse of competitors with different strength and varying capabilities, all approaching both the problem and its solution in different ways. There is full description of visionary's quadrant as ones that have great success in areas adjacent to the digital marketing hub to seize new opportunities to hub orientation represent. Visionaries are smaller, younger, scrappier and arguably more innovative than the leaders or challenges. They boast high customer satisfaction, a laser focus on measurable value and the talent and resources of entrepreneurs and early stage investors.

How marketing team get benefit from digital marketing hub

There are many providers of digital marketing hubs, both large (Marketo, IBM, Adobe) and the emerging ones (Neuster, cake, Rocket Fuel).

Consolidate customer data across all digital marketing channels

Customer analytics programs and other data reporting systems provide valuable information, but each of them provides different insights, limiting the ways you can view a customer at any given time. A digital marketing hub gives your marketing team a broader view of each customer by bringing data on website visits, email response and purchase history together with data from customer service calls, social media posts, mentions, etc.

Orchestrate marketing assets across all digital channels

A central hub allows marketing team to manage the creation of digital marketing which include visual content, advertisements, videos, content writing etc. and to keep update with the passing period of time. This is especially important for those marketing high tech. Technology products often provide a range of solutions to customers and prospective customers consider those product based on their particular needs. It enables you to serve up content that highlights the most meaningful product features and benefits.

Boost Retargeting Efforts

Technology buyers tend to compare and contrast products before making what might be a very risky or expensive decision. Having a digital marketing hub allows your marketing team to automatically move the decision – making process along this is the way where specific business rules and algorithms to determine who sees what content and when enabling you to serve up highly personalized content to customers who have visited your site but have not yet engaged. For this a marketer must have to set rule that says customers who viewed a product but did not purchase will automatically receive a video that highlights that products' features and benefits. Seeing the product in a different way may be enough to move users to re-engage.

Measures marketing outcomes High-tec CMOs have to demonstrate the connection between marketing investments and business outcomes. Digital marketing hubs make it easier by delivering a real-time analysis of each customer's experience with your brand, so you can pinpoint the channels and content that lead to conversions. Then, you'll know exactly where to put your marketing dollars and what types of results you can expect.

What about social media sites?

Digital marketing hub doesn't depend on another company's platform or ecosystem. It is only the hub that stands up and helps to convert the maximum advantage of marketing terms. It is tempting to use such third party sites for your online marketing because they are free, and fast. However, free and fast can bite you in the

future and cost your business a lot of lost opportunities. Building your online presence on any social media site is like renting vs. owning your own building. The landlord can raise the rent, or ask you to move out anytime. Such third party site can be used when you are at the start up stage, but you should move away from it as soon as possible. Nowadays various social media sites have emerged for example flicker

Conclusion

This study of Digital marketing hubs has become essential part of strategy of many companies. Nowadays, even for small business to large business there is a very cheap and efficient way to market products or services. Digital Marketing has no boundaries but when the digital marketing hub came into existence these platforms have provide major customers loyalty, customers marketing campaign. So Digital Marketing Hub results won't also come without trial and error. The watchwords "Test, Learn and Evolve" should be at the heart of all digital marketing initiatives. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing hub performance. Digital Marketing hub facilitates the creative and collaboration in physical and digital space. It is not only having a limited analyzed analytics but the diverse collection of information with heterogeneous knowledge, hubs localize global entrepreneurial culture, and they build collaborative communities with entrepreneurial culture.

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