

# Going digital:– The new Revolution in Marketing

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## ABSTRACT

Advertising is all about influencing people – persuading them to take the actions we want, whether that's choosing a particular brand of toothpaste, picking up the phone, filling in a mailing coupon or visiting a website. Advertising, an essential component in the marketing of any business, has been around for a long time. People have been trying to influence other people since the dawn of human existence, utilizing whatever means and media they had at their disposal at the time. The human voice and word of mouth, of course, came first. The 20th century saw the dawn of another new advertising age, with the advent of radio offering a completely new medium through which advertisers could reach out to prospective clients. Then came television, which shifted the advertising landscape yet again, and towards the end of the century a new force – the internet – began moving out of the realm of 'techies' and early adopters to become a valuable business and communication tool for the masses. The era of digital marketing was born. Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media.

**Keywords:** digital marketing, online technology, marketing apps, social network media etc.

### Objectives:

- To study the meaning of digital marketing.
- To know about its relation with traditional marketing.
- To study the role of technology on digital marketing.
- To know about the current trends in digital marketing.

**Research Methodology:** The research methodology used is secondary data from various magazines and newspaper reports and online sites.

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## INTRODUCTION

Digital Marketing is any form of marketing products or services, which involves electronic devices. It can be both online and offline. According to Institute of Direct Marketing "the use of internet and related digital information and communication technologies to achieve marketing objectives." According to CAM Foundation – "Digital Marketing is a broad discipline, bringing together all forms of marketing that operates through electronic devices – online, on mobile, on-screen. Over the years, digital marketing has developed enormously, and it continues to do so." Search Engine Optimization, Search Engine Marketing or Pay per Click Advertising, Social Media Marketing, Content Marketing, Mobile Marketing, Web Analytics, Marketing Automation, Content Writing & Rate Optimization are the popular and most-demanded areas in digital marketing. It is the creative use of management information system (MIS) and technology which supports customers' interaction with e-marketers. Marketers need to use technology and information and intuition to set brands and grab opportunities. Innovations in the core products are generating big impact on user acquisition and retention due to digital store and service experience. The players who are delivering gaining more consumer friendly products and service improvement are gaining more.

### Impact of technology growth on traditional marketing

Due to technology advancement at an exponential rate, the marketing paradigm has shifted to newer more customer and content centric approaches being delivered on the digital platform. Traditional marketing like advertising, public relations, branding and corporate communications, lead generation etc. broadly relies on television, radio, telephone, and print media and telephone as a delivery medium. Contrary to that modern marketing techniques leverage the power of Internet and social media to reach to a more targeted set of audience. Modern marketing techniques provide cost effective marketing platform with ability to reach millions of customers in a very short span of time. Businesses which invest heavily on only on digital marketing as their marketing delivery tool, can substantially hurt their overall

marketing success. For success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Activities like push marketing, lead generation, launch events and trade shows, television and print media can be used to integrate with social computing, customized content and control budget etc. to effectively reach the identified market segments and convert them into paying consumers. With the rise of social media, changing business landscapes, and introduction of more educated customers, the businesses need to rethink about their marketing strategies and lay out a multi-channel marketing plan that carefully lays out an optimal mix of both the modern and traditional techniques best suited for the business.

### **Need of digital marketing**

The simple answer is because without one you'll miss opportunities and lose business. Formulating a digital marketing strategy will help you to make informed decisions about your foray into the digital marketing arena and ensure that your efforts are focused on the elements of digital marketing that are most relevant to your business. It's a crucial first step towards understanding how the constantly evolving digital marketplace relates to you and how it affects the relationship between your business or brand and your customers and prospects. It doesn't matter what business you're in; it's a fairly safe bet that an increasing number of your target market rely on digital technology every day to research, evaluate and purchase the products and services they consume. Without a coherent strategy of engagement and retention through digital channels your business is at best missing a golden opportunity and at worst could be left behind, watching your competitors pull away across an ever-widening digital divide. Unlike conventional forms of mass media marketing, the internet is unique in its capacity to both broaden the scope of your marketing reach and narrow its focus at the same time. Using digital channels you can transcend traditional constraints like geography and time zones to connect with a much wider audience.

At the same time, digital technology allows you to hone your marketing message with laser-like precision to target very specific niche segments within that wider market. Implemented effectively, it can be an incredibly powerful combination. It's often stated that the internet puts consumers in control as never before. But it's also important to remember that the internet also delivers an unprecedented suite of tools, techniques and tactics that allow marketers to reach out and engage with those same consumers. The marketing landscape has never been more challenging, dynamic and diverse. And therein lays the crux of our need for a cohesive digital marketing strategy. If you're going to harness the power of digital marketing to drive your online business to dizzying new heights, you need a thorough understanding of your market, how your customers are using digital technology, and how your business can best utilize that same technology to build enduring and mutually rewarding relationships with them. As digital channels continue to broaden the scope available to us as marketers, so they add to the potential complexity of any digital marketing campaign. Having a clearly defined strategy will help to keep you focused, ensure that your marketing activities are always aligned with your business goals and, crucially, ensure that you're targeting the right people.

### **Reasons for rise in digital Marketing in India**

Increase in internet penetration in the country has led to a substantial growth of other digital industries such as e-commerce, digital advertising and so on. Latest trends in digital marketing in India are web usage, mobile and search, social networking, shopping and online video are shaping the Indian digital marketplace and what it holds for the years to come.

**India is now world third largest internet population** By adding 17.6 million users in 2017 and exhibiting a year-over-year increase of 31%, India becomes to be the world's third largest internet population leaving behind Japan. While in 2016, Mobile Internet grew 111 per cent, during 2015 the growth was 63 per cent.

**Growth of digital users:**the digital commerce market stood at Rs. 8,146 crore, by December 2012 it was worth Rs. 47,349 crore. By December 2013, digital commerce in India grew to a whopping Rs. 62,967 crore. The segment witnessed 35 per cent growth between December 2011 and December 2012 while it grew by 33 per cent between December 2012 and December 2013.

**Rise of online retail:**60% of web users in India visit online retail sites. Of the total online market products, consumer durables account for 34 per cent, apparel and accessories 30 per cent, books 15 per cent, beauty and personal care 10 per cent, and home and furnishing 6 per cent. Over 50 per cent of sales in these product categories take place in non-metro cities.

### **Screen time captured by social media:**

- 86% Indian web users visit a social networking site.
- 214 minutes are spent on Facebook by an average user.
- There is 28% increase in facebook visitors in the last 12 months.
- 59,642,000 users visited facebook on their Pc's
- Facebook continues to be the number one social network and LinkedIn as number two while Pinterest and Tumblr are fastest growing networks.

#### **Time spent on watching online videos:**

- 74% of internet users in India visited an entertainment site.
- 31.5 million viewers watched videos on YouTube making it the number one destination for videos.
- 27% increase in the India online video Audience over a year.
- 54,025,000 people watched an online video on their Pc's

### **BENEFITS OF DIGITAL MARKETING**

**You can target a local audience, but also an international one.** Further, you can tailor a campaign to specific audience demographics, such as gender, location, age and interests. This means your campaign will be more effective.

**Your audience can choose how they want to receive your content.** While one person likes to read a blog post, another person likes to watch a YouTube video. Traditional marketing doesn't give the audience a choice. Most people hate receiving sales flyers in their mailbox or phone calls at inconvenient times on stuff that they have little interest in. Online people get the choice to opt in or out of communications and often it is relevant because they were the ones searching for it in the first place. Don't underestimate the power of market segmentation and tailored marketing.

**Interaction with your audience is possible** with the use of social media networks. In fact, interaction is encouraged. Traditional marketing methods don't allow for audience interaction. You can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them, buy them and provide feedback which is visible to your market.

**Digital marketing is cost-efficient.** Though some invest on paid ads online; however, the cost is still cheaper compared to traditional marketing.

**Data and results are easily recorded.** With Google Analytics and the insights tools offered by most social media channels, you can check on your campaigns at any time. Unlike traditional marketing methods, you can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results.

**Level playing field:** Any business can compete with any competitor regardless of size with a solid digital marketing strategy. Traditionally a smaller retailer would struggle to match the finesse of the fixtures and fittings of its larger competitors. Online, a crisp well thought out site with a smooth customer journey and fantastic service is king – not size.

**Real time results:** you don't have to wait weeks for a boost to your business like you would have to waiting for a fax or form to be returned. You can see the numbers of visitors to your site and its subscribers increase, peak trading times, conversion rates and much more at the touch of a button.

**Brand Development:** A well maintained website with quality content targeting the needs and adding value to your target audience can provide significant value and lead generation opportunities. The same can be said for utilising social media channels and personalised email marketing.

**Viral:** how often do your sales flyers get passed around instantly by your customers and prospects? Online, using social media share buttons on your website, email and social media channels enables your message to be shared incredibly quickly. If you consider the average Facebook user has 190 friends of which an average of 12% see their liked posts – your one message has actually been seen by 15 new prospects. Now imagine a number of them also like and share your message and their friends do the same? That's why high-quality content is so important.

#### **How to combine Digital & Traditional Marketing**

Our traditional marketing methods support our digital marketing efforts. The two do not operate in exclusion from each other. But we only use hard copy marketing materials to further strengthen a relationship with a contact, referral partner or client. We don't invest in television or radio ads, for example, but we will give brochures to someone who is interested in our services. Rather than taking an all or nothing approach, it appears that a multi-channel approach that leverages the unique benefits of paper with the convenience and accessibility of digital will perform best.

#### **Some facts about Indian Digital Marketing Industry**

As per a report by IAMAI and Boston consulting group, India has one of the largest and fastest growing populations of Internet users in the world—190 million as of June 2017 and growing rapidly.

- According to a report, India will cross 500 million Internet Users Mark in 2020.
- According to Direct Marketing Association, Digital Marketing Industry is worth \$62 billion. According to eMarketer, advertising via mobile phones and tablets rose 180 percent, to \$4 billion in 2017

- According to a report published in The Hindustan Times, New Delhi digital advertising space in India is worth Rs. 6000 crore and video is Rs. 1600 crore of that.
- In 2018 the digital ad space will grow to Rs. 8100 crore and video will grow faster than search and classified.
- According to a research firm eMarketer ecommerce sales in India are expected to grow from \$14 billion in 2015 to \$55 billion in 2018. India has seen the fastest growth in retail ecommerce among Asia-Pacific countries, surging 133.8% in 2016 and 129.5% in 2017.
- The combined gross merchandise value, or total value of sales of country's top three ecommerce places i.e. (Flipkart, Amazon and Snapdeal) in 2017 was \$13.8 billion exceeded that of the top 10 offline retailers, which stood at \$12.6 billion for the same period.

### **Current trends in Digital Marketing:**

**There are primarily 4 factors that are driving the evolution of Digital Marketing in today's times**

1. Technology
2. Storytelling
3. First Mover Advantage
4. Mobile Focused Digital Marketing

The above-mentioned factors are driving businesses to create experiences that customers can literally fall in love with. Technology is helping marketers to strategize and measure more effectively. It is also helping in making digital marketing operations smoother and more productive. Advancement in technology ensures that you know more about audience behaviour and preferences to be able to run campaigns that are extremely personalized. Storytelling, on the other hand, is evolving because of fierce competition among marketers to get audience attention. In 2018, you will be assisting your customers in taking even more informed decisions. You'll have to know them in and out and make sure you are educating and entertaining in a way they like. Let's first look at some of the ways in which brands are using technology to enhance their Digital Marketing efforts:

### **1. Technology**

#### **AI and Chatbots**

Starbucks, the popular coffee chain is using bots to help customers place their orders. If you are a Starbucks customer, you can use voice commands or text and the bot will tell you everything about the status of your order. The bot is available in the Starbucks app. Bots are now helping companies provide superior customer service. Brands are making use of Facebook Messenger and Slack to develop their own customised bots for improving their service standards. While sometime back everyone was talking about social media as a channel for customer service. The times to come will see Chatbots dominating the space.

You can benefit from 3 big advantages that chatbots come with

1. Chatbots are mobile first and so their user experience is already streamlined according to a mobile audience
2. They are easy and quick to develop
3. You can get real-time insights from the Chatbot activity - so you have tons of data to run personalized campaigns.

#### **Hubspot**

Tools such as Hubspot will dominate how businesses manage their leads, campaigns, and conversions. Such tools provide a single dashboard to manage and measure all of your digital marketing activities from a single dashboard. An all-in-one marketing cloud software like Hubspot can help you do everything from storing, managing and segmenting your leads to creating automated campaigns to analyzing the results from each of these campaigns.

#### **BuzzSumo**

BuzzSumo is a unique content research tool that helps you find out content pieces that are getting the highest number of social shares. It gives you a deep understanding of the type of content that will do well for your business.

#### **PowToons**

Technology now enables you to create professional looking videos without having any technical knowledge of video editing. Catch hold of tools like PowToons and YouTube video editor to create videos that your audience can value and share.

#### **Apester**

Apester provides content publishers to easily create interactive content types like polls, quizzes and personality tests.

#### **GoogleTrends**

Google Trends is a multi-purpose tool that you can use for keyword research, newsjacking and brand monitoring. The

tool will play a crucial role in helping marketers hack trends and stay ahead of the competition.

## **2. Storytelling**

Most businesses are now creating tons of content to promote their business. So how do you differentiate your business amidst the existing noise? Creating content that is thought-provoking and entertaining can help you to grab their attention and engage them for longer. Content, therefore, takes the form of a story that your audience can enjoy and communicate with your brand. So, how can you make sure your content is story-driven?

Newer content formats are paving the way for marketers to make sure the content they create is experiential and influences how the audiences think and act.

Formats such as online videos and interactive contests quizzes and polls will give you a tremendous opportunity to create some remarkable content. Online Influencers, on the other hand, are playing a big role as creators of culture. If brands can collaborate with them to propagate their ideas then they are bound to gain tremendously. Video is the type of content that is helping brands to go viral and get more shares and impressions

### **a. Interactive Content Marketing**

Siyaram's, the popular textile brand recently created an interactive content marketing campaign. The campaign was called #10DaysOfGoodwill. They created a 10-day contest during Navratri. The audience was given one new challenge every day. Contests like these get the audience to participate while tagging their friends and relatives on Facebook and Twitter. The campaign was a huge success and received 32K organic impressions on Twitter and a total of 750 participations. Such interactive campaigns can help you to get a much higher reach and engagement with your brand.

### **b. Influencer Marketing**

Axis Thought Factory is the digital arm of Axis Bank. The company is working on innovative technology solutions in FinTech sector. They tied up with tech bloggers in Bangalore, to spread awareness about the brand and what it aims to achieve. They organized an influencer meet to present their vision to all the bloggers who then covered the story in their respective blogs. The brand got tremendous results from the activity as #AxisThoughtFactory was trending on Twitter India for one whole day. Every niche has online influencers and bloggers who have a big audience for their content. You will now find a growing number of influencers each with a big audience. Brands who will collaborate with them would surely expand their reach and get better results.

## **3. The First Mover Advantage**

Digital marketing is fairly dynamic and if you need to get more from it, you must hack the latest trends. For example, until a few years back, businesses used to get a very reasonable amount of organic reach on their Facebook page posts. With an influx of new business pages, the organic reach fizzled out into oblivion. In today's times, if you are not running a paid campaign on Facebook, you would practically have no reach on your posts. Similarly, 'live streaming' on Facebook and Twitter are big now and so are temporary content features such as 'Stories' on Instagram, Snapchat, Facebook and now Whatsapp.

### **a. Quora**

Quora is another very interesting platform to solve problems that your audience is facing and build up a follower base that will eventually give you business. As a community Quora is growing and if you wish to showcase your professional expertise then you must not miss out on this exciting platform.

### **b. LinkedIn**

Ever since Microsoft has acquired this 500 million plus strong professional social network, it has suddenly become a bustling platform for both B2B and B2C marketers. The platform allows you to publish or re-publish content that your network of connections would be interested to read. LinkedIn provides you with a huge opportunity to go viral and improve your reach by posting some quality content. You can now do a lot more on LinkedIn. You can use @mentions to tag influencers in your industry. LinkedIn now allows you to follow those who are outside of your network, view their updates and engage with them.

You can organize and post short interviews with your customers and industry influencers. You can tag them and leverage from reaching out to a bigger audience. LinkedIn now also allows you to post videos. You can showcase your expertise in a smartphone video and put it up as an update on your LinkedIn profile. You will be surprised by how much value this platform can provide to your business.

## **4. Mobile Focused Digital Marketing**

In the year 2016 Google announced the mobile first index which means that by 2018 Google will rank websites on the merit of their mobile versions as opposed to their desktop versions. This move came in because most internet users are perpetually on their mobile phones.



1. Make sure your website is mobile friendly and loads faster than three seconds (on the mobile friendly and loads faster than three seconds (on the mobile device too)).
2. A mobile audience is more akin to watching video content. So, creating videos can surely help you more in a mobile first world.
3. Create paid campaigns that are more skewed to mobile users (You'll find yourself getting better results from the mobile device while optimizing your campaign).
4. You can utilize user location to create innovative and contextual campaigns for your business.
5. Use live streaming to build deeper relations with the mobile audience.

#### **Success stories of some Indian companies using digital marketing:**

- Nestle's Every Day was facing threat from liquid milk in North-East. It has taken help of Facebook. Its teams created a three-second cinema graph- an image with some moving shots. It targeted women age 21 and above. The result was five percentage point increase in purchase intent and 14 point increase in ad recall.
- Coca-Cola did a live video for its orange flavoured Fanta. Maybelline did a three dimensional video. Royal Enfield shot a 360 degree video for its new bike Himalayan. Lakme used a slide show format (its five times lighter than a video) Cornetto made a three second Cinemagraph.
- Pepsi Co. Beverages used Facebook during cricket World Cup in 2015 for brand building and generating the sale. Pepsi's Facebook campaign was the most recognised brands during the event. Pepsi Co. is using social media in a big way for building its brand equity.
- A research conducted by Adobe and CMO Council has revealed that growing number of marketers in India are leveraging digital marketing to increase their competitive advantage. According to the study, India leads in the confidence in digital marketing as a driver of competitive advantage. Ninety-six per cent of the Indian marketers have high confidence in the ability of digital marketing to drive competitive advantage. It is among the highest in Asia-Pacific APAC with only Australia leading with 97 per cent, the research said. However, while Indian marketers believe that the key driver to adopting digital is a growing internet population (70 per cent in India against 59 per cent in APAC), their belief that customer preference and digital dependence drive the adoption of digital, and that digital can engage the audience, is lower than the APAC averages, it added.
- According to 2017 Adobe APAC, India is an emerging leader in Digital Marketing, it has dipped in its own performance in 2016 as compared to the previous year. It is important to note that India scored much higher than the APAC average in 2017. Customer preference and digital dependence would increase along with the increase in penetration of internet in the Indian market. The study revealed that compared to their APAC counterparts, Indian marketers are receiving lesser support from channel and sales teams for increasing digital spends. However they are doing better as compared to 2017 suggesting that departments that have a customer interface are realising the importance of digital marketing in augmenting their efforts.

#### **Reasons for failure of digital marketing in India are:**

##### **Measuring the Cost per Acquisition:**

A large percent of business owners fail to define key metrics and don't put relevant structure including using relevant tools to measure the progress of their digital marketing campaigns. Entire focus of measurability is on increasing reach in terms of views and visitors. While reach is necessary but it's not sufficient. Imagine if your website receives more than double the traffic of your competitors but if your website conversions are less than half of your competitors – you would still be having lower returns than your competitors. In addition to pay attention to increasing your website reach, pay attention to the entire customer funnel so as to meet your ultimate objectives is the key to success in leveraging digital media.

**Digital Marketing belongs to IT Department:** A large number of corporates don't believe that digital marketing is a marketing function. But they treat it as a technology piece. Although digital marketing leverages technology for reasons such as measurability or scaling up, it's still a marketing function. Expecting from technical team to create success of digital marketing is an obvious recipe for failure.

**Thinking of outsourcing as the solution:** Assuming that outsourcing will take care of end-to-end execution is one of the reason for high rate failure of agency-client relationships. This problem is bigger with the large corporation which are using outsourcing. By educating clients about the appropriate approach to leverage digital helps them restructure their thinking and processes related to digital marketing.

##### **Inefficient marketing professionals:**

Hiring one or more digital marketing professionals without having clarity on overall digital marketing strategy is almost similar to outsourcing digital marketing responsibility to an external agency. Whether companies or marketing professionals they have to realize that they have an important role to play in creating digital marketing strategy, whether they want to work with an external agency or build an in-house team.

### **Habit of going with the wind:**

Like in other business functions, our decisions in digital marketing are largely influenced by what others are doing or what's popular at present. Just because Social Media is the talk of the town is not a sufficient reason for a company to invest in it. The choice of a digital media platform should be based on business objective and target audience rather on the popularity of a medium. Social Media may be useful for brand promotion for a large organization while Search Engine Marketing may be more appropriate for a startup if lead generation is the primary objective.

**Expectation of overnight Success:** Influenced by mind-blowing statistics associated with digital media platforms and by ever growing number of online businesses, every organization who embark upon the journey of digital marketing believes that it's a magical wand, which will solve their sales & marketing objectives overnight. Although digital media is a powerful weapon to accelerate business growth, a sustainable success in digital marketing normally takes few months if not more and this journey to success would have involved few failures. Digital Marketing avenues such as Search Engine Optimization (SEO) require couple of months before a business can see good results. Expecting quick results normally leads to giving up on the not-so-visible but real progress campaigns, which would have produced desired goals if given the time it requires.

**Lack of quality content:** Digital marketing campaigns rely mainly on regular flow of high quality, relevant content, the requirement for which is highly underestimated by a large percentage of small businesses. When faced with scarcity of content, either these businesses end up compromising on the quality of the content or end up giving up their digital marketing campaigns.

## **COMMANDMENTS OF DIGITAL MARKETING**

### **Consider Digital strategy as a part of Brand Strategy:**

Generally for brands, digital strategies are created in a complete vacuum from the overall brand strategy, or worse, no digital strategy is crafted at all. Since digital is the glue that ties the entirety of a marketing plan and tactics together, anything that happens online needs to ladder up to the higher objectives of the brand. An effective digital strategy is typically composed of a group of sub strategies to effectively plan and account for owned, earned, shared, and paid assets.

**Innovating the Brands:** Majority of brands have some form of goal around innovation. And that's important because innovations drive the business forward. But innovation means better, not new. Your strategy should help you select your tactics, not the other way around. If you are seeking to use a tool or platform because you think it is innovative, and can't identify how or why it works for your audience, you're worshipping the shiny object and are destined to fail.

**Consumer First:** Too often marketers approach digital from the mindset of their own (or their brand) objectives. Users crave value, utility, and having their needs met. This is especially true online where fractions of a second can make or break a potential engagement. Instead of focusing on your needs, try and determine what your users want and how you can insert your brand or your content into their lives in a way that makes sense.

**Don't be a copy cat:** Just because your competitor is doing something doesn't mean you should too.

### **Acknowledge the Importance of Smart Phone and Tablet:**

Usage of mobile phone and tablet has increased extensively. About 85% of HCP's are using a tablet in their practice and 1 in 3 people in the US now own a tablet as well. Increasing use of smart phones means your brand had better be ready to provide mobile optimized content, tools, and resources for your users.

### **Understand the Difference between Metrics and Analysis:**

There is difference between metrics and analysis. Metrics are just data. Metrics are just numbers. Analysis tells you what to do next. A common misunderstanding is that they are one and the same. Google analytics may be free, but can't give you any insight into what the numbers mean or where to go from here. Too often marketers collect (or simply ignore) data and give no thought (or budget) into understanding it. The digital medium allows you to be nimble and react to your users with far greater speed and efficiency.

**Relationship with stakeholders:** Treat your employees, suppliers & distributors etc. accordingly so that they feel as a partner. Healthy company – client relationships are a true partnership where everyone feels comfortable bringing ideas and co-authoring success. Treat your organization people fairly and with respect and they'll bring results for you. With their help if you succeed, tell them. When they screw up, do the same.

**Share your content with those who need it:** Use wants to use contents as per their convenience when and where they want. You should take it positively if they decide to copy, share, link, or tweet it elsewhere. Your contents should be sharable and videos should be post able. Because your customers are true amplifier for your brand than anyone else.

## **CONCLUSION**

2018 has just started and it is time to shed old techniques, tools and strategies in favour of those that would bring your business incremental results. Those businesses that will tell unique stories and provide jaw-dropping experiences to their target customers are bound to leap ahead of their game. You've got to watch for the latest features of the key digital marketing platforms and create personalized and innovative campaigns for your audience. Knowing your target audience better through technologies like predictive analytics and machine learning would always work to your advantage. Whatever be the size of your business, make sure you're aware of what the world is doing, so you can always compete and stay ahead..

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