

A CRITICAL APPRAISAL OF DIGITAL MARKETING METHODS IN INDIA SYSTEMATIC LITERATURE REVIEW

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Abstract: Internet is becoming more common among individuals, as digital channels continue to increase in volume and strength every year, more people spend time online and digital tools and sites play an increasingly important role in their lives. Internet has evolved from a specialized form to a multimedia platform with the introduction of easy-to-use browsers, revolutionizing businesses and indeed the relationship between marketer and customers. It has become an extremely effective communication tool because of its ubiquitous nature. Moreover, consumers' exploration through the internet for finding the greatest bargain from merchants across the world has led to the increased popularity of online marketing. The paper seeks to add to the existing body of knowledge and build a structured literature review in the field of online marketing communication. The paper presents a systematic review on the effectiveness of online marketing methods and provides a rationale for using various online marketing methods; develop a clear understanding of various online marketing methods and their relationship with each other. The findings reveal that the earliest forms of online marketing, including Email and Search Engine Marketing, are still highly relevant for modern business communication. In today's environment, companies are relying heavily on social media, Influencer, messenger marketing, etc., intending to attract customers, generate brand awareness and loyalty. Social media is a great way to foster a personal relationship between a brand and its followers. With over 400 million users and 80 million posts per day, Instagram has become an essential social media marketing tool for all business. Yet, with frequent changing of social media use patterns and preferences, it can be challenging to assign the right strategy to the right social media platform. The purpose of this case study is to explore how Instagram can improve as a mobile app for businesses and consumers. The study begins by exploring the rise of multi-platform use. The study will also evaluate and compare major social channels in terms of consumer and brand preferences. The study will then analyze and provide insights on ways Instagram can improve as a marketing platform for businesses. Data collection is achieved through case study analysis as an empirical way to examine social media platforms. This study provides individuals and businesses engaged in social media a comparison of major social media platforms and provides insight into digital marketing strategies for Instagram and businesses alike. The application of these conclusions could increase the survival rate of new social media platforms and provide a better understanding of Instagram as a strategic tool for practitioners. The study is significant because this research widens contemporary assumptions about strategic thinking for social media mechanisms. Social network marketing is becoming a popular marketing strategy for many business people. Follow after the well-known social media network such as Facebook and Twitter, Instagram has joined in the trend in 2010 and provided another favorable marketing platform for marketers to interact with their customers. Instagram is a worldwide used social media network, which has been used as a marketing tool by many global business companies. It is a significant marketing tool that allows business communication to take place. Through Instagram, marketers are able to interact with their customers by sharing photos and videos and leaving comments as a way of sharing information; receiving comments and likes as a way of gaining feedback from customers. In this paper, discussion on how Instagram can be used as a marketing tool in social network marketing will be done.

Keywords: Online Marketing Communication, Search Engine Marketing, Social Media Marketing Instagram, Social Network Marketing, Marketing Tool, Businesses, Consumers.

Introduction

The internet has had a significant impact on how an organization operates. In the past decade, the emergence of easy-to-use web browsers as a crucial element of the internet ushered a revolution in the marketing world. Due to the inevitable possibilities offered by internet communication, marketing is likely to be one of the most affected domains. The origin of online marketing can be traced back to 1978 when the first advertising email was sent to people (Oetjen, 2019) and over the last decade, information technology has been the reason behind the exponential growth of online marketing (Ryan, 2016). Companies have realized the importance of digital marketing in gaining a competitive advantage and meeting client expectations. Online advertising is a great tool for creating brands and increasing traffic for businesses to prosper. Online marketing has overtaken traditional advertisement strategies. Besides that, it has the potential to help the economy recover and provide enormous opportunities (Munshi & Munshi, 2012). In 2020, global digital advertising spending - including both desktop and laptop computers as well as mobile devices reached \$ 378 billion. Over the following few years, this figure is projected to steadily climb, reaching \$646 billion by 2024 (Statista, 2021). The data presented above shows that online

marketing is an essential component of corporate communication. However, the nature and impact of online marketing remain unclear in the academic literature. Online marketing is not a new concept in academic literature; various studies on online marketing already been conducted in this field. However, studies on online marketing methods and their effectiveness are less debated (Teo, 2005).



The concept of online marketing seems to be prone to an erroneous interpretation as the phrase "online marketing" is often used interchangeably with "online promotion" (Popa, 2015). Online marketing methods are often confounded and used as synonyms of each other. For example, influencer marketing is mistaken as electronic word of mouth and messenger marketing as social media marketing. Therefore, the researcher clarified the differences and similarities among online marketing methods to provide a better understanding of these online marketing terms and their effectiveness to help the organizations to choose the most appropriate online marketing methods.

Digitalization Objectives

- Brand awareness is one of the important aspects and objectives of Digital Marketing. If your business is small or limited to a smaller area, you can use digital marketing methods to grow your brand's name.
- Helps to get a high amount of leads which will fill your email list of potential Customers and you will definitely have a much better conversion. Social media platform of digital marketing methods is one of the best ways to capture your potential customers online (lead generation).
- **Target Customers:** increasing your business to new customers will significantly help in the increase of profit shares.
- **Increase Sales / Profits:** Major objectives of digital marketing is to increase the number of sales your product and services.
- **More Website Traffic:** increase your website's traffic, rank in Google with the different techniques of digital marketing like ON PAGE SEO, OFF PAGE SEO.
- **Less Costly:**

Running cost of online marketing is almost 1/4th of the offline marketing because through digital marketing you can directly target audience at right location. Introduction Marketing is a well-improved method or action that frequently changes the rules based on the requirement of promoting and selling products and services. Unlike the past, traditional marketing strategy such as television commercials and newspaper advertisements do not give much impact to the customers these days. People in the present day are likely to attach to the online services. Today, social networking is said to be an important part of our life. As technology improves, we are most likely to engage ourselves more to electronic devices. Now, with the invention of smartphones, we are in the time of mobile social networking. The rising of these new technologies does not only affect our living style but also created a new marketing strategy for marketers to promote and sell their products. As social media is getting more popular, marketers have to quickly adapt to the social networking space to be able to interact with customers. Social media, an online community that targets to provide a space for people to communicate has now become a well-liked channel for brand marketing. Following after social networking sites such as Facebook and Twitter, Instagram came in 2010 and in January 2014, there are already 150 million people using. These social networking sites do not only provide user to expand personal network but also provide a platform for the business people to interact with potential customers. Hence, social media is affecting the phenomena of marketing. Currently, there are many different industries advertising their product and services through social media. Through social media, big business can do better and small business can become better known without putting much investment on advertising. Social media has turned to one of the most favoured marketing strategies used by the business people around the world.

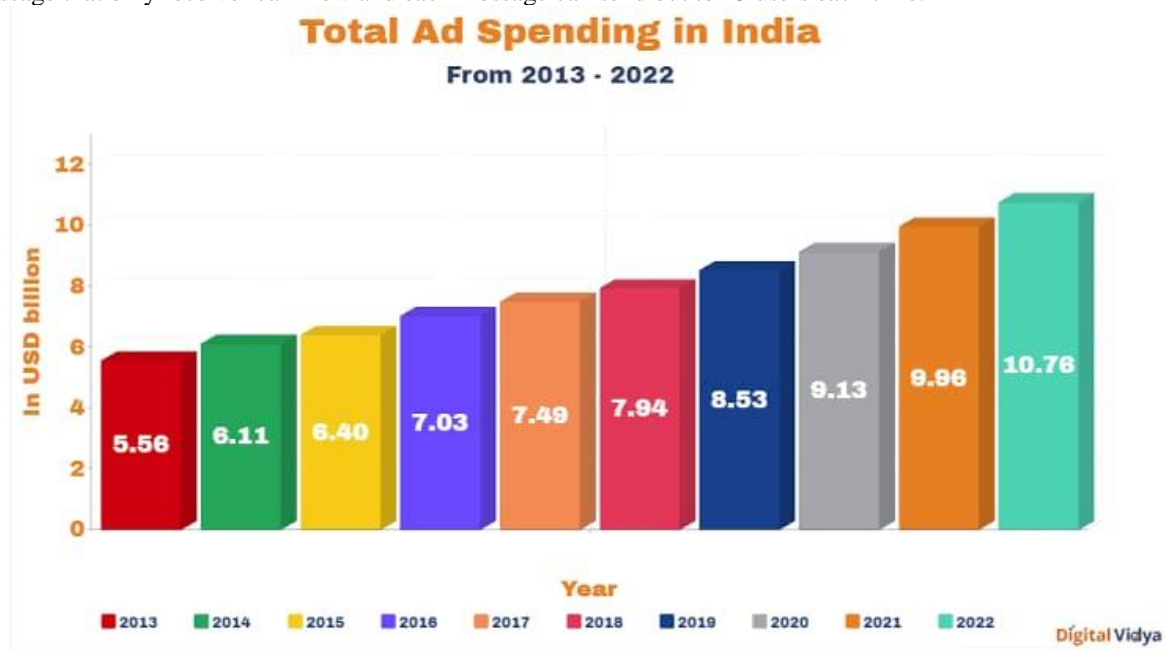
Instagram

Instagram is founded in 2010. It is a mobile application, which allows users to share their photos and videos to their followers. According to Instagram as cited in Instagram first started off with providing functions on editing and sharing photos and later on added in the functions of sharing videos and photo messaging directly to another user. Instagram allows users to snap photo or video anywhere they are at anytime and share it with their followers nationally and also. According to Otto as cited in, users are able to take a 15 seconds long video and 13 artistic filters are available for user to edit their photos.

Instagram is said to be the third most popular social network among the college students in the United States. Following the press released from Instagram cited in in the year 2013, Instagram has 100 million monthly active users, 40 million photos were uploaded per day, 8,500 likes and 1,000 comments gained per second.

How Instagram Contribute to Social Network Marketing

Instagram can help a company to promote their products or services. The point that makes Instagram different from other social media is that Instagram is applying a visual based strategy. Everything about Instagram is about photograph. Instagram marketing is an effective way to advertise a product as it is said that a picture speaks a thousand words. Additionally, Instagram can help one in saving cost for brand designing. Every image taken for a product can be edited and filtered using the Instagram functions. Moreover, social media also provide the marketers an easier way to understand their customers. In the case of Instagram, leaving comments and receiving comments on the photo posts can gain more feedback from the customers on the product. Followers are often interested to see the interaction between the organization and the users, so being attentive to the comments would help in improving the relationship with customers. Furthermore, Instagram has included a function known as direct messaging. This function could give the VIP customers another way to communicate and interact with the organization. Herman (2014) has stated that the direct message function allows the user to send message that only receiver can view and each message can send out to 15 users each time.



Review of Literature

Every day, billions of humans connect through various social media platforms that are widely used for communication and information exchange. Aichner and Jacob described social media as “web-based applications and interactive platforms that facilitate the creation, discussion, modification, and exchange of user-generated content.” They also identify 13 types of social media: social networks, “blogs, business networks, collaborative projects, enterprise social networks, forums, micro blogs, photo sharing, product/services reviews, social bookmarking, social gaming, video sharing, and virtual worlds”. As of today, Facebook is the most used social media platform in the world with more than 1.5 billion active users. As the world is getting more and more dependent on digitalization, social media is making the internet not only a source of information, but also a source of influence. Consequently, businesses should seek to integrate social media into their strategy to attract and interact with customers. A 2014 survey of 351 business executives revealed that 9% of marketing budgets are assigned to social media marketing. Social media strategies are now treated as an integral part of Integrated Marketing Communications (IMC) and help in organizations’ promotional efforts by facilitating interaction between the organization and its customers and among the customers themselves. Therefore, most stakeholders expect organizations to have some presence on social media platforms, and a lack of these venues is considered unacceptable and non-normative in this day and age. Recent studies on the importance and impact of social media in the business world agree on the valuable benefits for a company to invest in social media marketing. First, social networks are tools to make a business stand out and increase awareness. Taken Smith, Blazovich, and Murphy Smith stated that 88% of marketers gained more exposure for their business and two-thirds of marketers experienced a rise in search engine rankings due to social media marketing. These numbers can be explained by the fact that customers trust social media more than corporate sponsored messages concerning product information. Second, by creating online communities, companies can earn customer loyalty. Social media allows businesses to establish a strong relationship with customers. They share their vision, values, and products, as well as receive in return feedback and new customers. Value is derived from online customer communities, the participants of which are so engaged with the company that they become loyal customers and even champions for the brand. These types of customers are instrumental in facilitating viral marketing and driving traffic to the company site. Thus, through social media platforms, companies can increase profits. Even though it is difficult to measure the Return on Investment (ROI) of social media, studies show that there is a positive correlation between social media activity and a firm’s financial performance. Indeed, the R&D, marketing, sales,

and customer service that departments gain from social media insights about customers' preferences can lead to the creation of new products and informed decisions about the best way to advertise and serve clients. Taken Smith et al., claimed that 80% of Fortune 500 companies are engaged in social media, and believe that the impact on the bottom line is most noticeable on long-term performance.

Challenges

- **Limitation of Internet Access:** The Digital marketing is closely reliant on internet. In some areas, internet facility may not be accessible to the consumers or with poor internet connections. The Digital Marketing can be unsuccessful in those areas having no or limited internet accessibility.
- **Limited Consumer Link and Conversation:** As digital marketing is highly dependent on internet, so the marketers may find it hard to make their advertisements more comprehensive and start a conversation with their consumers about the company brand image or products.
- **High Competition of Brands:** Digital Marketing has a drawback when a customer searches for a specific product of a specific company on internet, many competing goods, and services having same marketing strategies appear on the customer's home page. This conflicts the customers and provides an alternative option to choose cheaper and better quality product of another company. As a result, some customers lack the trust on a lot of advertisements that appear on a website or social media and consider it as fraud and look like a dishonest brand.
- **Risk of Hacking Strategies:** The risk of hacking promotion strategies of a company always rests on digital channels (internet) that is one of the drawbacks of digital marketing. The hackers or competitors can easily track and copy the valuable promotional strategies of a well renowned company and can utilize for their purposes.
- **Anti-Brand Activities (Doppelganger):** Another drawback of digital marketing is that even a person or group of persons can harm the image of a recognized brand through 'Doppelganger'. Anti-brand activists, bloggers, and opinion leaders spread the term 'Doppelganger' to disapprove the image of a certain brand.

SWOT Analysis of Instagram

SWOT Analysis of Instagram. IG or Insta or Instagram is a US photo and video-sharing social media platform, a Facebook subsidiary brand. Mike Krieger and Kevin Systrom laid the foundation of Instagram in Oct 2010. Initially, it was iOS, and the company developed it for android in April 2012.

Some of the top products and services of Instagram are;

- Video Sharing
- Photo sharing
- Social Networking
- Affiliate platform for influencers
- Sponsorship programs

Ever since launching Instagram publicly, it gained one million users within two months, and the platform attracted 10 million users in the first year. Such speedy growth drew the attention of Facebook, the world's largest social media platform, which bought the newly launched multimedia platform for 1 billion dollars in stock and cash. Instagram is the world's 4th most downloaded application since 2010. According to recent statistics, Instagram has approximately more than 1 billion active monthly users and over 500 million daily active users. Cristiano Ronaldo has around more than 253 million followers on Instagram.

Some of the top competitors of Instagram are:

- YouTube Shorts
- Facebook
- Twitter
- Snapchat
- Pinterest
- TikTok
- LinkedIn

Today, we'll study the swot analysis of Instagram. It will focus on the internal and external factors impacting the growth of the video/photo-sharing social media platform. Here's the swot analysis of Instagram as follows:



Strengths of Instagram

- **Hashtags**

Hashtags are one of the most important features of Instagram. It allows people to reach a wide range of audiences and rank their posts in the searches if used correctly. Once it has reached mass people, if the content is good, it will attract many users' attention.

- **Global Reach**

According to an estimate, approximately over 1 billion & 500 million, people are monthly/daily active Instagram users. Various people use the multimedia platform for different reasons like friends & family, sharing their adventures and experiences, and selling products. Besides their different objectives, they all use Instagram and attract others to join the platform. Ultimately, it increases the growth and range of the forum.

- **Strong Parent Brand**

As many of you are familiar with the fact, Facebook is the parent brand of Instagram. Facebook is also one of the world's top 5 tech companies like Apple, Google, Amazon, and Microsoft. The company has a strong tech background and financial resources. That's why no one has tried to copy Instagram features and the platform because of its strong backing power.

- **Direct Messaging (DM)**

Instagram is multimedia social networking where people upload photos/videos, add captions, use hashtags, and share it. The post attracts people to like and comment on the content. However, Instagram also allows people to direct message the content creator. In case more people are commenting, then your message would be lost in the threads.

- **Filters**

Instagram offers a very efficient built-in filters tool. It allows people to fix their photos/videos and add various effects to them if needed. In other words, people don't have to download additional applications to improve their pictures. They can do it by staying on the social media platform.

- **First Multimedia Platform**

Instagram is the first pictures and videos sharing social networking platform, and it was very creative and innovative back in 2010. Other multimedia platforms came into the market much later. Being the pioneer and associated with Facebook helped Instagram to achieve over 1 billion, monthly active users.

- **Integration**

Instagram has successfully integrated with other social media platforms like Twitter, Google, Tumblr, Facebook, etc. It means that people can directly share their content on various platforms without leaving it. It's a very effective technique to make people active users.

Weaknesses of Instagram

- **Data Issues of Facebook**

Instagram's parent brand, Facebook, has issues like privacy issues, data breaches, and leakage of personal information. Since Instagram is also a product of Facebook, if it can happen to the parent brand, subsidiary brands could also be the next target. Such questions have made the people unsafe, and they now question the security of the platform.

- **One Way Traffic**

Many businesses use paid advertising and promotional tools of Instagram for the marketing of their business. It allows them to attach a link to their e-commerce platform. But it doesn't guarantee that people would leave the platform to visit your online store. Often, people watch the ad and scroll up.

- **Lower Communication Channel**

Instagram has limited communication channels. You can either comment or send a direct message. You can easily get lost in the crowd if more people are commenting on it. Some people say that only two communication channels are very low for over a billion users platform.

Opportunities Available to Instagram

- **Video Ads**

Many advertising businesses provide the services of ads and story creation. Instagram should consider providing a built-in one-minute short video ad creation option so that small businesses could create it by themselves without hiring any third party.

- **Social Media for Smartphones**

As we know, smartphone usage and the internet have been increasing for the past few years. Instagram should exploit this trend and market it's a perfect platform for smartphone users to take photo and directly share it on Instagram.

- **Sponsors**

Some of celebrities and influencers have millions of followers on Instagram. Businesses and companies reach out to them for the marketing of their products. It works for both parties; businesses get the sale boost, and the influencers earn money.

Even the livelihood of some people is dependent on the sponsorships and marketing of the company's products. It's increasing the traffic on the platform.

Threats Instagram has to Face

- **Beauty Race**

The cosmetic and fashion industry in the selfie culture is making people perform plastic surgeries on their bodies. Butt lift, Botox, and fillers are some of the top examples of it. Such pictures and selfies are often the results of photoshop and editing.

- **Schedule Posts**

Many automation tools allow people to schedule their posts for a month. They won't have to log in to the platform; the automation tool would keep posting on their behalf. The schedule posting features have decreased the number of active users.

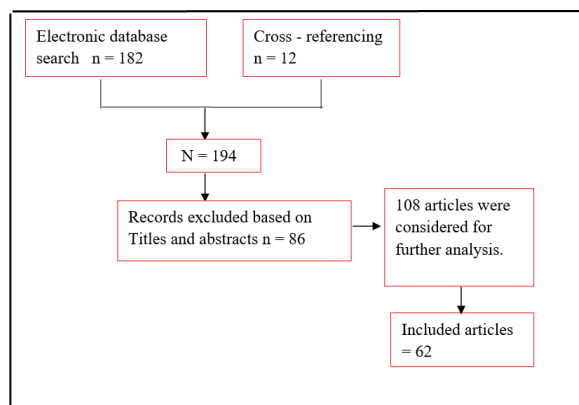
- **Limited Visibility**

It was much to be visible on Instagram in the beginning. The businesses and paid promotion campaigns have made it difficult for ordinary users to become known, famous, and visible. Everyone is on Instagram, and very few people get attention.

Research Methodology

The researcher compiled articles addressing online marketing methods and their effectiveness. To accomplish this, the researcher conducted a systematic literature review. The keywords used are online marketing methods, the effectiveness of online marketing methods, without any time restriction. The literature review also includes peer-reviewed journal articles and book chapters to ensure that it meets the quality of recent academic publications. 194 articles were found and after eliminating redundancies, 108 articles based on titles, abstracts, and keywords were considered for further analysis. We also retrieved and examined the reference lists of the above articles, after reading the full manuscripts finally 62 research papers/articles are considered. Table 1 shows the exclusion and inclusion criteria of the selected papers/articles.

Table 1: Criteria of Inclusion and Exclusion of Research Papers



Criterion	Inclusion	Exclusion
Language	English	Any other Language
Source	Journal articles, International conference papers	Any other sources
Access	Full-text access	cannot access full-text
Nature of research paper	All types	No exclusion

Source: Data compiled by The Authors

Online Marketing Communication

Chaffey, (2009) expressed before a firm can gain customers through its web site's content, it must first build marketing communication strategies to attract visitors. Even if companies have attractive websites, customers may still be unaware or overlook the websites due to incorrect or insufficient online marketing. Therefore, companies must focus on their online marketing strategies to attract visitors to their websites. Yasmin et al., (2015) define email marketing, social media, affiliate marketing, search engine optimization, and pay-per-click as the most important elements of digital marketing. Kotler & Keller,(2016) highlighted six online marketing communication methods, which include search advertising, display advertising, websites, email, social media, and mobile phones.

Methods of Online Marketing Communication

- **Email Marketing**

It is one of the most often used advertising methods. Despite the present popularity of social media, many individuals still prefer to get a company's information via email. (Camilleri, 2019) suggests segmenting email depending on various characteristics, including consumer preferences and spending habits. Even though spam emails are one of the most significant problems with email marketing resulting in meaningless communication, still email is an effective and successful marketing tool capable of providing value to both customers and businesses (Ryan, 2009). There are numerous techniques to improve the effectiveness of email marketing. (Sahni et al., 2018) points out that personalizing emails (e.g., adding the recipient's name to the email subject) increases the likelihood of the recipient reading the email by 20% and (Conceicao & Gama, 2019) also suggests that personalized messages and adding question mark in the subject of email can increase the chances of the opening of an email. Similar to this view, the findings of (Ryan, 2016; Singhal, 2015) reveal that emails sent with the permission of the receiver are one of the most effective online marketing methods. Email advertising if implemented properly results in attracting customers to the organization's website. MailChimp, Aweber, Exact Target, Campaign Monitor provides useful applications for developing efficient email marketing campaigns (Popa, 2015, p. 1273).

- **Search Engine Optimization (SEO)**

SEO is the process of optimizing the website so that it appears naturally in search results on any search engine. The

primary aim of SEO is to increase the number of visitors to a company's website by boosting its search engine ranking. To advertise their websites, SEO is practically required for every business (Odom, 2010). Many researchers believe that SEO is dead and that the effort is pointless, but the truth is that Google strives to prevent algorithm manipulation. Google's algorithms updates regularly to display the most relevant results, Panda and Penguin are the two Google updates for combating spam sites (Egri & Bayrak, 2014). These efforts help the organization to integrate SEO into its online marketing campaign to attract and spread awareness about products and services. Search engine algorithms optimize the website's search results, if they have published relevant information. Google Ad Words and Bing Ads are two famous search Engine Marketing platforms that can help promote websites in their respective search engines and the advertisers compete for sponsored links by bidding on millions of keywords (Berman & Katona, 2021).

- **Search Engine Marketing (SEM)**

Search Engine Marketing tries to improve a website's page ranking so that it appears at the top of search engine results, generating more visitors to the webpage and SEO is a set of actions aimed at improving a website's relevance with specified keywords by changing its text and HTML (Zhu, 2011). Search engine advertising has been determined to be more effective than traditional marketing when it comes to the nature of products (Dinner et al., 2014) and improved visibility on search engines can result in improved brand equity, visibility of offerings, and sales revenue (Hinz et al., 2012). Search engines are an effective tool for attracting customers to the company's website. SEM is available in various forms, such as small text-based ads or visual product listing ads. It is a technique for driving traffic to a company's website through paid advertising known as Paid Search Marketing. Organizations can pick between PPC (pay-per-click), CPC (cost-per-click), and CPM (cost-per-thousand impressions) models, depending on their business structure. Yang et al., (2016) stated that affiliation, conversation, and responsiveness enhance click-through rates.

- **Display Marketing**

Display advertising, also known as banners, comes in a standardized ad and can include text, logos, photos, etc. Websites can use display ads to increase traffic, brand awareness, and purchase intent. Display ads are more effective at raising brand awareness than increasing sales (Popa, 2015). In display marketing, promotional videos, images, and written information are used to promote products or services on websites in order to maximize brand awareness. They usually appear on web pages and apps, but can also appear on mobile devices and social media sites (Turban et al., 2018).

Organizations can personalize their messages based on the customer's interests, and purchasing preferences. The effectiveness of online display advertising depends upon the websites they appear. Ghose & Todri, (2015) suggested that simply viewing display advertising stimulates interest in the advertiser's brand. Remarkably, the longer a customer views to display advertising, the more likely they are to participate directly in search activities.

It is more effective on commercial websites such as Amazon and Walmart, contrary to websites such as Facebook and LinkedIn (Aushaitrakul & Mukherjee, 2017). Advertisement that appears in the games' application and/or on prominent social media platforms are digital advertisement (Terlutter & Capella, 2013). The digital advertisements integrated within the games' apps, should blend in with the game's environment (Lewis and Porter, 2010). The website owners may develop the display advertisements themselves or they may have been placed on behalf of their advertisers.

Mobile Marketing

Mobile marketing has become the most effective marketing strategy as the number of mobile users is increasing each day. Mobile marketing enables organizations to use online marketing methods such as social media advertising, app-based marketing, and email marketing (Gosling et al., 2016). Time spent on Smartphone, number of searches, and direct and indirect mobile-generated purchases all demonstrate the relevance of this medium (Berman, 2016). Simultaneously, individuals are sharing personal information about their online activity and location with tech companies; such characteristics make mobile marketing a promising online promotional tool. Many apps send messages to their users' (if they enable location sharing) about popular and favorite places when they are close to such spots (Guzzo et al., 2012). Personalization has a positive relationship with the informativeness, credibility, and entertainment of the advertising message while having a negative relationship with irritation (Kim & Han, 2014). In terms of resource utilization, Google Admob is the best media firm; and particularly beneficial for app-based marketing (Gao et al., 2018). Companies like Google, Amazon, and InMobi uses App-based marketing, which work collaboratively with marketers and developers.

- **Social Media Marketing (SMM)**

Kaplan & Haenlein, (2010) defined Social Media as a collection of web-based applications that are built on the conceptual and technological foundations of Web 2.0 which allow the generation and exchange of user-generated content. Brands and businesses create social media profiles to engage with customers and advertise their products or services to increase brand awareness and sales (Whiting et al., 2019). SMM entails using social media sites such as Facebook, Instagram, Twitter, Pinterest, and others to raise traffic to the website. The most prominent social media sites today have been described as Facebook, Twitter, and YouTube (Sorrentino & Pikas, 2014) thus this platform provides great opportunity to connect and interact with the world and advertisers to utilize this platform to find the most appropriate subscribers to offer their ads (Camilleri, 2019). A blog is another social networking tool that the organization uses for various purposes, including public relations goals, FAQs, and serving as part of an SEO campaign (Pura, 2013). Social networking sites are an excellent venue for targeted advertising because it provides access to a vast amount of user information (Hajarian et al., 2019). When used appropriately, it may assist businesses to reach millions of individuals at a low cost in a short span and has the potential to improve positive eWOM advertising while increasing customer loyalty (Smith et al., 2016; Pura, 2013).

- **Viral Marketing**

A viral marketing campaign is done through social networking sites and messaging channels. This is an excellent method to create and build a brand and generate traffic to a company's website. Viral marketing is now one of the most

common methods for marketers to advertise their products globally and raise awareness about their products (Kusumadjaja, 2014). One of the most common examples of viral marketing is the creation of original, unexpected, or humorous videos, uploaded to YouTube and subsequently shared on social media sites such as Facebook and Twitter (Daif & Elsayed, 2019). Subscribers of social networking sites can share online content such as WebPages, photographs, and videos with their friends and colleagues easily which helps in spreading the message delivered through this medium. Frick, (2013) states that if a company's content is good enough to attract users to share it on social media websites, helping the companies to reach thousands to millions of views in a brief period. Influencers play a big role in viral marketing since they can spread the message to their followers. Businesses hire influential social media users to spread awareness about their products and services (Pfeiffer & Zheleva, 2018).

- **Videos**

Nearly half of global businesses include videos in their email marketing, and the same percentage includes some form of video on their company's homepage. Videos serve as an attention grabber for consumers and influence purchase decisions. YouTube has become synonymous with free online videos and now it is one of the most popular websites in the world (Statista, 2021). Giving users the option to view (or not to view) online video advertising increases the effectiveness of video advertising by engaging the users and increasing the likelihood that they will click on it (Paskevich et al., 2012, pp.72). Individuals are more likely to share videos that they find fascinating and useful via various social media platforms. They share emotional videos with their friends; such videos have a high chance of going viral (Nikolinakou & King, 2018). Marketers are increasingly using videos for online promotion. Stewart et al., (2019) found that digital video advertising for low-involvement products leads to high purchase intentions, and online users are more likely to opt-in for more information.

- **Influencer Marketing**

Influencer marketing is one of the most popular and effective methods of online marketing. Influencer marketing is social media-based online marketing. Influencer marketing frequently occurs in conjunction with two other types of marketing: social media marketing and content marketing. An influencer can be anyone with a large following on social media platforms, including a celebrity or athlete. Influencers are well-versed in the art of personal branding and considered as celebrities on social media (Jin & Muqaddam, 2019). They work in various fields, including lifestyle, fashion, comedy, politics, and gaming, and known for their strong presence on social media sites such as Facebook, Twitter, Instagram, and YouTube (Stoldt et al., 2019).

Influencer marketing is gaining popularity as a new form of celebrity endorsement due to its ability to reach elusive online consumers. Currently, the most effective way to generate a non-annoying promotional post on social media platforms is to use celebrities as influencers (Lee & Kim, 2020).

- **Content Marketing**

Content marketing is a marketing and business process that attempts to generate profitable customer acts by generating valuable content for customers to attract, retain, and interact with a defined market segment (Jeo Pulizzi, 2014 cited in Popa, 2015). High-quality content marketing is essential for the success of any online marketing strategy. Companies must perform thorough research in order to develop content that is relevant to their target audience. The goal of content marketing is to educate and inform consumers in order to build a strong relationship with them and ensure brand loyalty (Baltes, 2015). The process of developing and delivering valuable free information in order to gain people's trust, communication is done in order to pique the recipient's interest and create brand recognition, with the aim of educating, entertaining, engaging, and inspiring them (Montero et al., 2019; Järvinen & Taiminen, 2016).

- **Electronic Word of Mouth Marketing (e-WOM)**

WOM online – that is, electronic word-of-mouth – has grown in popularity since the Internet's inception. E-WOM is any positive or negative statement made by potential, current, or previous customers about a product or firm, which is available to a large number of individuals and organizations over the Internet (Hennig-Thurau et al., 2004). Engaging consumers with e-WOM via websites, blogs, chat rooms, or email is quite easy. Ismagilova et al., (2017) state that firms would gain from positive e-WOM since it would strengthen their positioning in the minds of their customers but negative publicity can be extremely damaging to a company's reputation (Bhandari & Rodgers, 2018). Word of mouth plays an important part in information sources and is more trustworthy, reliable (Lopez & Sicilia, 2014) and the information from non-commercial sources influences opinions more than information from commercial sources.

- **Messengers**

In 2018, over 149 million people owned a Smartphone having at least one mobile messaging app in it. By 2022, this figure is expected to grow to 171 million (eMarketer, 2018). According to Statista reports, WhatsApp and Facebook Messenger are the most popular messaging apps around the world, with 1.6 billion and 1.3 billion active users, respectively. In a month, nearly 4.6 billion individuals worldwide use WhatsApp, Viber, Telegram, Facebook Messenger, WeChat, and QQ (Mehner, 2019). Organizations can use messenger platforms like Facebook Messenger and WhatsApp. These messengers send tailored, interactive messages in real-time. As a result, messengers are a fantastic content marketing vehicle (Mehner, 2019). Messengers offer a private, secure connection between a company and its clients and strengthen business-to-consumer (B2C) communication. As a result, they are a highly attractive avenue for online marketing (Rowles, 2014). Messengers can be used as an extension of email marketing and social media marketing, or they can be combined with other channels such as Facebook, Twitter, Google+ and so on.

- **Augmented Reality**

Augmented Reality (AR) is a new type of user interface for digital marketing technologies that integrate interactive digital content into a person's view of their physical surroundings (Chylinski, et al., 2020). The use of interactive system such as AR is increasing rapidly in the online marketing technologies (Montero et al., 2019). These developments improve the

interaction of businesses with their customers, which is one of the reasons why businesses use AR software to sell their products (Turban et al., 2018). AR marketing allows companies to influence customers' decisions by allowing them to 'situate' their thinking (Hilken et al., 2017).

AR enhances human engagements by allowing more interactions, reviews, real-time displays, and 3D data. AI has the potential to change the mobile purchasing experience and strengthen consumer-brand relationships (Scholz & Duffy, 2018). AR is easily accessible via mobile devices, and many organizations (for example, IKEA, New York Times, L'Oreal Makeup App, Pokémon Go App) sell their AR apps so that their customers can use them from anywhere, anytime. Purchasing through AR allows users to "test before they buy." This promotes perceived utility and enjoyment, resulting in a positive brand attitude (Smink et al., 2019).

Result and Discussion

To determine whether online marketing methods are effective, each paper is analyzed extensively. Online marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, social media marketing, E-mail marketing, and display advertising, can be extremely beneficial to businesses. Online marketing tools are more Social media should be regarded as a vital component of a company's overall marketing strategy and it should not be overlooked (Mangold & Faulds, 2009). Marketers may leverage social media analytics data from platforms like LinkedIn and Google+ to find noteworthy shoppers (Hinz et al., 2012) and their purchase intentions in a cost-effective manner (Jin & Phua, 2014). Influencers promote goods and services to influence the purchasing decisions of potential customers through social media platforms such as Instagram, Facebook, Pinterest, and blogs. Brand interaction on social media strengthens the relationship between advertisers' rank and the effectiveness of search engine advertising (Yang et al., 2016). Influential than traditional methods of communication (Helm et al., 2013).

Table 2: Measuring the Effectiveness of Online Methods

Dimensions	Online Marketing Methods	References
Attract	Email; SEO; SEM; Display Marketing; Social Media; Mobile Marketing; viral marketing	(Zhu, 2011; Odam, 2010; Hinz et al., 2012; Frick, 2013; Ryan, 2014; Kusumadajaja, 2014; Singhal, 2015; Popa, 2015; Sahni et al., 2018; Turban et al., 2018)
Engage	Display Marketing; Videos; Mobile Marketing; Social Media marketing; Viral Marketing; Content Marketing; AI	(Frick, 2013; Kim & Han, 2014; Sorrentino & Pikas, 2014; Pulizzi, 2014; Ghose & Todri, 2015; Baltes, 2015; Jarviaen & Taminen, 2016; Heppelmann, 2017; Turban et al., 2018; Whiting et al., 2019; Smink et al., 2019)
Brand Awareness	SEM; Display Marketing; Videos; Social media; Viral Marketing; Content Marketing; E-WOM	(Hinz et al., 2012; Frick, 2013; Lopez & Sicilia, 2014; Popa, 2015; Baltes, 2015; Turban et al., 2018; Stewart et al., 2018; Montero et al., 2019)
Brand Loyalty	Social Media; Content Marketing; E-WOM; AI	(Pura, 2013; Pulizzi, 2014; Baltes, 2015; Smith et al., 2016; Ismagilova et al., 2017; Smink et al., 2019)

Source: Data compiled by The Authors

As indicated in Table 2, the effectiveness of online marketing is determined by a number of factors including brand awareness, brand recognition, and brand loyalty based on the literature that have been studied. The categorization and references listed in the above table do not follow any particular order and it is to provide an overview of the literature used in the study.

From the above discussion, we found that the online marketing communication methods are effective in attracting visitors to the organization's website, engaging them, and creating brand awareness and loyalty. The earliest forms of online marketing, such as email, SEO, and SEM, are still effective. They not only help to drive visitors to a company's website but also help to raise brand awareness. AI enriches the marketing paradigm by developing and implementing ways for firms to produce and communicate value to consumers using online marketing methods such as SEO, email, social media, and content marketing. Social media marketing is an important method used by companies to spread messages quickly to millions of people around the world and has a positive impact on electronic word of mouth, which results in enhancing customer loyalty. Businesses are taking interest in placing ads on Facebook and Instagram as well as creating pages and accounts on this platform to interact and engage online users to improve brand awareness.

Conclusion

In the last decade, studies and surveys are done throughout the world indicate the growth of digital marketing and will continue to grow in the future. In light of the growing use of mobile phones and other devices, the market's potential tends to grow to allow for improved advertising reach. As the majority of people uses or spends more time on the internet, the reach of digital marketing in India is continuously expanding. Furthermore, there is a significant increase in digital marketing during COVID-19, and buying intention has changed significantly. Because of recent innovations in online marketing, the marketing methods are more successful and cost-effective. This systematic literature analysis assists in distinguishing between various online marketing methods and their effectiveness; it demonstrates that organizations use online marketing to attract customers, engage them, and create brand awareness and loyalty. This review will aid organizations in determining the best online marketing method for them, as online marketing methods are both cost-effective and profitable. Small firms, in particular, may now reach target customers at a minimal cost and compete on equal ground with large organizations. Since this study is based on theoretical findings, further studies are required to learn how the

organization integrate and implement online marketing and use various online marketing methods, to achieve their marketing and communication objectives.

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