

REDEFINING STP IN DIGITAL MARKETING

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ABSTRACT

The whole world is affected by pandemic but as said that every cloud has a silver lining .It depends on the world how it perceive the things, which are happening around them.

The buying process of the consumer is also affected during and post pandemic, now they are more conservative in their buying behavior concerned more about their life rather than brand and luxury products.

So companies are required to work on how the products should be segmented, targeted and how people think about the positioning of the product in their mind.

So role of the segmentation, Targeting, Positioning in today's era is very important for the business through the digital marketing and how people are influenced with different factors it may be education, Technology, reference group and how they are socially active on various on line platform. This gives a number of options, liberty to compare the product and time saving also.

In Digital Marketing which is based on Information system and it runs electronically which gives a power to consumer for getting a complete information about the product so it gives a confidence in consumer for the right choice it not only help the consumer but help to Marketers also. Digital Marketing work for 24x7 hour without any limitation and boundaries. Prices can be comparing easily along with it has endless reach anywhere in the world. Digital marketing is the today's requirement as our education system and technology are developing day by day. So it is the easiest way to lock choices and persuade to others also to raise the living standard.

Digital Marketing gives you a personal window so you can have your own store where you can make a list of products and it is up to us when and where we have to buy.

Keyword: Digital Marketing, Segmentation, Targeting, Positioning, Consumer Behavior

The main objective of this chapter is to identify the digital effectiveness of STP in the competitive market. The supportive objectives are following

- To show the impact of digital marketing along-with position a product or service to target different groups of customers more efficiently
- To focus on the basic comparison between traditional STP and digital marketing.
- To show the various advantages of digital marketing to the customers

INTRODUCTION

Digital marketing is projected to remain at the forefront of the technological transition in the future. Millions of people's daily lives have been transformed by digital marketing through social and mobile media, which has expanded into popular social media practices and often leads to the formation of customer relationships.

The digital marketing model has changed from selling unique goods and services to marketing campaigns that are introduced across digital platforms to now make use of digital resources.

According to Jeff Bullas, CEO of Jeff Bullas.com "brand marketing empowerment enabled by technology". In other word he means that, advertising has been dominated by mass media and ad agencies for over 50 years. This will change as the evolution of marketing technology allows companies and brands to take more control over their own content, brand awareness and marketing. This will include the use of influencers; user generated content and paid digital amplification of authentic content. You will see the rise of more brands taking back their marketing power from the intermediaries. More advertising will be done in house via digital marketing automation platforms straight to social and digital networks

In digital marketing a marketer should understand the people who are searching the content initially rather than products there are also plenty of ways in digital world where a marketer can approach consumer directly or indirectly through various social sites where mass population are more active in comparison of traditional marketing. Digital Marketing also referred as 'online marketing', 'internet marketing' or 'web marketing'. We can find various digital tactics and channels to connect with the people who are spending lot of time on various online platforms under the banner of "digital marketing."

We can say that Consumer behaviour became significant part of marketing technology. Fierce competition forced marketer to include more service into their software, for example, marketing, sales and service applications. Marketers were also able to own huge online customer data.

Trends that defined 2020 and expected to gain traction in 2021

Chart 9



Source: *Technology Sector In India 2021- New World: The Future Is Virtual/Strategic Review*

SEGMENTATION

To full fill the demand of consumer it is required to segment or divide data in to various groups which are based on single and multiple parameters. In Digital era, segmentation of people is leading to a new era of custom and personalised digital marketing.

That is why companies are focusing on strategies so they may provide strength to the marketer to reach their potential customers along-with the preferences so we can say that it may be possible to customize digital markets to accelerate the buying process. Consumer must be taken care on the basis of digital interactions to understand consumer how they like, and what they buy through on line.

Digital Marketers must also understand the behaviours and preferences of consumers, in order to influence their purchases. Digital Segmentation will be the next level of segmentation to understand audiences on a more granular level and combining data sets to be able to target niche groups more effectively. all analyses offers an advanced segmentation involving specific elements of the segmentation through Digital Market. The High Value New Customer Segment is available on social media, hence, expanding digital channels in promoting the various type of services.

TARGETING

In this competitive world where every company try to hit their consumer through various offers and discounts it should be taken care that all that types of effective campaigns should reach in very effective and speedy manner. Then only people can get the benefit so Digital Marketing platform must be used to interact with the users and it may provide each and every micro information to the consumers. The people who are available on digital platform we can approach them easily and they will be the good source to viral their experiences on digital platforms

and we may grow rapidly. The community who are digitally influenced they are the targeted consumers.

Through which we can have the data of the people who are familiar with the Internet and their purchasing through Internet history and how much time they spend on internet with in last week, last month and in a year. It gives a positive feedback to the marketer. It may ease the work of marketer for identifying products which are highly visited on line.

Hyper local Targeting is the new thing for outlets for whom the footfall and visit is important to make a sale. Customer search for a bakery to a fuel station via location on maps. The ads that pop up on the screen of digital devices are done via tracing the location of individuals when their gadgets have the location setting on. These helps marketers to travel through the mind of consumers when they are close to them and the proximity to a store creates a conversion or a sale.

POSITIONING

Proper positioning motivate & influences the customers that how they think & perceive about product or service. Because in this competitive world positive image of the product/ service in the customers' minds help marketers who may be doing this task easily through digital marketing and they may enjoy an on-going market advantage. By doing this, you can claim your position in the competitive landscape, which helps you a lot to stay ahead of the curve. One of the main aspects to positioning towards brand online to share valuable information with customers. Websites that receive the most traffic are those where the content is constantly changing, being added and improved. Your target audience wants and expects to learn something new each time they visit your website and they view those websites that do so as more valuable. The art of positioning to make a brand online is built from what you know to be true about your customer. You want your brand to stand out to your target audience by differentiating your brand from competitors.

CONSUMER BEHAVIOUR

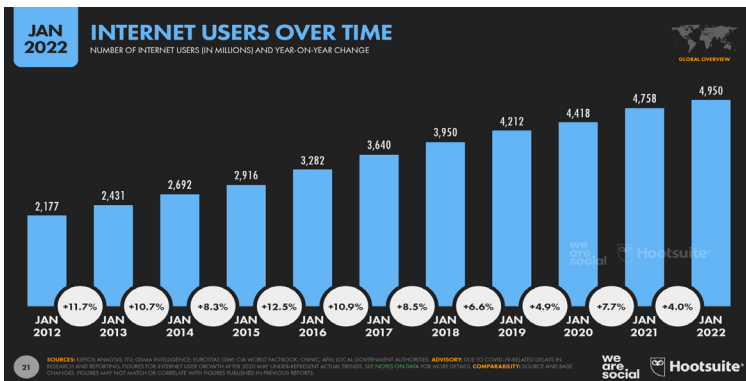
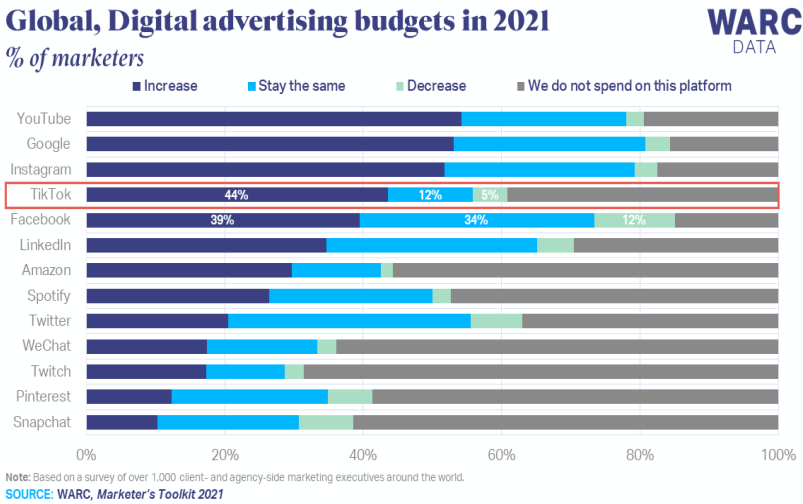
Information about consumer behaviour is important to businesses around the world. This is because they are constantly looking to boost their shopping experience. The study of consumer behaviour allows them to understand the expectations of consumers in the market. It also helps them make changes that will empower consumers to make better purchasing decisions. The study involves information about what consumers buy, where they buy and when they buy. It also showcases information regarding their intent, buying frequency, and more. Most consumers don't go out of their way to find ads (unless they're remarkably memorable and worth sharing). The marketing and creative department work together to formulate ads that appeal to an audience's curiosity.

A good ad will increase sales and brand awareness. For consumers, advertisements are not what consumers need; however, an ad is a great way for consumers to find out about the products or services they do need. Which make consumer ability to proceed with purchase the product or service of the company. one can find audio-visual platforms such as YouTube, Vimeo and Sound Cloud; image

platforms such as Flickr, Picasa, Pinterest or Instagram; general social networks such as Facebook, Twitter, Google+ or specialised ones such as LinkedIn; news or bookmark aggregators such as blogs; and wikis, etc., a vast digital arena where they become the new Web winners .

However, most customers know how to access one’s firm website, how to evaluate products, and how to purchase online and offer feedback. Although numerous research studies have been performed worldwide to evaluate customer attitudes towards products or services, there is not enough research on students’ attitudes toward digital marketing, especially in Jordan. This research study aims to develop the influence of digital marketing on purchasing decisions. This is significant because the number of similar studies in this field of marketing is inadequate. Finally, the results offer a better vision about how to use digital marketing as one of the influential channels to market their products.

(Teresa Pineiro-Otero, 2016, E-Resources).



Source: <https://datareportal.com/reports/digital-2022-global-overview-report>

CONCLUSION :

Marketing is turning into the foremost role unremarkably promoting. as a result of the online is further involving in life, the demand of customers is to boot higher and extra complicate. It helps to spice up the traditional promoting in segmentation/ targeting, differentiation positioning, product, worth and collectively consumer relationship management. Until now, e-marketing has been created, in line with the popularity of eBay, Amazon.com, apple.com or Google all over the world. They just like the convenience and saving time than going around and looking for the merchandise they have. Supported that dynamic, promoting possesses to increase and develop in e-marketing to satisfy currently customer's demand. And for every corporation throughout this innovative century, Digital Marketing is needed can't be ignored, take seriously if company must survive.

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