

Digital Marketing - Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

¹Aarchi Panchal, ²Akshita Shah, ³Krishna Kansara

^{1,2}Student, Shri Bhagubhai Mafatlal Polytechnic, Dept. of Information Technology, Mumbai, India

³Professor, Shri Bhagubhai Mafatlal Polytechnic, Dept. of Information Technology, Mumbai, India

Email IDs: ¹aarchimitul03@gmail.com, ²akshitashah0404@gmail.com, ³krishna.kansara@sbmp.ac.in

Abstract - Marketing has evolved since the time human started trading, with the rapid development in technology there is a shift towards digitalization. Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are domains of highest priority when dealing with digital marketing. In recent times marketing strategies have been shaped by technologies such as AI, Big Data, IOT, MI have evolved to a great extent with beneficial responses for an organization's growth. The aim of this survey paper is to give an overview of research on evolution of digital marketing, SEO and SEM strategies and differentiating amongst various tools and techniques.

Keywords: Digital Marketing, Search Engine Marketing, Search Engine Optimization, Digital Marketing Assets.

I. INTRODUCTION

Marketing has evolved day by day but with the world coming online and with the increase in digital technologies, it has shifted its focus on digitalization. Out of all modern marketing techniques and tools, digital marketing resources, channels and social media becomes the most interactive, attractive and essential.

Digital Marketing has become one of the most important marketing mix over the past few years as companies and organizations are realizing the importance of a good online presence, it has been effective for their growth in terms of sales and creating an innovative presence online [PinakiMandal, Prof. Nitin Joshi, et al 2015]. Digital marketing can be termed as an approach for the development of brand, product or service online. There's a saying by Bill Gates that, "If your Business is not on the internet then your business will be out of business".

To have an effective online presence, any organization or a company needs a strong strategy designed using the correct technologies to help marketing activities in order to improve customer knowledge by matching their needs is digital marketing. Companies can use the internet to provide ongoing information, service, and support. It also creates positive interaction with customers that can serve as the foundation for

long term relationships and encourage repeat purchases. Various social media campaigns are proven to be cost effective with beneficiary results. [PinakiMandal, Prof. Nitin Joshi, et al 2015]. For any online marketing activity, content and graphics play a great role according to customer psychology.

This paper consists of the following sections – I. Introduction, II. Related Work, III. SEO and SEM, IV. Current Research and V. Conclusion.



Figure 1: Various components of digital marketing

A. Digital Marketing Assets

Digital Marketing Asset is any tool you use online, one or more of such common examples are – social media profiles, a fully optimized website, images and video contents, blogposts and ebooks. With tech advancements such as AI and machine learning, marketers are better equipped with the marketing technology needed to reach consumers on digital devices at just the right moment. This is opposed to traditional marketing methods – which have to be planned and placed well in advance. The digital marketing trends are moving from passive advertising to active engagement with social networking pages, its quality rather than quantity [Esinmukul, GulcinBuyukozkan, et al 2019].