

# **DIGITAL MARKETING**



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## Digital Marketing

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# Preface

As a student of Commerce and Management, I always feel the pull of how marketing has to be designed and developed for promoting products and services of business and non-profit organizations. Sometimes, I think that even Gods and religions need to be marketed for their presence and spread in this world.

The way Marketing Management was taught to me, as a course in the Post Graduate Program, in Loyola College, Chennai, by Rev. Dr N. Casimir Raj S. J, former Director of XLRI, Jamshedpur, and the founder of LIBA, Chennai. captivated and forced me to nurture an indomitable spirit and perennial fascination towards marketing. It makes me look at everything around me through the lens of concepts and practices of marketing.

As a teacher of Commerce and Management, I had been presenting marketing to my students as the most important of all the business functions. I believe, with conviction, that marketing is the only function that takes the business to the customers, who are the kings of the world of business. As one of the 60s kids, I learnt and taught only the traditional marketing strategies. I was right at that point of time, I think.

The ubiquitous reach of the internet, WWW, and smart phones started to facilitate people to make learnt-choices and enlightened decisions. It started to bring the marketers and customers very close to each other and make them interact at the personal level. The brick-and-mortar business and marketing are disappearing, while e-commerce and online business have come to make an emphatic stay.

The advent of dramatic developments in the digital world, in terms of techniques, technologies and applications, have started a complete metamorphosis of what was thought and done in marketing.

At this point of time, I started to feel a void, in me, of what I knew of and taught on marketing. I started to feel that I have kept myself much behind of what is evolving in and impacting the world of marketing. This realization compelled me to search wide and deep for what I can learn and share on marketing.

This book on digital marketing is the outcome of the preoccupation in my mind for more than a decade. I had to take more than three years to complete this book. The speed and the quantum of changes that happen in digital marketing forced me to keep on adding what is new and revising what has been already drafted. It made me realize that no one can give everything about digital marketing, since everything in it evolves every second. Hence, I can never say that this book presents a complete picture of what is to be thought and done

in digital marketing. This book is presented to the readers, with a request to update the content with what is going to sprout out in marketing principles, concepts, strategy, after it is printed.

As the co-author, Mr Patrick Joseph Susairaj, who has a Masters in Computer Applications from Madras University, India and M.I.T (Advanced) specializing in Software Architecture from QUT, Australia is a Senior Software Developer and Architect, Entrepreneur, Digital Marketing Expert, and Investor, with over 15 years of experience in software development and around a decade of experience as software consultant in Australia, has contributed to the technical aspects of this book.

This book has been designed lucidly to make the readers understand almost all the concepts and strategies of digital marketing, with ease. It will be useful to marketers in knowing and understanding the basics of digital marketing. It will, definitely, be a good handbook on digital marketing for teachers and students of all programs in commerce and management. Students of computer science and computer applications can use the book to develop ideas and applications in the field of digital marketing, which is a fast-evolving business and employment opportunity.

I dedicate this book to my parents, Mr Lazar Jegannathan and Savariammal, who always bless me from above. I fondly acknowledge the support extended to me by my dedicated wife, Ms Elizabeth Margaret Malar and my beloved daughters, Dr Maria Fortuna, Australia, Ms Florintina, GE-Healthcare, , Bengaluru. With gratitude I acknowledge the support of my sister-in-law, Ms Shyamal James Michael, Chennai. With profound gratitude, I always remember the Jesuit Priests of St Mary's School, Madurai and St Joseph's Home—an orphanage run by the school in the 1970s. I still cherish the love and care I was pampered with by Rev. Fr Albert Joseph S.J., Rev. Fr Arulsivan S.J., and Rev Fr Ignatius Vedhanayagam S.J., who were the administrators of the Boarding and Orphanage, run by the school. I am proud to proclaim that what I am today is because of St Joseph's College (Autonomous), Tiruchirappalli. It gave me the job, to live and serve with happiness and dedication, and opportunities and freedom to become a life skill trainer.

I register my hearty thanks to Mr P.K. Madhavan and his team in Vijay Nicole Imprints, Chennai, for their continuous support and cooperation in bringing out this book and to have published three of my books on GST.

I welcome suggestions from the readers to improve the contents, structure, and presentation of the book.

**Dr. L.J. Charlas**