

Digital Marketing is Scary

Digital Marketing is Scary Digital marketing in simple words is nothing but marketing which is conducted through the digital media. The process is simple, time effective and cost effective too. It is in many ways similar to internet marketing but digital marketing has a wider range of marketing mediums. Other than the methods used in the internet marketing, digital marketing also uses mediums like phone, SMS, MMS, banners and hoardings which does not need internet but can at the same time market the product or the service. The reaching out capacity of digital marketing is very high when compared to other methods. There are two types of digital marketing. The first one is 'Pull Digital Marketing' and the second one is 'Push Digital Marketing'. Pull digital marketing is a technique in which the user seeks for the information that he / she requires himself. In this technique the customers have to be pulled towards the service in order to see some sale or promotion. Websites, blogs, audio files and video files are good examples of this type of digital marketing. The greatest advantage of this type of marketing is that there is no restriction on the data or any specific format or technology as the users themselves select the content that they are looking for. But one should remember that the content kept here would no more be personal as it would be available for the review of everyone. Yet another drawback here is that you would not be able to track many details out of it other than the information on the total download, page views, reference, information on the location, etc. 'Push' is the other type of digital marketing system. This system is little more complicated and involves active participation of both the sender (the marketer) and the receiver (the consumer). Emails, SMS, EMS and other similar technologies can be good examples of 'Push' type of digital marketing. In this method the marketer has to 'Push' some marketing material to the customers and the customers have to receive it. The system has many main advantages like the marketing can even be very specific and targeted towards a small group as well. Information tracking as well is very simple and a lot of valuable details about the user like the name, status on whether or not they have viewed the message, their location, etc can be collected. As it is possible to approach a huge number of audience at the same time, you will be able to get very good results if done the right way. A proper, sophisticated message pushing application would be of great help. And it should also be taken care that all the regulations of pushing a marketing message are met as, in this case, there are chances for the receiver to block the reception of the message. In spite of its popularity digital marketing is not fully understood by many. Lack of clear understanding about this form of marketing keeps many from using it to its fullest potential. Digital marketing can work wonders in the hands of the right people. Those who are not fully aware of the potential of digital marketing find it scary even to try for the fear of burning their fingers.

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