



How to Use Digital Marketing to Bring Targeted Traffic to Your Website

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Abstract : Almost every business has a website these days. At this point, it is imperative for any business that wants to be taken seriously online and wants to grow their business through digital marketing. Once you have a website, be it a redesign, a new website or an existing website that you want to earn more money from, you need to find out how to increase your website traffic. Any website, whether its purpose is to track, generate sales or simply bring in large amounts of advertising revenue, benefits from increased web traffic. But how do you improve your roadblock if you don't know where to start? Here are four areas you can start looking for that can help you increase traffic and get to your desired business goals.

I. INTRODUCTION

□ The concept and meaning of Digital Marketing, Digital

Marketing Process

The term 'marketing' means to analyze the market and to determine what consumers want. It involves finding out that your company can produce and deliver it profitably. The term 'digital marketing,' however, often refers to advertising and promotion in the digital world.

Digital marketing is also the use of digital technologies, such as SMS and app notifications, to reach people on connected devices. For example, you can get information to update a store as soon as you log in. Your smartphone may be geared into a geotagged area, allowing the store to identify you personally.

Digital marketing is the marketing of goods and services through digital technology

- What is digital marketing?

Digital marketing is a marketing strategy for advertising and selling products or services on the Internet. It is a process of using various online marketing methods such as search engines, social networks, and email to reach your audience.

Or

Digital marketing, also called online marketing, product promotion to connect with potential customers using the Internet and other forms of digital communication. This includes not only emails, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

“Digital marketing goes beyond online advertising to include channels that do not require online use. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other type of digital content.”

With digital marketing, you can find people who are interested in your offer, engage with them, and build trust with your brand.

Digital marketing has many different types, most importantly web marketing, search engine optimization, content marketing, PPC advertising, communication marketing, email marketing, video marketing, and affiliate marketing.

II. HISTORY

The term 'digital marketing' came into use in the 1990's. In the 2000s once In 2010s, digital marketing became more complex as an effective way to build deep and consistent customer relationships. In 2012 and 2013 statistics showed digital marketing remained a growing field.

• Benefits of digital marketing

Digital marketing is especially popular because it reaches a wider audience, but it also offers many other benefits. These are just a few of the benefits.

* Extensive local access

When you post an ad online, people can see it no matter where they are (as long as you don't limit your ad geographically). This makes it easier to increase market access for your business.

* Cost effective

Digital marketing not only reaches a wider audience than traditional marketing but also carries lower costs. The additional cost of advertising for newspapers, television stations, and other traditional marketing opportunities could be high. They also give you a little control of whether the intended audience will see those messages in the first place.

With digital marketing, you can create just 1 piece of content that attracts visitors to your blog as long as it works. You can create an email marketing campaign that delivers messages to customer-targeted lists, and it's easy to change that schedule or content if you need to.

When you add it all up, digital marketing gives you more flexibility and customer engagement with the money you spend on your ads.

* Doubtful results

To determine if your marketing strategy works, you need to find out how many customers it is and how much money it is making. But how do you do that with a non-digital marketing strategy? There is always the usual option of asking each customer, "How did you find us?" Unfortunately, that does not apply to all industries. Most companies are not able to have personal interviews with their customers, and surveys do not always get complete results. With digital marketing, monitoring results is easy. Digital marketing software and forums automatically track the number of conversions you want to receive, whether that means open email prices, visits to your home page, or direct purchases.

* Make it easy for yourself easily

Digital marketing allows you to collect customer data in a way that offline marketing can. Statistically collected data tends to be more specific and specific.

Imagine that you are offering financial services and want to send special offers to people who are watching your products. You know you will get better results if you direct what is offered to what interests you in person, so you decide to prepare for 2 campaigns. The first is for young families looking at your life insurance products, and the other is for thousands of entrepreneurs who have been considering your retirement plans.

How do you collect all that data without automatic tracking? How many phone records should you go through? How many customer profiles? And how do you know who has read or not read the brochure you sent?

With digital marketing, all this information is already in your hands.

* More contacts with customers

Digital marketing allows you to connect with your customers in real time. More important, it enables them to communicate with you.

Think about your social media strategy. It's great when your target audience sees your recent post, but it's even better when they comment on or share it. It means talking more around your product or service, and increasing visibility every time someone joins a conversation. Collaboration benefits your customers. Their level of engagement increases as they become more active participants in the story of your product. That sense of identity can create a strong sense of product loyalty.

* Simple and easy modification

Digital marketing allows your customers to do something immediately after viewing your ad or content. With standard ads, the immediate result you can rely on is making a call as soon as someone looks at your ad. But how often does a person have access to a company while washing dishes, driving on the highway, or reviewing work records? With digital marketing, they can click a link or save a blog post and match the sales prompt. They may not buy immediately, but they will stay in touch with you and give you the opportunity to keep in touch with them.

III. HOW TO BRING TARGETED TRAFFIC TO YOUR WEBSITE

Find Your Right Audience

Here are some quick pop questions. True or False: All website traffic is the same, so quantity is more important than quality. If you guessed a lie, you got it right. Not all website values are the same. It's better to hit a little bit from people who care about your business than street scenes from people who will never buy your product or service. When you build website traffic, you need to find the right audience for what you have to offer. One way to do this is to look at similar websites. Here's a quick breakdown of the process:

1. Find a website with the audience you want.
2. Collaborate with the owner of the site and get guest posts published on their blog.
3. Remember that you must give something in return. This could be another guest post from them on your blog or some advertising.

You can also post to popular sites in your industry and put links back to your website. These are all great ways to bring the right people to your site

Promote Your Website With More Channels

Unless you are a completely new business, you may already have a customer base and a large following for your business. You can convert new and existing clients into traffic by placing your website URL in all available locations. This may include your signature email, invoices, marketing materials and social media accounts. Additionally, you should use social media to earn and promote blog posts and specific pages to your site. Advertising can be another effective way to deliver targeted traffic. Just be sure to post people who have benefited through social media or ads on a highly focused page and call to action. There is nothing worse than sending someone to your site's home page and discarding them because there was no clear indication as to what steps to take next.

Create an Easy-Find Site Search Engine

The importance of search engine optimization is no secret. Most people find websites with search engines these days, and it is important to make sure that your website is optimized for search engine algorithms. Google is probably the most important search engine you should be concerned about, and it is constantly changing the algorithm they use to measure sites. Aside from the many updates to search algorithms, there are a few important things to keep in mind:

- Focus on creating unique content that speaks to a language your customers will understand.
- Use potential buyers to create keywords that your audience can search for.
- Remember the difference between how people search by voice as opposed to typing.
- Don't forget local keywords to get more targeted traffic.

Make Your Site Useful and Easy to Use

IV. CONCLUSION

Once you have brought people to your site using the previous methods, the trick is to know how to keep them there. You can do this in many ways:

- Invest in outstanding construction.
- Make sure your site is user-friendly.
- Regularly publish useful content for your audience.
- Give website visitors something valuable like information, coupons or giveaways.

V. REFERENCES

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- [2] Digital Marketing For Dummies Book by Russ Henneberry and Ryan Deiss

