

Green Marketing and Digital Marketing

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ABSTRACT

Digital Marketing is the modern way of marketing a product with the power of the consumer base of internet and latest technology. They can also be said as the Electronic Marketing. It evolved out from the period of 1990s to 2000s. There advertisements are data driven. Ways in which the advertisement in digital space can be done are Bumper Ads in youtube, skipable ads in youtube, Pop-Up-Ads in search engines such as google. , ads in social networking sites such as instagram, facebook, advertising by a tie up with trending youtube channel holders. Most of the company is moving apart from the traditional method of advertisement towards the electronic method of marketing. To make their digital presence felt. In India the spending on digital marketing has increased from a mere 0.57 USD Billion in 2013 to 1.46 USD Billion in 2017.

Green Marketing is the latest marketing technique used by the corporate companies. It is the way of producing or altering a product in an environmental compactable manner or in an eco friendly manner. It can also be termed as environmental marketing or ecological marketing. As the population is aware of the products causing damage to the environment they are moving away from such sort of products. And they are trying to use more of environmentally friendly goods. A survey conducted by Mintel figures out that 12% of the U.S population who are classified as True Green prefer on a regular bases the green products or items. And the rest 68% comes under the category Light Green they prefer green products sometimes.

1. Introduction

Due to increasing competition in the market vendors were forced to take a new way to attract their customers. And in the 1990s, the term digital Marketing came into being. With the introduction of server architecture and increasing popularity of personal computers made customer relationship management application a major part of marketing technology. AT&T launched a campaign named "You Will" in 1994 which was the first clickable banner ad and in the first four months of the campaign forty four percentage of the people who say it had clicked on to it. From the beginning of 2000s the traditional approach of making buying decision changed. Customers now stated relying on the internet for making buying decision instead of taking the opinion of sales person. Which provided a huge opportunity for the companies to influence their target customers through the online ads. With the growth of social media like Facebook, Twitter and many more digital marketing became a major marketing technique for many corporate companies. Marketing a company's product or service digitally was proven way more efficient than the traditional method of marketing. They have the potential to alter the consumer's behavior. Growth of digital media ads is estimated at four and half trillion.

Green marketing is the latest trend of marketing the product or a service and raising the goodwill bar of the company. It can be said as producing a good or manufacturing a product which do not cause any sort of environmental pollution or does not affect the balance of the eco-system at the time of production nor at the time of usage of the product. They are also referred as ecological marketing. It kicked off in the period of 1980s to 1990s when the book named ecological

marketing was released. Furthermore Ben & Jerry's ice-cream selling company was the first ever company to this stage in practice. And later it was adopted by many corporate companies as a part of their marketing stage.

2. Advantages

2.1 Better Coasting Technique

Cost of advertisement in the digital space is way more cheaper than the normal way advertisement in the television. The company is required to pay only if the audience clicks on to their ads which will direct them to the company's website.

2.2 Accuracy on the Count

The companies can know exactly the number of people who have taken the lead from their ad. Unlike other advertisements there is no provision for assumption of the people who have watched the ad.

2.3 Data Driven

In digital marketing, companies work with the data provided by the tech giants like Facebook, Youtube which helps them to reach their target audience in a more precise manner.

2.4 Effective and Efficient Marketing

Since the data are collected they can show their ad only to their target audience, they can study and understand the behavioural pattern of their audience and make tailor made ads for each section of their target audience. Thus ensuring that their content is reached to the right person.

3. Ways of Digital Marketing

3.1 Bumper ads in Youtube

The non skipable ads that appears in between the videos played in youtube is a way of advertiseing. This is an effective way of marketing since the audience watches whole of your ad and knows about your product or services offered.

3.2 Skipable ads

This is the 5 seconds ad that is played before certain videos in youtube. The audiences can skip the ad but this form of ad can help in familiarising your brand.

3.3 Pop - up- ads

They are the ads that are listed while we search for some information in the search engines such as Google, Bing. The ad appears related to the search we made.

3.4 Ads in social media

This form of advertisement is good step for attracting the youth if they are your target audience. Ads can be given only to your target set of people through Instagram, Facebook and many more social media.

4. Operation

4.1 Determine the target audience

The company should first fix the audience whom they are targeting to sell their product or service in the market. The set of target group may vary for different product of the same company.

4.2 Collection of data

The next step is to collect all the related data of your target group. In the form of number of people, geographical location, and behavioral pattern.

4.3 Preparing the content

Content is nothing but the ad that is made to convey your message to the target group of audience. It should be short and must effectively convey the message.

5. Advantages of Green Marketing

5.1 Creating a Positive Notion

By manufacturing a product which is eco friendly the company can create a positive image for their brand in the market which helps them to improve their goodwill, trust of the customers, and to boost their sales.

5.2 Compiling with Corporate Social Responsibility

By producing goods which is environment friendly the company gets an additional benefit to scrape through any of the legal issues regarding the damage that the product causes when in use if any. They also able the company to meet up with the corporate responsibility which is mandatory for every company in any industry not following of which will result in cancellation of their license or facing legal issues.

5.3 Unpaid Adverstiments

While the companies are into green marking they can get a mouth advertisement from the customers who had already used it. The promotion that they get through the word advertisements gets them more customers than that they used to get by normal advertisement. So, through this the cost of acquiring the customers is way more less than the other methods

5.4 Better image

Through the production of goods that are eco friendly the image of the company in the minds of the people improves, which can give them a competitive edge over their competitors.

6. Conclusion

Digital marketing and Green Marketing are both the modern marketing tools. These tools are increasingly being used by the companies to improve their market share in there respectative industries. Using both the tools by the same company in an appropriate and planned manner improves there market standing and will give them a sole competitive edge over their competitors in their industries. Green marketing can be used to increase the goodwill of the company at the same time digital marketing can be used to make the brand familiar to their target audience.