

Newsletter 2023 Issue I



**Bharati Vidyapeeth's
Institute of Management and Information Technology
Navi Mumbai**

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INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY
NAVI MUMBAI**



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BVIMIT fortifies student's intellectual awaking and social transformation in different spheres that makes them to contribute to the organization and world as well. We strengthen student's hard work and commitments towards knowledge.

BVIMIT provides MCA, VI semester course enables overall development of students and give a different perspective towards corporate life.

Current newsletter entitled "***PRABHAT-exploring tech rising star***" is a combined effort of students and staff members that commences articles on emerging technologies with theme as "**ENHANCED UNDERSTANDING OF DIGITAL MARKETING**" provides articles for the same.

I hope "**PRABHAT**" will take you to the world of prominent technologies.

Editorial Desk



Dr. Pratibha Deshmukh
Editor-in-chief

It is indeed a great honor to be the Newsletter Editor for me and also an immense pleasure to launch the first edition of BVIMIT Newsletter “PRABHAT- exploring tech rising star”.

As we are living in the technological era, we have selected the topic for the article as “**ENHANCED UNDERSTANDING OF DIGITAL MARKETING**” to make students aware about this emerging technology. It aims to be a truly interdisciplinary platform seeking to bring together a range of diverse voices on the topic in order to stimulate discussion.

A huge thank you to all the students who contributed writing the articles, without which there wouldn't have been this newsletter.

I appreciate PRABHAT student members for their everlasting support throughout the creation of this edition.

I hope “**PRABHAT**” will convey some technical knowledge to you.



Sahil Sunil Taware

ENHANCED UNDERSTANDING OF DIGITAL MARKETING FUNDAMENTALS FOR BEGINNERS

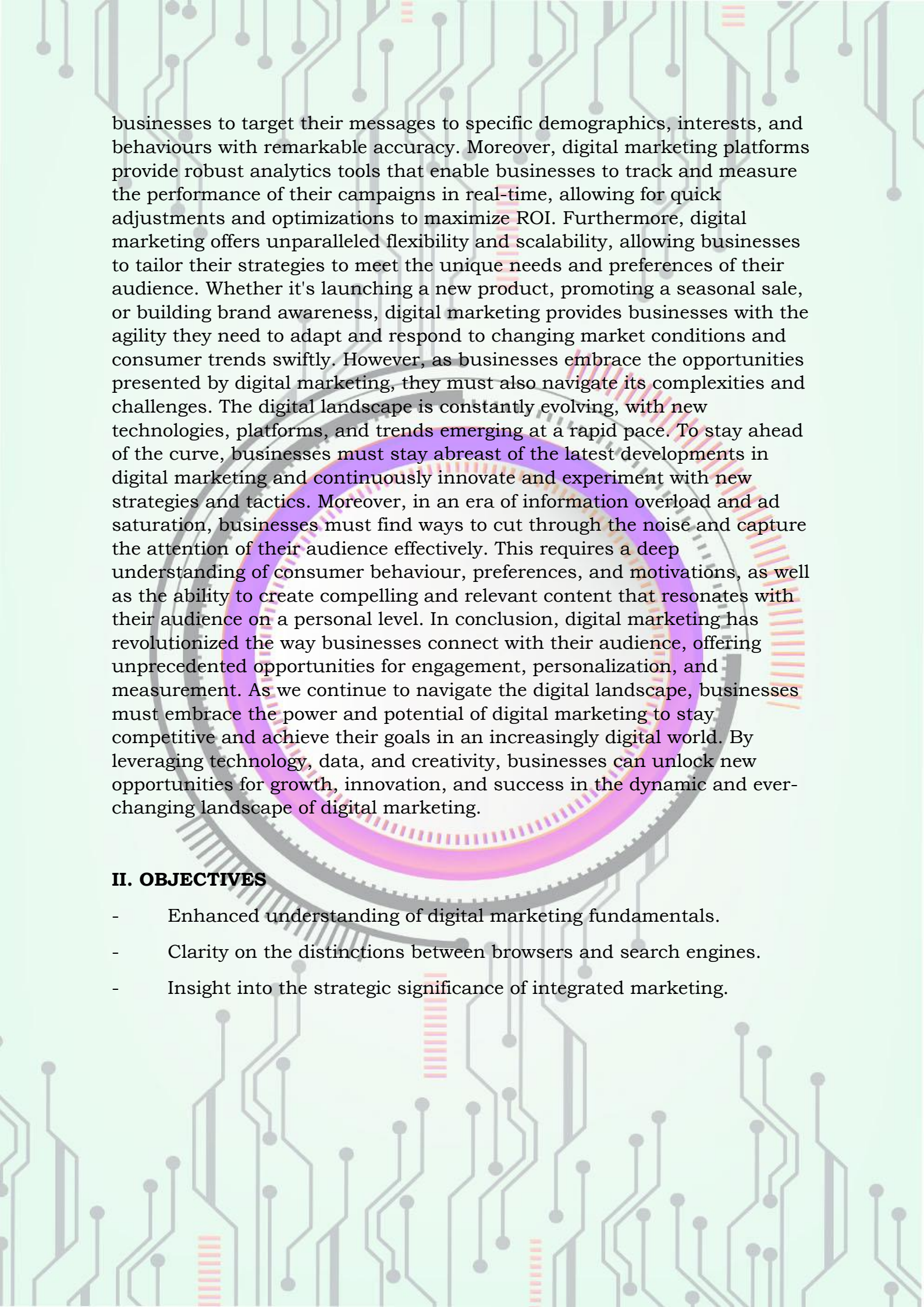
Abstract

The article explores the basics of digital marketing, providing attendees with a comprehensive understanding of its fundamentals. Also the essence of digital marketing, emphasizing its significance in the contemporary business landscape.

**** The article emphasizes the transformative power of digital marketing in today's business landscape, highlighting its ability to connect with audiences, provide precise targeting and measurement, and adapt to evolving consumer trends. ***

I. INTRODUCTION

In the rapidly evolving world of business, where technology shapes the way we interact, communicate, and transact, digital marketing has emerged as a cornerstone for success. From small start-ups to multinational corporations, businesses of all sizes and industries are harnessing the power of digital marketing to connect with their audience, drive engagement, and achieve their business objectives. At its core, digital marketing encompasses a diverse range of strategies and tactics aimed at reaching and influencing consumers in the digital realm. From search engine optimization (SEO) and pay-per-click (PPC) advertising to social media marketing, email campaigns, and content marketing, businesses have a wealth of tools and channels at their disposal to engage with their target audience effectively. One of the key advantages of digital marketing lies in its ability to provide precise targeting and measurement capabilities. Unlike traditional forms of marketing, where reaching a specific audience can be challenging and measuring the effectiveness of a campaign can be elusive, digital marketing allows



businesses to target their messages to specific demographics, interests, and behaviours with remarkable accuracy. Moreover, digital marketing platforms provide robust analytics tools that enable businesses to track and measure the performance of their campaigns in real-time, allowing for quick adjustments and optimizations to maximize ROI. Furthermore, digital marketing offers unparalleled flexibility and scalability, allowing businesses to tailor their strategies to meet the unique needs and preferences of their audience. Whether it's launching a new product, promoting a seasonal sale, or building brand awareness, digital marketing provides businesses with the agility they need to adapt and respond to changing market conditions and consumer trends swiftly. However, as businesses embrace the opportunities presented by digital marketing, they must also navigate its complexities and challenges. The digital landscape is constantly evolving, with new technologies, platforms, and trends emerging at a rapid pace. To stay ahead of the curve, businesses must stay abreast of the latest developments in digital marketing and continuously innovate and experiment with new strategies and tactics. Moreover, in an era of information overload and ad saturation, businesses must find ways to cut through the noise and capture the attention of their audience effectively. This requires a deep understanding of consumer behaviour, preferences, and motivations, as well as the ability to create compelling and relevant content that resonates with their audience on a personal level. In conclusion, digital marketing has revolutionized the way businesses connect with their audience, offering unprecedented opportunities for engagement, personalization, and measurement. As we continue to navigate the digital landscape, businesses must embrace the power and potential of digital marketing to stay competitive and achieve their goals in an increasingly digital world. By leveraging technology, data, and creativity, businesses can unlock new opportunities for growth, innovation, and success in the dynamic and ever-changing landscape of digital marketing.

II. OBJECTIVES

- Enhanced understanding of digital marketing fundamentals.
- Clarity on the distinctions between browsers and search engines.
- Insight into the strategic significance of integrated marketing.

III. Enhanced understanding of digital marketing fundamentals.

Digital marketing fundamentals are the bedrock of modern marketing strategies, shaping how businesses connect with their audience in the digital realm. In an ever-evolving landscape, mastering these fundamentals is paramount for any marketer or business owner looking to thrive in the digital age. Search Engine Optimization (SEO) lies at the heart of digital marketing, ensuring that your online presence is discoverable to those searching for relevant information. By optimizing your website's structure, content, and metadata, you can improve your visibility in search engine results pages (SERPs) and attract organic traffic. Keywords, backlinks, and user experience are key factors in SEO success, requiring a holistic approach to achieve sustainable results.

IV. Clarity on the distinctions between browsers and search engines.

Browsers and search engines are two fundamental components of the digital landscape, each serving distinct but complementary roles in facilitating internet usage. Browsers, such as Google Chrome, Mozilla Firefox, Microsoft Edge, Apple Safari, and Opera, are software applications designed to enable users to access and navigate the World Wide Web. They serve as the interface through which users interact with online content, providing tools and features for browsing websites, accessing online services, and engaging with web-based applications. Browsers offer a user-friendly interface that typically includes an address bar for entering URLs, navigation buttons for moving backward and forward through webpages, bookmarks for saving favourite sites, and settings for customization to tailor the browsing experience to individual preferences.

Integrated marketing is a strategic approach that seeks to unify and coordinate various marketing channels and tactics to deliver a cohesive and consistent brand message to target audiences. It recognizes that consumers interact with brands through multiple touchpoints across both online and offline channels, and aims to create seamless and synergistic experiences that enhance brand perception, engagement, and loyalty. By integrating different marketing elements such as advertising, public relations, direct marketing, social media, content marketing, and more, organizations can amplify the impact of their marketing efforts and achieve greater effectiveness and efficiency in reaching and influencing their target audience.

VI. CONCLUSION

In conclusion, digital marketing is an indispensable tool for businesses in today's fast-paced and technology-driven world. By mastering the fundamentals of digital marketing, businesses can effectively reach and engage their target audience, driving growth and success in the digital age. Understanding the distinctions between browsers and search engines is essential for navigating the digital landscape, while recognizing the strategic significance of integrated marketing enables businesses to create cohesive and impactful marketing campaigns across multiple channels. As businesses continue to embrace the opportunities presented by digital marketing, they must stay agile, innovative, and consumer-centric to stay competitive and achieve their objectives in an ever-evolving digital landscape.

