



A study on comparison of different tools of digital marketing

Kanchan Bhuwania

Student, West Bengal State University, Kolkata, West Bengal, India

Abstract

Digital marketing tools are software that businesses use to evolve and advertise their products and services online; numerous digital marketing tools are available in the digital platform today; appropriate digital marketing tools not only help businesses, as well as entrepreneurs, reach out to more consumers, also build better connections with customers businesses already have, they also save lots of efforts of wasting time on work- and also assist you to minimize your costs. In this research, an endeavor has been made to analyze various available digital marketing tools, which will help companies fulfill digital marketing techniques' requirements at a low cost. There are specific tools available for digital marketing from which companies can benefit. This study helps determine the best digital marketing tools companies can implement for selling and advertising their product and services online.

Keywords: digital marketing tools, social media marketing tool, email marketing tool, online marketing techniques, soft wares to implement digital marketing

Introduction

Digital marketing is a form of marketing commonly used to promote products or services and reach out to customers via digital media. Digital marketing includes methods that do not need the use of the internet in addition to internet marketing. Mobile phones (including SMS and MMS), social media marketing, display advertising, search engine marketing, and various other digital media are all part of it. The rapid growth of the internet, particularly the World Wide Web (WWW), led to the global online market's participation of customers and businesses, prompting marketers to attempt inventive marketing operations in computer-based environments (Saxena *et al.*, 2004; Ricciuti, 1995) [8, 7]. The constant and rapid convergence of the internet with a variety of devices, as well as the explosion of new technologies, have fuelled recent advances (Brinker, 2012) [4]. This immersive format also extends beyond the confines of a typical computer screen, using various new devices such as smartphones, mobile phones smartphones, remote outdoor viewing, and live television (Dahiya, 2014). Digital marketing is the component of marketing that utilizes the internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services. Promotion and development of products and services are being implemented through digital marketing categories. Digital marketing categories are also referred to as 'digital marketing types' or 'digital marketing techniques. The most widely used categories of digital marketing are website creation, search engine optimization, social media marketing, email marketing, payment gateway. There are lots of tools used to perform the functions and operations of each category. A digital marketing tool is a software program that companies use to create, maintain, publish products and services online, also reach out to customers quickly and easily with less effort. This paper concerns the marketing tools used by businesses to find which one is effective, efficient, user-friendly, learning curve, and cost-

effective solution from the company's and sole proprietor's perspective.

Table 1: Digital marketing categories and their tools

Digital Marketing Categories	Tools used in categories
Website Builder	Google Site, WordPress
Search Engine Optimization	Yoast SEO, Rank Math
Social Media Marketing	AgoraPlus, Wishpond
Email Marketing	Sendinblue, Sender
Payment Gateway Integration	PayUMoney, Instamojo

Literature review

Digital marketing is a type of direct marketing that uses interactive technology such as websites, emails, newsgroups, online forums, interactive television, mobile communications, and connecting customers with merchants electronically (Armstrong, 2009).

Online marketing may be divided into two categories: On the one hand, there is passive internet marketing, which revolves around a self-contained website. On the other hand, active online marketing aims to reach out to potential customers over the internet. Newsletters, search engine marketing, branding, and other methods might be used to accomplish this. Furthermore, there is the issue of client loyalty, which requires an incentive for consumers to return to the website more than once, such as news, forums, services, blogs, raffles, and a variety of other options (Schradi, 2009) [3].

Technology has pushed firms to adjust their practices to the contemporary and diversified processes that society demands due to globalization (Kannan, 2017) [5]. Multinational businesses understand the value of establishing a digital engagement with their customers. Digital technology gadgets such as smart goods and Artificial Intelligence, according to Yadav & Pavlou (2014) [2], are the pillars of consumers' change. They are redefining marketing techniques that companies used to employ to

develop needs or meet people’s expectations back in the day.

Many individuals and groups use e-commerce to assist them in developing their businesses. E-commerce allows businesses to buy and sell products and services online. Web commerce, e-comm, and e-tail are some of the terms used to describe eCommerce. E-tail is utilized in any retail transaction process (Obaidat & Lorenz, 2016)^[9]

Problem Statement

Nowadays, people prefer online buying because there are lots of options available for buying any product. Also, available feedback and reviews about any products and services help people choose better products and services, and government orders favor digital marketing in this pandemic due to these trends of digital marketing increasing rapidly. Many people and businesses are still not aware of this. Companies may be paying most of their funds on the wrong digital marketing tools, or even those who want to start a business do not know where to start digital marketing.

So, searching for the following statements will be helpful.

- Comparative analysis of Digital Marketing tools.
- Effectiveness and Efficiency of Digital Marketing tools.
- User-friendliness of Digital Marketing tools.
- The learning curve in terms of easy or difficult.
- Cost reduction solution.

Needs for the study

- To identify various tools used in different digital marketing categories.
- To make a comparative analysis and provide the best solution for the companies and individuals about digital marketing tools.

Scope of study

- This study will provide an undoubtful perspective on which tools are used in digital marketing campaigns.
- It will assist in cost reduction and advice on suitable tool selection for digital marketing.

Objectives of study

A. primary objective

- To compare various tools of digital marketing categories.

B. secondary objectives

- To find the efficiency and effectiveness of digital marketing tools.
- To find the user-friendliness of different digital marketing software’s.
- To find out the learning curve in terms of easy or difficult.
- To find out it will decrease the cost of the digital marketing budget?

Methodology applied

Primary data

The study is done through observation.

Secondary data

Secondary data is gathered from Websites, Journals, and Research Papers to develop the theory.

Website builder tools

Websites are created using various content management systems like Joomla and Word Press. Word Press is a website builder tool developed by Word Press Foundation. This is freely available to build your website. On the other hand, Joomla is also a website builder tool available freely developed by Open-Source Matters Inc. These tools have many themes and plug-ins. You can add extra functionality, navigation, better look, and proper content management with themes and plug-ins. Word Press and Joomla are leaders in website builder tools. Currently, most websites are built using Word Press.

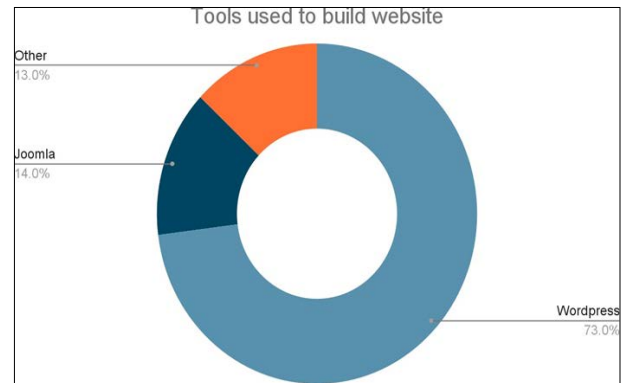


Fig 1: Google Trends on WordPress Vs. Joomla

Table 2: Comparison between wordpress and joomla website builder tools

Concepts	Word Press	Joomla
Installation & Setup	It is elementary to set up	It is moderate
Need of Programming Background	There is no need for programming	It requires rogramming knowledge
Domain & hosting	It provides free subdomain and hosting	It requires a domain and web hosting account
Template and Theme	Unlimited template and theme	Limited theme and template
Free or Paid	Free	Free
User Friendly	Yes	It would help if you had some knowledge about the page, menu, header, and footer

The website builder has its pros and cons; you can go with WordPress at the business startup level. WordPress is more effective and efficient than Joomla in theme, user-friendliness, and free subdomain and hosting.

Search engine optimization

Yoast SEO is a search engine optimization plug-in developed by Joost Valk. Rank Math is a search optimization tool developed by Bhanu Ahluwalia. Most people search for anything using a search engine. The most powerful search engines are Google search engine, Bing search engine, yahoo search engine, etc. These search engines use different algorithms to find any content on the web that means you need programming skills, but what if I do not know about programming? Then Rank Math and Yoast SEO play a vital role in overcoming this problem.

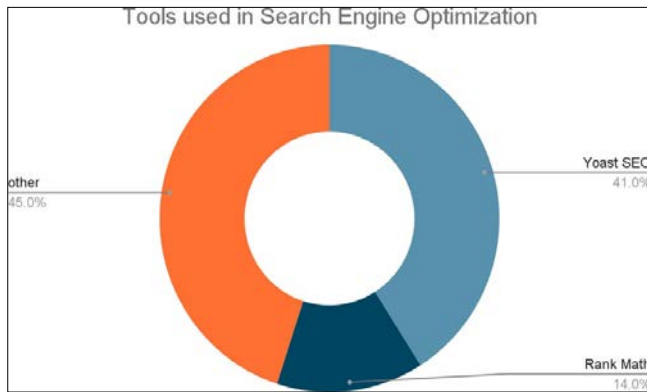


Fig 2: Google Trends on Rank Math vs. Yoast SEO

Table 3: Comparison between yoast seo and rank math tools of search engine optimization

Concepts	Rank math	Yoast SEO
Installation & Setup	It is elementary to set up	It is moderate
Need of Programming Background	There is no need for programming	It requires no need of programming
User Rating	4.9	4.8
Free or paid	Free version available	Free and paid
User Friendly	Yes	You need some knowledge of SEO

There is no doubt that rank math is the best Search Engine Optimization tool you can use. Because pro features of Yoast SEO are freely available in Rank Math. Rank Math is more effective and efficient than Yoast SEO.

Social media marketing

AgoraPlus and Wishpond are social media marketing software used to publish and post on social media accounts. Nowadays, most people around the world connect using social media platforms like Facebook, Twitter, Instagram, and so on; these platforms are not only for sharing posts but also to promote and publish goods and services. There are around 2.85 billion people who use Facebook actively. Twitter has 206 million active users, and Instagram has 1.86 billion active users. These figures indicate a huge opportunity for businesses to promote and publish products and services on these social media platforms. Mostly AgoraPlus and Wishpond software are used for social media marketing; you can operate multiple social media accounts with one software. There are so many advantages compared with operating a single social media account.

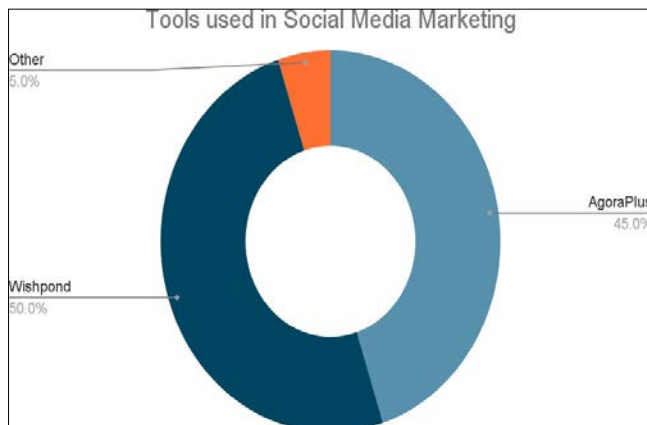


Fig 3: Google Trends on Wishpond Vs. AgoraPlus

Table 4: Comparison between agoraplus and wishpond social media marketing tools

Concepts	AgoraPlus	Wishpond
Installation & Setup	It is very easy to set up	It is easy
Need of Programming Background	There is no need for programming	It requires no need of programming
User Rating	**** 770 reviews	**** 126 reviews
Free or Paid	Free for one account	\$99 per month
User Friendly	Yes	Yes

At the business startup level, you can go with AgoraPlus. It has free support for one account. AgoraPlus is more effective and efficient than Wishpond.

Email marketing

Sendinblue and sender are email marketing software used to send customers and promote any offers to targeted clients. Email marketing is not just sending emails to customers; it is one of the ways to engage customers with business through loyalty points and offers. Sendinblue and sender are widely used in email marketing. These tools provide business templates to contact customers. As per Google trends, most companies use either Sendinblue or Sender for email marketing.



Fig 4: Google Trends on Sender Vs. Sendinblue

Table 5: Comparison between Sendinblue and sender email marketing tools

Concepts	Sender	Sendinblue
Installation & Setup	It is elementary to set up	It is easy
Need of Programming Background	There is no need for programming	It requires no need of programming
User Rating	**** 925 reviews	**** 103 reviews
Free or Paid	Free for one account	Free trial available or paid
User Friendly	Yes	Yes

You can go with the sender. It has support training, documentation, and webinars. The sender is more effective and efficient than Sendinblue.

Payment gateway integration

PayUMoney and Instamojo payment gateway tools are used to accept payment of products and services online. This is a third-party solution to accept debit, credit cards, UPI, and internet banking. Companies and entrepreneurs do not need to invest vast amounts of money to make software that accepts payment online. With these payment gateways, integration companies can accept payment locally and globally and take their business to the current level.

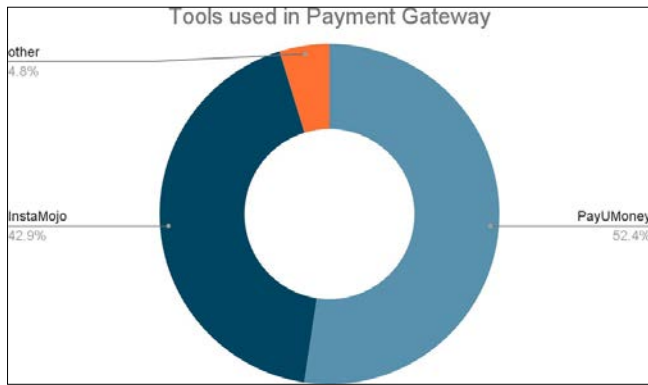


Fig 5: Google Trends on Instamojo vs. Pay UMoney

Table 6: Comparison between payumoney and instamojo payment gateway tools

Concepts	PayUMoney	Instamojo
Installation & Setup	It is elementary to set up	It is easy
Need of Programming Background	There is no need for programming	It requires no need of programming
User Rating	**** 113 reviews	**** 6 reviews
Transaction Charges	flat 2% + GST per transaction for Indian	A flat 2% + Rs. 3 (exclusive GST) per transaction for Indian
User Friendly	Yes	Yes

You can go with PayUMoney. It has support training, documentation, and webinars. PayUMoney is more effective and efficient than Instamojo.

Conclusion

The study concludes that to become successful in the digital market field, you need Word Press, Rank Math, Agora Plus, Sender, and PayUMoney. These tools are efficient and effective in installation, setup, user-friendliness, quick learning curve, and cost-saving. These tools are handy for entrepreneurs who start their businesses and companies with digital marketing tools to market goods and services. There is no need for programming or technical skills to use these tools because user manuals, demo, and training materials are all available on appropriate websites. With the advent of new technologies, these tools may be replaced by other tools. At least you need basic knowledge of computers to use digital marketing tools. Companies and entrepreneurs can quickly go locally and globally and benefit from increasing sales and profit and show their identity worldwide with these tools.

References

1. Arunprakash N. A Comparative Study on Digital Marketing over Traditional Marketing. Turkish Journal of Computer and Mathematics Education (TURCOMAT),2021:12(11):6483-64991.
2. Yadav MS, Pavlou PA. Marketing in computer-mediated environments: Research synthesis and new directions. Journal of Marketing, 2014.
3. Schradi B. Online Marketing Internet Lexikon, 2009.
4. Brinker Scott. "10 Key Principles of Agile Marketing Management, 2012. (available at <http://chiefmartec.com/2012/07/agile-marketing-in-a-single-whiteboard-sketch/>).
5. Kannan PK. Digital marketing: A framework, review and research agenda. International Journal of Research

- in Marketing,2017:34(1):22-45.
6. Kotler P, Armstrong G.Principles of marketing. Pearson education, 2010.
7. Ricciuti M. Database vendors hawk wares on internet. InfoWorld,1995:17(2):9-10.
8. Saxena A, Khurana A, Kothari DP, Jain SK. Development of a "Flow Process Scale" to measure flow among web users. Journal of Internet Commerce,2004:2(4):55-86.
9. Obaidat MS, Lorenz P. (Eds.). E-Business and Telecommunications: 12th International Joint Conference, ICETE 2015, Colmar, France, July 20–22, 2015, Revised Selected Papers). Springer,2016, 585.
10. Sathya P, "A Study on Digital Marketing and its Impact," International Journal of Science and Research, 2015.
11. Financial Times, "Definition of digital marketing," 2017.
12. <https://www.capterra.com/email-marketing-software/compare/132996-139770/Sendinblue-vs-SENDER>.
13. American Marketing Association, "The Four Faces of Digital Marketing," 2019.
14. Yoast SEO Reviews, Demo & Pricing, 2021. <https://www.softwareadvice.com/marketing/yoast-seo-profile/>
15. Managed Email Marketing Services | Email Marketing Company. <https://www.shootorder.com/email-marketing/>
16. https://en.wikipedia.org/wiki/Digital_marketing.
17. <https://rankmath.com/>.
18. <https://rankmath.com/alternative-for-yoast/>.
19. <https://wordpress.com/>.
20. <https://www.agorapulse.com/>.
21. <https://www.brandloom.com/digital-marketing-tools>.
22. <https://www.g2.com/products/agorapulse/reviews>.
23. <https://www.instamojo.com/>.
24. <https://www.joomla.org/>.
25. <https://www.payu.in/>.
26. <https://www.sender.net/>.
27. <https://www.Sendinblue.com/>.
28. <https://www.softwaresuggest.com/compare/payumoney-vs-instamojo>.
29. <https://www.wishpond.com/v2/>.
30. <https://yoast.com/>.