

Future Attraction of Digital Marketing Users: Review and Research Agenda

Mr. Wasim Khan Lecturer (Sr. Scale), Government Women's Polytechnic College Indore

Mr. Dharmendra Gupta Asst. Prof IPS Academy IES Indore

Abstract

In this paper examines how consumers' engagement with social media platforms like Facebook, YouTube, LinkedIn, Twitter, Google , Instagram, , Snapchat, TikTok etc. and their experiences with assessments of advertising on these platforms. Moreover, on each platform, a special set of experiences is claimed to advertising evaluations. Digital Marketing is moved trending industry round the world. it might give an evergreen trademark place in 2025. Digital Marketing is that the avenue of transmission which is employed by the marketers to endorse the products and therefore the services towards marketplace. Digital Marketer gives proper analytics and to form conversions for the upstanding of a business. Innovation with Digital Marketing product is employed more, where innovation without Digital Marketing product is out of stage. There are many opportunities and predictions, but anyone who tells you they know exactly how the lot are going to be affecting your marketing in 2025 is either lying or profoundly misguided. The supreme purpose of the digital marketing cares with consumers and allows the consumers to intermingle with the merchandise by virtue of digital media. Mobiles has been a huge trend in marketing for years now , and makes up over half web traffic . The internet of things may be a bit newer and or exciting, but it isn't yet quite clear exactly how it'll affect marketers . A change of various handling like messaging on the web site and ads on the sites would provide a big push by sales team. This is sensible and it's an admirable objective.

Keywords: Social Media Trends, AI, Customer, Digital Marketer.

Introduction:

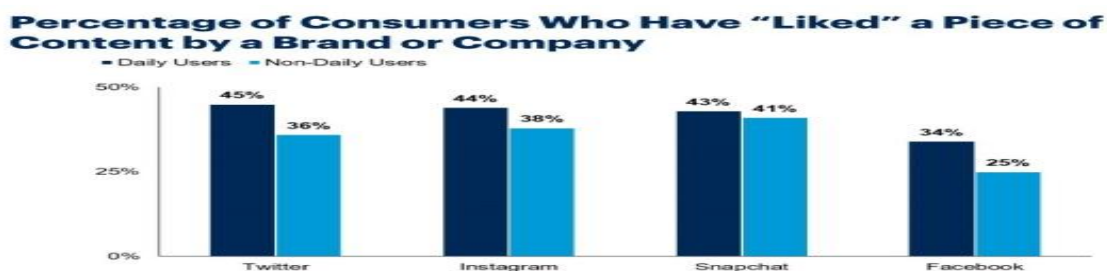
Although we believe that the relationship proposed in hypothesis 3 holds for social media, we also believe that investigating the direct relationship between engagement with a medium and effectiveness of advertising included within the medium is implausible, because there might be intervening variables explaining the connection. We therefore investigate whether engagement with social media advertising itself may be a driver of advertising evaluations. When studying theoretical explanations for the influence of media engagement on advertising evaluations, it seems that the explanatory role of advertising engagement is most likely assumed but never explicitly tested. The theoretical explanations we discuss within the following section point to possible carryover effects from media engagement to advertising engagement instead of from media engagement to advertising evaluations.

Chief Marketing Officers and Senior Marketing Executives were looking to find out what key technologies and

rends will drive change in the marketing industry over the next five years, and the results make for interesting readingly. A generally new and groundbreaking technology for marketing that appears here is block-chain technologies, but again it isn't clear how this will evolve by 2020-2025. Mobile has been a massive trend in marketing for years now, and makes up over half of web traffic. The internet of things is a bit newer and more exciting.

Activeness of Consumers:

The technical infrastructure of web 2.0 offered variety of advantages to the buyer, including richer information, a broader section of products and merchandise diversity. On the top of that, consumers are no longer receivers only in the marketing process. Consumers are taking increasingly active role in co-creating everything from branding to product design. They use digital media to reach their products and services, engage the companies they buy from, as well as other consumers who experienced the products and service before our broad, hybrid strategic, creative and technological capabilities can help you thrive in this new era of feeling machines. Innovation with Digital Marketing of product/service is employed more, where Innovation without Digital Marketer of product/service is employed less thanks to the shortage of awareness of the product/service of a corporation.



Role of Social Media Advertising Evaluations-

As discussed previously, the social media platform can be seen as the context for social media advertising; the social media platform provides the environment of the advertisement Media context studies provide compelling evidence for the idea that the same source delivering the same message to the same audience on separate occasions produces different effects depending on the context in which the message appears. Engagement with a medium can be seen as an essential context characteristic that drives responses to advertising. Earlier inquiry shows that engagement with a magazine, TV program, or online newspaper affects reactions to advertising embedded in these vehicles Calder, These studies show there's a carryover effect of engagement with a vehicle to advertising evaluations. The more engaged a consumer is in a television program, magazine, or online newspaper, the more favorable the evaluation of the embedded advertisement.

Different social media platforms are defined by the extent to which they focus on some or all of these blocks. Next to these categorizations that exist in the literature, social media platforms also differ on many other characteristics, for instance, modality, private versus public access to content, privacy parameters, type of

connections (friends/ colleagues), and longevity of content accessibility. It is likely that all of these characteristics contribute to different engagement experiences among social media platforms. The first section of the chapter is aimed to explore the above described general issues in internet marketing and effectiveness of internet marketing within the business settings while the second section is about the validity and application of classical marketing theories within the field of e-commerce.



METHOD and Key - In our study we chose to specialise in eight social media: five that are the foremost utilized in the Western European country during which the study was conducted (Facebook, YouTube, LinkedIn, Twitter, and GoogleC) and three that represent the fastest growing number of users worldwide (Instagram, Pinterest, and Snapchat) (Newcom Research and Consultancy 2015). Each social media platform examination through different approach of AI like.

Creative Ads:-The creation of higher advertisements is one among the most important ways AI will impact marketing in 2020 to 2025. the power for brands to use AI to research and develop crucial marketing aspects, like keyword searches empowers marketers to create smarter, simpler ads that ought to cause more conversions.

Search Style though AI:- AI allows marketers to research just what their target customers are thinking and the way they feel about the brand. Businesses looking to remain competitive got to find out how to integrate AI into their marketing campaign, or they're going to risk being left behind.

Future Research and Limitations

Although the current study made several important contributions and used a unique methodological design, it is not without its limitations, which could be addressed in future research. In line with the media experience framework, we postulate that media experiences represent social media engagement. Clearly, this approach deviates from conceptualizations of engagement emphasizing intensity (intensity of usage) or valence (positive or negative engagement). This means we do not try to capture positive or negative engagement. Future research might try to empirically test the relationship between the current approach and more traditional approaches that conceptualize engagement in terms of intensity or valence.

Some key points which will be trends in future

1. By 2025, More Than 75% of Commercial Content impact on marketing
2. Biggest Spend on Event
4. More Spend on Marketing Technology for B2B, C2C
5. Brands Will Shift Focus from Acquiring New Customers to Retaining Existing Customers

6. Brands Will Shift Their Social Marketing Efforts to Private Messaging Apps.

CONCLUSION:

The results of this study offer several valuable contributions to the literature on digital engagement and social media advertising. First, we advance theory on digital engagement by giving insight into engagement with eight social media platforms (Facebook, Twitter, YouTube, LinkedIn, GoogleC, Snapchat, Instagram, and Pinterest). Our approach allows us to demonstrate that digital engagement is highly dependent on the platform. Earlier empirical studies lump all digital platforms together then fail to understand that, supported engagement dimensions, each of those platforms comprises a substantially different makeup in terms of experience. Our study, however, unambiguously shows that different functionalities and characteristics of social media platforms translate into different consumer experiences. Contrary to earlier studies, our results demonstrate that every digital platform is experienced during a unique way. The efficiency of Mobile Marketing technique is very effective and essential. It gives a rapid growth. But the main concept is that to focus the right customers. Through the Digital Marketing, the target can be reached easily. For the past two years, there is a talk about dynamic content and its value for the marketing industry. There will be a continuous change and shaping our perception of information's. Quality is more important than ever and Quantity is yesterday's beat.

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