

**A STUDY OF AN INTEGRATED DIGITAL MARKETING FRAMEWORK-  
THEORETICAL MODEL AND ANALYSIS USING ABCD MODEL**

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**ABSTRACT**

Digital marketing is becoming more important in almost all sectors of the economic activity. The internet has provided a lot of support for the business houses to redefine the role of technology. Digital marketing has fundamental implications for marketing planning and execution. It has been able to simulate almost every aspect of marketing communications in heightening the effectiveness of the marketing mix. Digital is useful not as a promotional tool but as a distribution technique as well. The strategic decisions are being re-determined because of the effectiveness in technology in marketing. From 1982 onwards when digitization emerged there had been an unwavering increase in the use of digital technique. The level of connectivity is enhanced with faster transfer of information. Internet has impacted the way businesses are done. It has helped in building relationships with customers and suppliers and all the other stake holders to create value and make money in the process. The entire process of marketing has been changed and revolutionised. Digital marketing is quite beneficial to the companies that adopt it but none the less it possesses a greater challenge to the companies. Every company wants to make their presence felt online. But since this industry as such is in the process of establishing itself there are lots of uncertainties in terms of what is the right way to go digital, the precautions to be kept in mind and how much to invest in digital marketing. A theoretical model of digital marketing has been framed and this model has been analysed. To assess this model of digital marketing a new framework of ABCD technique of analysing business is used. This framework would help in assessing the advantages, benefits, constraints and disadvantages of the digital marketing strategies adopted by the company.

Key words: Digital marketing, Theoretical model, ABCD model

**Introduction:**

Internet created new opportunities for business to serve customers with new products, unique experiences and transaction conveniences. It has brought many unique benefits to marketing. One of the major benefits is cost advantage followed by global reach with speed. To add to this digital marketing is very interactive in nature which is a differential point from traditional marketing. Digital marketing encompasses web, email, wireless media, management of digital customer data and electronic CRM. The communication technology has dramatically changed over the years. Using internet has become easier to have anytime, anywhere access to people, information, entertainment and services.

More than 7050 million people have access to internet which is growing at a double digit rate. India is the 3<sup>rd</sup> largest market for smart phones and will overtake USA shortly. There are more mobile phones (7.2 billion) on the planet than the number of people (7.16 billion). The Indian digital commerce market has registered an average growth of almost 35% since 2010, according to IAMAI. The industry is projected to grow further at a rate of 33% and cross Rs. one lakh crore by the end of 2015. 65% of the value of transactions comes from computer devices and 35% from mobile devices. The digital commerce penetration in urban India is 33% and the rural India is also fast catching up with 20% penetration. With this kind of growth potential digital marketing is the way to grow for most of the business organisations.

In this regard a good model of digital marketing has to be adopted. The objective of any business model is to identify factors and their inter relationships that interact in a systematic manner such that the various elements result in a better understanding of the sub system. ABCD is a new technique that helps in analysing any business model. This analysing technique is simple in nature and helps to identify and analyse the effectiveness of any business model.

**Literature review:**

Building and sustaining customer relationship is the essence of any marketing. The most important logic we observe in marketing is the shift from just exchange of goods towards service, connectivity, interaction and continuous relationships. Technological innovations, new channels and changing media environments help in this change and the question arises as to how the technological communication media devices like television, sales force etc are more costlier than the electronic media such as email, web etc. The cost efficiency and interactive digital channels facilitate ongoing dialogue between the enterprise and the customer. The marketers of today want to be in continuous touch with their customers in an ongoing manner and increase the personal touch and interactivity at a lesser cost. This in turn will help in building customer loyalty and positive attitude towards the brand and the company.

Customers of today require up to date information and brand communication when buying products or when using them. This includes newsletters, maintenance and repairs reminders help to keep their products up to date and tools for interaction with other customers and friends. Digital marketing helps us to achieve all this. Regular customer touch is the core idea of CRM. In conventional methods this is difficult to achieve. Research shows that profitable customer's life time duration is positively related to the number of connecting efforts of the company.

Digital channels offer the company cost efficient opportunities for a brand to keep in touch with customers which not only improves profitability of the organisation but also enhances brand equity and customer loyalty. Therefore, we observe that in marketing digital channels is becoming an essential part of the strategy in almost all sectors.

Marketer's duty is to keep the brands connected to consumer in everyday life. The changing role of customers as co producers of value is becoming increasingly important. The option of interaction in digital medium offers customers better options to search for information, work as initiators and gets clarifications. It also offers the customers to spend more time with the brand. It also helps in bringing customers together from different geographical areas which in turn strengthens the brand loyalty.

Digital channels also have the advantage in terms of personalisation. Despite the growing use of digital channels in marketing and evolving research around it there are very few theoretical models that have analysed the mode of digital marketing communication. The objectives of this paper is a) To analyse the components of the integrative digital marketing communication, b) To create an innovative model of integrative digital marketing communication c) To Analyse the integrative digital marketing communication model using ABCD technique, a technique which takes into consideration Areas of focus and Business deployment factors.

### **Theoretical framework of integrated digital marketing communication:**

Digital marketing has become an important tool of marketing in today's world. It has drastically curtailed the transactions costs both for the sellers and buyers apart from information cost by sellers and information acquisition cost by the buyer. The various devices of digital marketing has influenced the role mechanics, and influence of various marketing mix elements. Digital marketing as compared to traditional marketing allows wider scope with new dimensions for gaining competitive advantage. The entire paradigm of marketing has been redefined because of the internet, 24x7x365 connectivity and collaboration have changed which has reduced the concept of space and time.

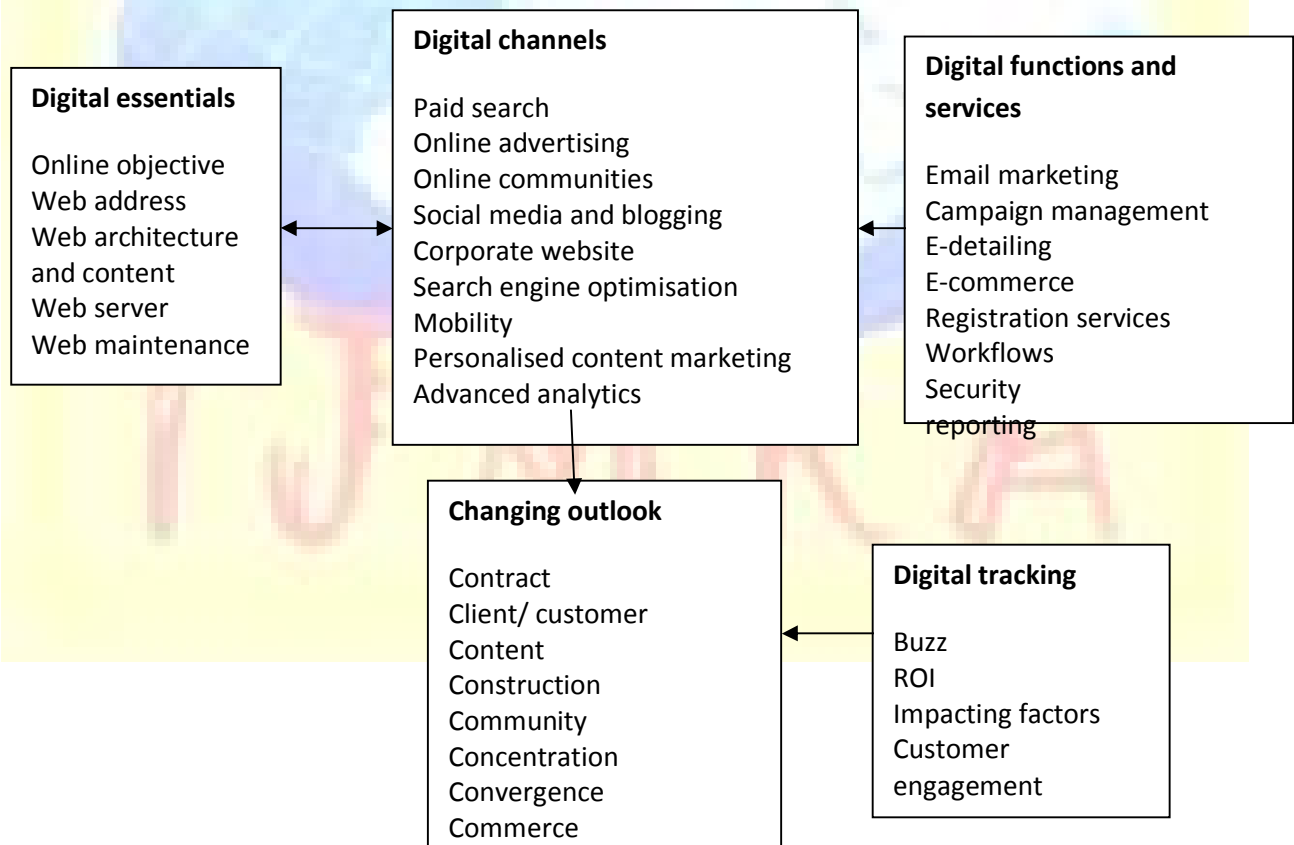
To reach out to the existing and prospective customers internet has become the most convenient and popular media for any enterprise. It has a profound impact on business practices, particularly in the areas of marketing channels, finance, marketing research, marketing

communications, and marketing strategy. The internet is an electronic channel for customer relationship management. By capturing information on the buying pattern of individual customers, a company can build profiles of buyer's behaviour. The companies can build a personalised rapport with customers more cost effectively. So it is clear that companies that embrace technology gain substantial competitive advantage over their rivals. In addition to big companies, many small companies have benefitted financially from internet technology.

In the following section there is an attempt to draw an integrative conceptual model for understanding the how digital marketing model works and the changing outlook. Figure 1 proposes an integrative model of the effects of digital marketing communication which highlights the digital essentials, digital channels, digital functions and services, digital tracking and the changing outlook.

**Figure 1**

**A new integrated digital communication model**



**Digital essentials:**

The first essential element of e-marketing is a presence of a websites. Before designing a website a firm must determine the objectives of going online. The major objective of a business firm going online may be creating company awareness, providing product information, attracting new customers, advising customers, resolving consumer complaints, customer communication, CRM etc. Web address is the one which locate the company on the internet. The architecture covers number of pages the company's website have and the navigations icons for clicking and reaching to desired pages with ease. Web site is a collection of files with text, graphics, sounds and applications. These files are linked with each other and it is resided on a server, which may be owned by the company or the internet service providers and is located in the data centre. The website of a business needs constant attention and dedicated human and financial resources. The content should be fresh so that it helps in active dialogue with online customers.

**Digital channels:**

Digital channels should support the digital marketing. Some of the channels are Paid search, Online advertising, Online communities, Social media and blogging, Corporate website, Search engine optimisation, Mobility, Personalised content marketing and Advanced analytics. Each channel should support each other and work in integrated manner.

**Digital functions and services:**

The digital functions are many. Email marketing, Campaign management, E-detailing, E-commerce, Registration services, Workflows and Security being some of them.

**Digital tracking:**

There are many tracking tools available in the market. These tools will help to understanding what kind of buzz was created and in a way measures the effectiveness. The return on investment from digital marketing is to measure the leads generated from the digital channels. Impacting factors are socialisation of search, communication strategies, coverage, infographs, proactive reach out to users etc.

**Changing outlook:**

The changing outlook in the area of digital marketing is on various elements. A distinctive value proposition appealing to the target customers need to be communicated as core promise. The clients or customers changes and needs have to be always monitored. Web content can motivate the internet surfer to browse through company's website and get converted into buyer. The user friendliness of the site creates confidence and imparts a incredible experience. The website allowing the interaction amongst the customers can develop a core of dedicated customers who



further recommends products to others. Advertisers will go for behavioural targeting, which is superior to any other form of targeting. With advances in technology television viewing will have internet capabilities. Commerce is an integral part of digital marketing and it includes offering goods and services directly and collecting the sales proceeds using information technology.

**ABCD Framework for digital marketing communication:**

ABCD technique is a framework to study the business model which is referred to as Business Model Feasibility Analysis. ABCD model helps in analysis with reference to organisational issues, Operational issues, Technological issues, Employer- employee issues, Customers issues and environmental issues in ubiquitous technology environment (1). This study will provide an integrated perspective with respect to digital marketing in different frames of reference like organisation, operation, technology, employer and employee, customers, and environmental/societal issues.

**Table 1:**

**Issues/ focusing area and business deployment factors for Digital marketing under ABCD framework**

Sl. No	Issues/ Area of focus	Business Deployment factors			
		Advantages	Benefits	Constraints	Disadvantages
1.	Organisational issues	1) Investment and return- a) Lesser investment and higher returns b) Real time results 2) Diversity and specialisation- niche 3) Availability	1) Financial stability- higher 2) Resource assessment- a) high degree of measurability b) Simple to measure 3) Marketability- a) Brand	1) Organizational structure- a) Perceived 2) Size of organisation- technical support 3) Strategy- a) Information sensitive business 4) Leadership	1) Organizational culture- a) Manage the central marketing database 2) Organizational type- virtual style 3) Organizational strategy- a) Analytical and performance measurement , refine and scoring and measurement

		and depletion a)Level playing field	development	Style- vibrant Customer support philosophy	models
2.	Operational issues	1)Resource utilisation- Collaboration 2) Cost effectiveness- a) Reduced cost 3) Core competency- Internal brand building Continuous innvoation 4) Time-Promotion of the brand beyond boundaries	1) Process efficiency- a) planning to execution is more quick b) implement quick changes in design 2) Product pricing 3) Product superiority- a)Brand familiarity and loyalty 4) Speed	1) Scale of production- Productivity 2) Labour force- Relevance 3) Finance- Improved cash flow	1) Production planning- a) Adapt demand campaign 2) Co-ordination of all function 3) Operations control- a) Information processing 4) Production strategies- a) tactical executions
3.	Technological issues	1)Level of technology- latest technology 2) Degree of dependence on technology- 3) Institutional	1) Availability- a) viral b) Far greater exposure- c) higher revenues 2) Technical superiority-	1)Automation- a) outdated information b) technology infrastructure and standards 2) Implementation uses	1) Disconnectedness a) expectations higher Interacting and spending time with a brand 2) Distractions

		readiness to use upgraded technology a) updating the subscribers	Marketing technology infrastructure( MAP, CRM) for marketing and sales organisations  3) Ability to handle- Customer relationships	3) Security breaches 4) Job elimination	3) Cyber crimes 4) Expensive
4.	Employees and Employers issues	1)Availability – Reducing attrition 2) Satisfaction 3)Maintenance cost a) Commitment 4) Sustainability	1) Utilisation 2) Output 3) Organisational structure- a) Visibility 4) Mutuality	1) Knowledge, skills and competency- a) Perceived value 2) Career advancement 3) Performance evaluation 4) Reward system- a) Content	1) Labour unions 2) Employee disengagement 3) Absence of knowledge workers- a) Training and talent management 4) Lack of learning organisations
5.	Customers issues	1)Ubiquitous technology- Industry knowledge 2) Price- Profitable	1) Freedom of choice- a)Regular brand communication 2) Fitting to	1) Market size- a) Customer characteristics 2) New needs- a) on line awareness is	1) Customer preferences and perceptions- Customer acquisition 2) STP wrong- Attrition rates



		<p>customers</p> <p>Increase customer value</p> <p>3) Durability- Two way support</p> <p>4) User friendly-</p> <p>a) creating credibility</p> <p>5) Perceived value-</p> <p>a) Greater engagement</p> <p>b) individualised customer service</p> <p>Brand relationship</p>	<p>the budget-</p> <p>a) Frequency of market communication</p> <p>3) Lasting to use- campaigns have longer shelf lives</p> <p>4) Matching expectations-</p> <p>a) Connect with customers directly</p> <p>b) customer acquisition</p>	<p>limited</p> <p>3) Customer feedback-business reputation can be affected by negative feedback</p> <p>4) Brand loyalty-</p> <p>a) lots of competition</p> <p>b) Switching costs</p>	<p>high</p> <p>3) Customer education- Payment system</p> <p>Offline presence</p>
6.	Societal/ Environmental issues	<p>1)Eco friendly</p> <p>2) Employment generation</p> <p>3) Stakeholders satisfaction</p> <p>4)</p>	<p>1) Harmony with nature</p> <p>2) Expanded workforce</p> <p>3) Fulfilled interest</p> <p>4) Improved economy</p>	<p>1) Legal requirements-copyright issues</p> <p>Scope of protection</p> <p>2) Social constraints- Liabilities of ISP (internet</p>	<p>1)Environmental hazards</p> <p>2) Depletion of natural resources</p> <p>3) Instability in economic/political environment- Trademarks online</p>

		Contribution to economy-Infrastructure		service providers) 3) Uncertainty 4) Imbalance to the growth	Patents International law 4) Social problems and ethical problems- Protection of database
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ABCD model has been used to analyse completely the digital marketing components. It is undoubted that digital marketing provides a wider dimension for gaining superiority when compared to traditional marketing. But with the right objectives, the right strategies and the right techniques it's going to get the right benefits to the organisation.

**Conclusion:**

The entire game of marketing is changing from exchange to relationship model. This being a huge challenge for the marketers the digital marketing communication channels gives cost efficient marketing techniques for the marketers of today. Therefore digital channels and the right model in execution of it will be the essential part of company's strategy. The company's can have the right profitability as the marketers evolve and the as the consumers get more educated.

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