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DIGITAL MARKETING USING INTENT SEARCH

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BONAFIDE CERTIFICATE

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I. Introduction

Digital Marketing is a field of study that includes the marketing of products and services on an online platform. This helps the user to interact with the website that the user desires to buy a service or product. The marketing drastically changed over the decade where display and TV advertisements for a product and services, now reached out to millions of users on the internet where they can sell their products and services. The overall growth of a company that intends to sell a product to a potential customer depends on Search Engine Optimization (SEO), Pay-Per-Click (PPC), Content Marketing, and Social Media Marketing (SEM), E-mail Marketing, etc. and how they can reach out to their potential customer. Now, with respect to the scope of intent marketing, a consumer who wishes to buy a product or services generally has no particular criteria about the product and open to a viewpoint of the suggested results to find the best-accumulated entity that fits within one's pocket. The intent search in digital marketing basically works as what user intent to find by applying boundaries within the search query using keywords in search engines. It is now then the role of a digital marketer to customize their websites and search results to fit in the scope of a user's query. The user given with intent A and intent B leans more towards what he/she desires to buy from the seller. Digital Marketing using intent search is new automation in this field which improves its algorithm by gathering more and more keywords research and end funnel buy of that keyword that matches the search result. Marketing is a restless, changing, and dynamic business activity. The role of marketing itself has changed dramatically due to various crises - material and energy shortages, inflation, economic recessions, high unemployment, dying industries, dying companies, terrorism and war, and effects due to rapid technological changes in certain industries. Such changes, including the internet, have forced today's marketing executive to becoming more market driven in their strategic decision making, requiring a formalized means of acquiring accurate and timely information about customers, products and the marketplace and the overall environment. Internet marketing involves the usage of the Internet to market and sell goods or services. Internet marketing utilizes the power of electronic commerce to sell and market products. Electronic commerce refers to any market on the internet. The electronic commerce supports selling, buying, trading of products or services over the internet. Internet marketing forms a subset of electronic commerce. With the outburst of internet growth, internet marketing has started becoming very popular. It is said that Internet marketing first began in the beginning of 1990 with just text based websites which offered product information. With growth in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. A few companies have revolutionized the way; internet can be used for marketing, such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com. This paper offers views on some current and future trends in internet marketing.

II. Abstract

This paper offers a dynamic view of digital marketing using a query-based search intended by the user. The content is based on current and future trends of marketing. It also upholds the critical view of how traditional marketing differs from online marketing that certainly reaches out to millions of users using the search engines and how the results match the query with the help of keywords placed in the database of search engines. We are now experiencing a radical change in the viewpoint of users with the intent of its search. The user or consumers searches for the services or product on the internet to find the best deals in order to accumulate the most recent technology or entity or an object in his/her ownership. The paper viewpoint has been discussed as per the viewpoint of the user. Recent studies show the benefits of digital marketing as a platform for the growth of both provider and consumer. The various section includes a discreet view of nodes of digital marketing as Search Engine Optimization (SEO), Pay-Per-Click (PPC), Content Marketing, and Social Media Marketing (SEM), E-mail Marketing and how it is different from display marketing with the help of user intent. This paper explains how user's intent can be different from what they search the query in search engines and how the search results only match with the keywords entered. Moreover, the effectiveness of digital marketing based on an intent search on the business can be analyzed.

III. Related Work

This research paper offers the techniques and processes of advertisements based on users' intent search. This process works as the user enters a query in the search engine and the keywords are matched using the search engines algorithm and the related ads displayed on the screen [1]. This research paper offers the techniques and processes of ranking a website using the keywords most used in the user's search query and implement it in the title of the website so user when entering a related query, it will be displayed in the top search result [2]. This research paper offers techniques and processes in which permissive intent search helps the user to find special offers and incentives from the retailer to increase click-through rate or basically "Click-thrust" [3]. This research paper offers its point of view on the growth of digital marketing and how it affects the search intent of the user's buying phenomenon [4]. This research paper offers techniques with the node reference of how queries on social media platform helps search engines to find the correct search intent of a string [5]. This research paper offers the search intent of a query and how user engage with the content using web log. This algorithm mines the data of search log to find the intent of user while finding the desired results and output [6]. This research paper offers the determination of user's home location using the search intent logs of his geographical location [7]. This paper offers the techniques to find the search intent of user using image, here, referred as music

imposter and to distribute its royalties in market while nodes finding the correct intent of display based query [8].

Digital marketing is a field of study of management that utilizes the internet to sell products and services to the user online. Formerly, display advertisements were used such as billboards, pamphlets, etc. to aware people to sell their products and services to the consumer. With the invention of the internet changes everything including people buying choices to where they want their product and services as a satisfactory outlet. The reason it is now around for more than a decade is people can buy anything from anywhere at any time in the world and it will be either installed in the devices or be delivered at their doorsteps in less than a week. The study's shoes the consumer thought process has been changed over a few years and now there's a high potential, a customer may buy products and services from a trusted retailer or business. Thus we can conclude that the intent of the customer has been changed over the last few years. Along with that, the question arises is it safe to buy products online. Yes! It is. The online retailer and businesses spend a ton of money in the security as well as the marketing of their product and services.

Now the factor that affects the market growth within the last few years is **search intent.** Search intent is the phrase utilized to describe the purpose of an online search. It's the reason why someone conducts a specific search in the search engine. Over the years, search engines have worked hard to develop its algorithm to be able to determine people's search intent. And like, Google wants to rank pages that best match the search term entered by the user in the search engine, as well as the search intent behind a specific search query.

There are **4 types of search intent**. Initial, there is informational intent. Many searches on the internet are executed by people studying for data, knowledge, and learning. That could be about the fruit, information about teaching children online, knowledge regarding SEO, etc. A person with informational intent have a particular question or want to gather knowledge about a certain subject or theme. Second, there is navigational intent. People search for a query that wants to be on a landing page of a definite website. For example, people who search for Twitter on search engines are usually on their way to Twitter. Ranking above in SERP for a navigational term is only helpful for your organic traffic if a person looks for your landing page. Third, there is transactional intent. Many searchers buy a product online and browse the web to find the best product or services. People are searching with transactional intent when they intend to buy a product or service online. Many people intend to purchase a product soon and use the internet to do their research for a product or service. What coffee machine would be best? These types of search intents in a search engine are usually called commercial investigating intents.

IV. Methodology

This study is based on the quantitative approach of a user's intent on a specific query. This explorative research is to define the impact of user's intent on the various nodes of digital marketing i.e. Search Engine Optimization (SEO), Pay-Per-Click (PPC), Content Marketing, and Social Media Marketing (SEM), E-mail Marketing, etc. The study is based on the discreet viewpoint of each individual who took the survey for its intent on buying a product or services that are highly operational and useful in daily life. The keywords taken from this survey helps to notify the phrase match type of the user's search query and how it can be beneficial for the marketer to use those exact match keywords to increase their manufacture is to sell ratio. The primary survey data helps to generate the keywords that are essentially used by users in the search query and the secondary data helps to notify the manufacturer of products and services to use those keywords as either phrase match or an exact match. As the purpose of this study, the survey data has been collected in the city "New Delhi". This data helps in the critical review of digital marketing using the intent search of a user.
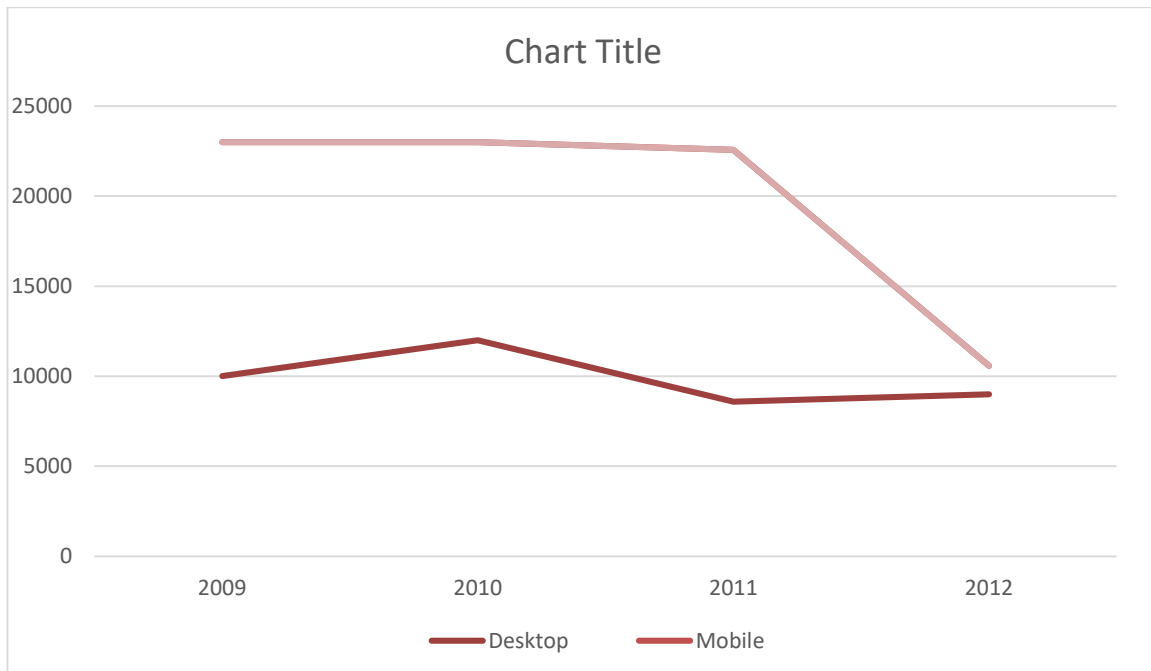
V. The rationale for the Study

The most interesting result of the technology explosion and easy access to it by consumers is the disruption of the market and the marketing practice. The customer today is an empowered customer and in control of the interactive online media, content, and communication process. The power of the traditional marketing tools and communication is diminishing and the customer has little trust in the corporate message and brand. Technology is changing the context of and practice of marketing: marketers are increasingly forced to operate in a complex and changing world where they do not have any more the full control of the media and the message. Customer behavior is also changing: the customer is losing trust and becomes much more critical, smart, well informed, and proactive than ever before. New knowledge, new skills, and new approaches are required by today and future marketers not only for understanding the changing and technology-enabled marketing environment but also for comprehending and communicating with the new customer. The Marketing becomes increasingly digital and continuous technological developments present marketers with new challenges and opportunities: Mobile marketing, Internet of Things, Analytics, Big Data, 3D printing, cloud computing, Artificial Intelligence, Consumer Neuroscience / Neuromarketing are some of the most interesting and challenging domains where the future marketer are expected to must be able to function and deliver.

VI. Analysis and Discussion of study

1. Search Engine Optimization (SEO)

Search Intent (User's Intent) is basically defined as the query or keywords user entered into a search engine to find the best possible outcome of his/her interest. There are 4 types of user intent: Navigational, Informational, Commercial and Transactional.The informational query is like "How many proteins are there in a banana", the navigational query is like "Facebook", the transactional query is like "How to save tax", and the commercial query is like "Best coffee house near me". An SEO expert must cover all the initial steps in a website selling product and services like an E-commerce website where the user must find the exact match type of product, user intent to buy. Now, this study covers all the 4 users' intent in the survey that helps to find the exact keywords to place in the website and configure SEO tools in such a way to get maximized clicks and 100% customer satisfaction from the given queries. But is all people search for query and exact match type? No. the user experience plays a crucial role in the bounce-back rate for the user even if the keyword is an exact math type of search query user intent to enter. Limiting pop-ups, font size, sub-heading, and mainly correct landing page.

Chart Title — Line chart showing Desktop and Mobile values from 2009 to 2012. Mobile stays around 23000 from 2009 to 2011, then drops to about 10500 in 2012. Desktop is around 10000 in 2009, rises to about 12000 in 2010, drops to about 8500 in 2011, and about 9000 in 2012.

2. Pay-Per-Click (PPC)

By the end of last year, search engine companies like Google and Bing discovered search intention of user with close proximity or (say) close variant of a search query entered in the search engine console bar. According to the studies, the average click-through rate of ads in a search engine result page (SERP) is 2.84% and that's why the seller of product and services has to improve their keyword game to find the close variant of the user search intent. The ads are shown in the best interest of the user to find a good deal that he/she is looking for and that's why Google introduced a new term of keywords matching as Phrase Match, Broad Match, and Exact Match. These terms are only implacable on the keywords using schemas. For instance "Yoga Floor Mattress", the ads that will show in the close variant will be "Black Yoga Mattress" for the Phrase Match, "Nivea Yoga Mat 10mm- Assorted Colors" for Broad Match and "Yoga Floor Mattress" for Exact Match. All of the search intent for ads are purposely done for audience targeting and in-house marketing.

3. E-mail Marketing

Search Engine Optimization and E-mail marketing shares a common goal – lead generation. Both methods are used to drive people back to the website's landing page and the main aim is to convert a user through different channels of the conversion funnel. However, both of these strategies lay different approaches towards the conversion of the user. Email Marketing uses more of a content-based approach, also known as content strategy. The content lead generation is done by gathering email from different contact forums and different websites like Buzzsumo. The Emails include all kinds of keywords the user has searched for in the past few queries to get to the product and services website of a retailer. By applying some tags for free vouchers and free shipping etc., the user is driven back to the landing page of the given UTM parameters (click button). This further helps the study to find the intent of the user and helps the retailer or seller to convert a user through the conversion funnel.

4. Content marketing

Content is the biggest component in ranking search results with the help of the search intent of the user. Content creation includes blogs, posts, articles, information, infographics, photos, videos, etc. According to the recent changes in the Google algorithm, the content that matches the search query of the user with a tendency to show higher in the ranking with comparison to other factors, which contributes 78% of the other component of digital marketing. The basic goal of content for a search based query result is to lessen the bounce rate, more page view, and wider audience approach. The more is the page view, the more results will rank high and the more page will have click-through rate (CTR). The best-acquired way to optimize content according to the search intent comes under 3C's of search intent. The "Content-Type"

generally refers to the type of content where it is a blog post, content page, or landing page. The "Content Format" basically contributes to the headline content of top-ranking pages and The "Content angle" contributes to the wider view of the selling point of the web pages. That is why content is the most important factor in the ranking page according to the search intent of a query-based string.
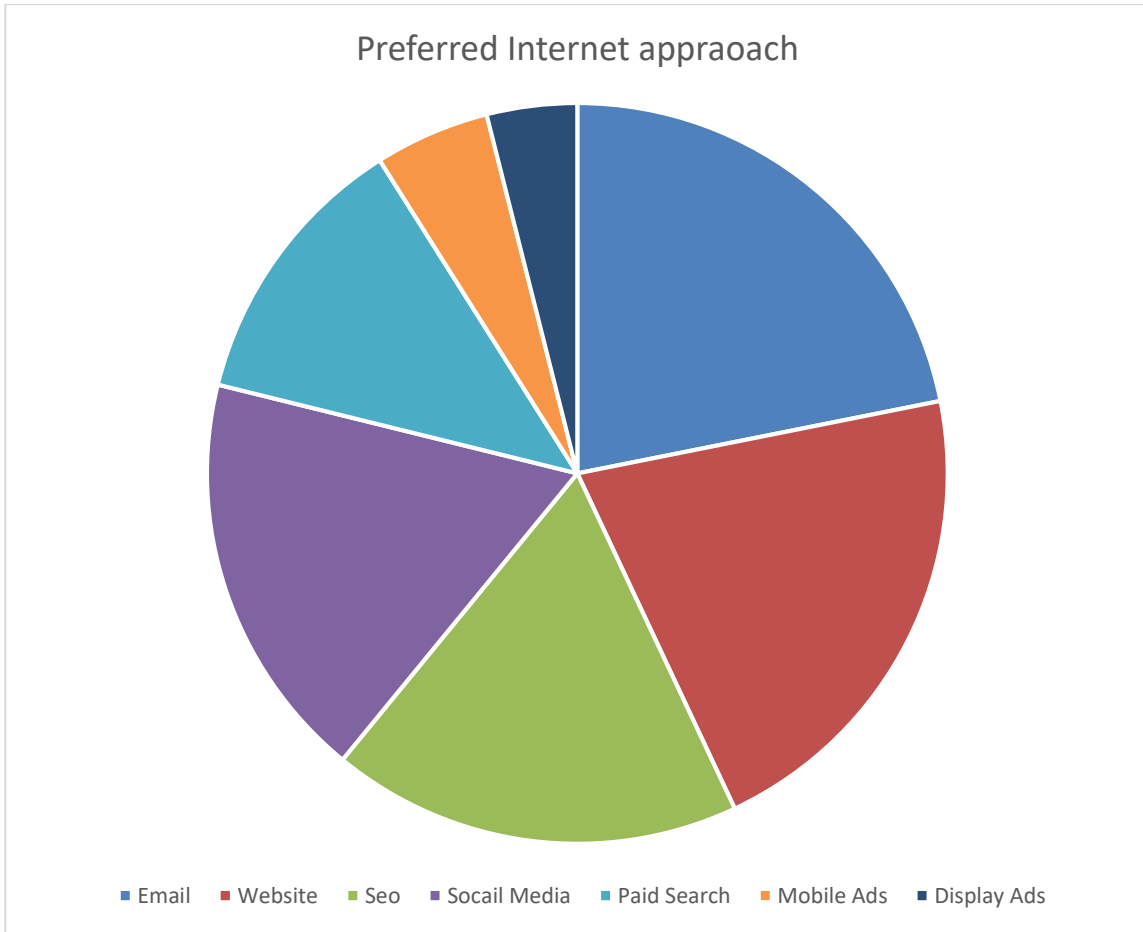
5. Internet marketing

The Internet is a global system of interconnected computer networks. It is a network of networks that consists of millions of private, public, academic, business, and government networks. "Internet works thanks to a combination of a range of technologies and it is the biggest source of information mankind has ever had for its disposal. The Internet also laid the foundations of more information channels than people have created until the 20th century.". The term Marketing has many definitions. One of the most well-known definition says that "Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. By connecting these two fields "We can apply marketing principles within the internet area. This can be done mainly by creating web pages, internet advertising, and also marketing research on the internet, electronic commerce, etc. However, internet marketing demands a little bit of a different approaches in certain aspects than traditional marketing." Simply speaking internet marketing, also referred to as online-marketing, web-marketing, e-marketing, or I-marketing is the marketing of products or services over the Internet

VII. Traditional v/s Digital Marketing

Let's analyze some techniques of online marketing to display marketing, then there are adequate fields and possibilities whither digital marketing is competent and has its advantages and is always preferred over it or not. Unlike traditional marketing where we have marked the time for the customer's responses. In traditional display marketing, it's hard for small enterprises to compete with well-established contenders in the market owing to the price involved plans whereas, in the case of online digital marketing criteria, you can reach your audience across the globe in a short period.

Through digital marketing, a product or service running a small enterprise can reach a greater audience as compared to the conventional display methods. With digital marketing, a marketer can create options to provide different products and services to choose from, where a customer can buy the product or service as per his/her budget. Through digital marketing, the brand endorsement can be done better than the traditional mode of marketing. Thus in this era of internet that has been widely used, digital marketing is the best potential way to get to the maximum consumer to have the greatest ROI.

Preferred Internet appraoach

■ Email ■ Website ■ Seo ■ Socail Media ■ Paid Search ■ Mobile Ads ■ Display Ads

VIII. Conclusion

Today, the world is facing radical and dynamic changes in the growth of the digital sector in which searches of users has been changed in the past few years and is now more and more important to find the exact intent of the user in order to generate a higher and more efficient return on investment (ROI). The market is growing and so is the consumer intent on wanting a product or service instantaneously with the display of search result of a string or query they enter.

Now, in this study, we acknowledge the importance of digital marketing with help of search intent that how digital marketing strategies help to improve a product or service's potential growth in a particular sector of their domain. This research paper includes 4 main sections namely, Search Engine Optimization (SEO), Pay-Per-Click (PPC), E-mail Marketing, and Content marketing that contributes to the major segment of search intent correlation with digital marketing. This paper explains how user's intent can be different from what they search the query in search engines and how the search results only match with the keywords entered. Moreover, the effectiveness of digital marketing based on an intent search on the business can be analyzed. The study shows about the factors that are included in the search intent query-based in search engines are optimization of page

results, keywords matching with the string, user's intension to derive results and the content of the product or service page that convince the consumer to buy the product and complete the consumer funnel to generate maximum ROI.

Digital marketing is purely based on consumer satisfaction and ROI is the most important aspect to generate income for a product or service. User satisfaction and ROI are interrelated and thus understanding user's search intent is also the most important segment of digital marketing. In a nutshell, search intent is the user's choice in which he enters a search query and looks for the best possible result according to his/her preference. Thus the search engine like Google, Duck Duck Go, Bing, etc. as well as the product or services distributer to understand the in-house segment reports to generate maximum ROI. Search intent holds the future stakes of digital marketing which is cost-efficient and has a great commercial impact on the small retailers and consumers where both ends meet easily on the same platform thus even a small retailer can compete with the big businesses.
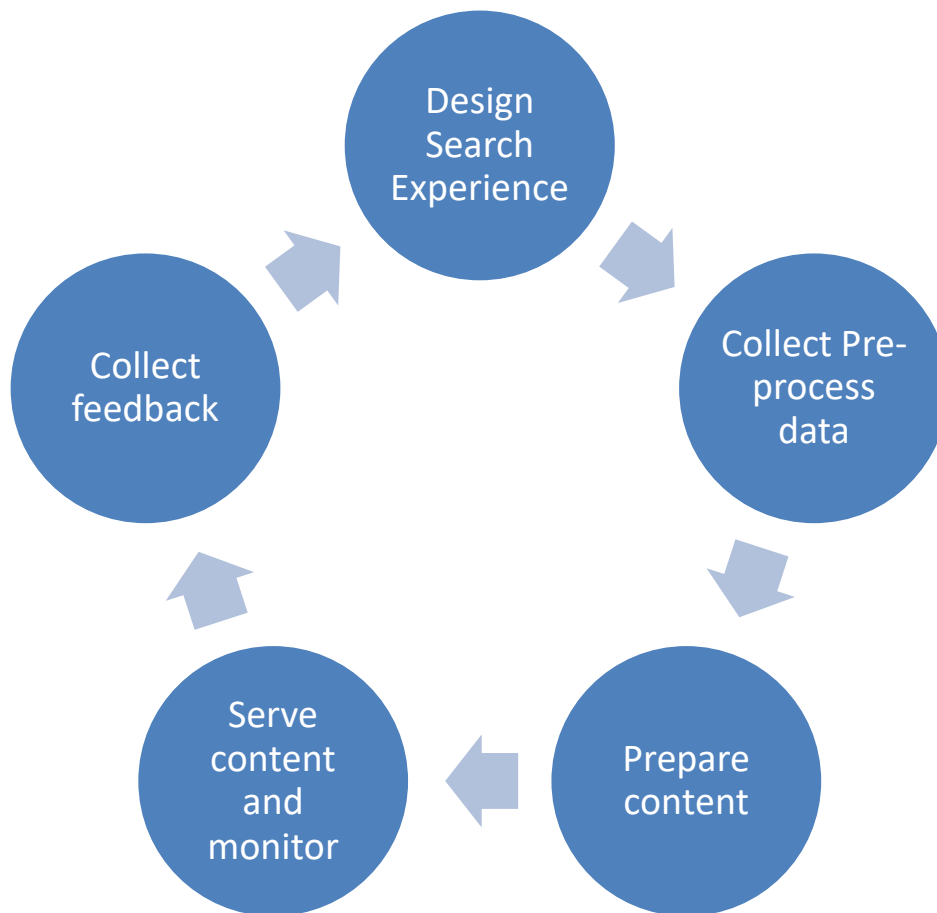
IX. Limitation of the study

Based on the study with facts and figures, the only limitation of search intent is the search algorithm that has been used by the search engine companies like Google, Duck Duck Go, Bing, etc. The search algorithm priorities the percentage of the strategies of digital marketing according to the consumer demand data and the click-through rate (CTR) of a particular website. Within a few years, 7.6% of the total search engine result page (SERP) has been recorded till the 5 pages (max). The basis conclusion that we can drive from this data is; there a saturation point in the algorithm where the consumer cannot find his/her relevant web result in the SERP. So, the limitation we can inherit from this is, the algorithm cannot complement the human brain.

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