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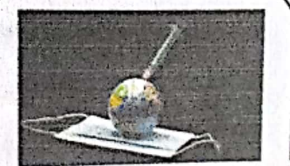
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Recent Trends in Social Sciences

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An Overview of Digital Revolution for Implementing the New Trends of Online Marketing

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Abstract

Today we are having a fairly well developed in businesses and the world has transformed from knowledge to techno savvy. Now-a-days every customer wants to purchase everything on one click, so digital revolution helps businesses through electronic or online way. Online Business affects the whole business and the value chains in which it operates. It enables a much more integrated level of collaboration between different components of a value chain than ever before. Adopting online business also allows companies to reduce costs and improve customer response time. Many companies that transform their business practices stand to benefit immensely from innumerable new possibilities brought about by technology. This paper gives an overview of the Digital Revolution and how business models are significant to Online Marketing for the growth of their businesses.

Keywords: *Digital Revolution, Online Marketing, Business Models, Transformation, Prospective Customer.*

Introduction:

Online Marketing refers to marketing and advertising efforts that use the web and email to drive direct sales through Internet. The internet has transformed business marketing to the great extent. The internet is likely to be at the heart of business. Online marketing enables marketers to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing. Online marketing trends change fast in the digital world. Online or E-Business is a super set of business cases. E-commerce is one of the aspects of e-business. Some other important aspects of e-business which are successfully carried through the internet are e-auctioning, e-banking, e-directories, e-engineering, e-franchising, e-gambling, e-learning, e-mailing, e-marketing, e-operational resource management, e-supply, e-trading, etc. Those aspects of business which are digitized and work well on the internet.

Objectives: -

- 1) To study the concept of Digital Revolution.
- 2) To study the recent trends of Online Marketing.
- 3) To study the Business Models of Online Marketing.

Research Methodology: -

For the fulfillment of the objectives from the present study, the researcher used to collect secondary data as source of information from books, journals, Magazines and Internet, along with personal observation with academicians and experts.

Overview of the Digital Revolution:

Every revolution having their strong bases, and on that bases, revolution changed entire scenario all over the World. As seen the history of Digital Revolution which started from 1980's and ongoing. Day by day the Cell phone subscribers and Internet users are rise and used to it frequently. The began in the mid-20th century Digital Revolution was boost and is also called as Third Industrial Revolution. Because Transformation started from Analog to Mechanical and Electronic Technology to Digital Technology in businesses and new business era emerged. The digital revolution marked the beginning of information age. In the 20th century the rise of the service economy caused people to leave the industrial cities and move out into the suburbs. Now it is the stage of fourth Digital Revolution also because of major changes and growth in the economy of the country in a better and effective way and development to come due to Digitization happens all over the world. India is on the brink of digital revolution and it is the top Internet user's country. Digital Revolution in India resulted in broad bands and phones. The launch of 3G, 4G and 5G services are best examples of Digital Revolution. Before technology developed the growth of businesses was slow but now with the help digital technology every customer enjoying their shopping and their business work or deals on just one click from home or any place.

The recent trends of Online Marketing:

The internet allows companies to react to individual customer demands immediately without any loss of time. It does not matter where the customer is located, it's a 24/7 service provider to the customer, this is the online marketing. Online Marketing is to facilitate the customer online journey and make the task easy to marketer through using new online marketing tools. Modern marketers use all the fresh methods which resolve around the internet. Now companies use campaigns and social media as a platform to reach out to the customers and expand their prospective customers. Some companies making brand awareness for customers and use to advertise their websites information through new digital marketing tools.

Top Trends driving for Online Marketing:

Content Marketing- It is the top most marketing trend to focus on how to create an integrated content