

IS DIGITALISATION THE FUTURE OF EVERYTHING?

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Digitalization refers to the transformation of communications and business services into digital models, which frequently entails omnichannel (digital and physical) customer service, smart manufacturing or integrated marketing including a combination of manual and automation process. Digitation is basically converting and/or expressing non-digital data (such as products, ID cards, health records, location data) into a digital format that may subsequently be used by a computing system for a variety of purposes such as sales, record maintenance, data analytics, etc.

Digital transformation is an exponential change. From automations of cars like Tesla, wearable health trackers such as smart watch or Fitbit watches, chatbots used in websites and apps to cryptocurrency digitalization is playing an important role in transforming and innovating all sectors. The digital transformation is changing the traditional way of doing business. With the fast-changing time, different industries are drifting towards digitation of their physical products or services as the new way to work is by embracing technology. Digitalization is making every disconnected thing wired and interactive through technological involvement and advancement. Digitalization is giving opportunity to all industries to make their presence reach a larger audience, meeting client expectations, having a satisfactory work force, management of the operational costings, customer-relationship management and lot more.

With the large boom of product and services, information technologies and virtual gears are gaining popularities to make the business more effective and efficient at lesser costs. From beginning a weblog to growing social media channels to updates and promotions to clients through email, many channels may be applied to attain your clients and communicate with customers. The major digital technologies such as social media, data analytics, data mining, artificial intelligence, internet of things, big data are providing ample of opportunities to all businesses to gain competitive advantages, build customer relationship, build brand awareness, improve customer satisfaction and understand the consumer needs for better marketing communication and strategic decision making.



To stay in the market, the companies are adopting different strategies and tactics through the social media, new digital PR channels and innovations, which has changed the marketing methods and innovated the services and products with their virtual presence.

It is now much easier to expand the scale of production without major investment in manufacturing and e-commerce is also playing a vital role in new ways of increasing the shopping and marketing for buyers and sellers. The producers may reach a whole new client base through ecommerce, regardless of where ever you are in the world.

It is useful to understand how your business compares to competitors in terms of internet traffic mix and for that, you may use analytics tools like Google Analytics to figure out where your consumers come from and also compare your firm to others in the same industry and size.

The digitalization has made a great impact for customers too as you can see other customers review and feedbacks and take your purchase decision in just a click. The growth and impact of digitalization is making it reachable to consumers, helping managements in strategizing and also in providing them a competitive edge with cost effectiveness. It has also been observed how influencers and social media marketing is trending and their effects on the decision making through their followers is tremendous, making these influencers as Brands and their recommendation to any specific brand plays a huge impact for brands sponsoring them.

Is Digitalisation the Future of Everything?

Digital marketing has increased the market value of many clients as their products are online and large number of users on the web 24/7,365 days. Digitalization helps in brands creating user friendly websites, develop e-mail campaigns, increase the traffic of websites with Search Engine Optimization (SEO) and directing potential clients to companies' website. Hosting webinars and social media presence is also suggested for better connectivity with customers and businesses.

Digitalization is important for modern day organizations existence and if you want your enterprise to grow, you have to expose your brand to a bigger audience. Digital advertising can initially be seemed intimidating, but it provides your business a greater opportunity and has a whole lot of capability to assist your business to grow.