

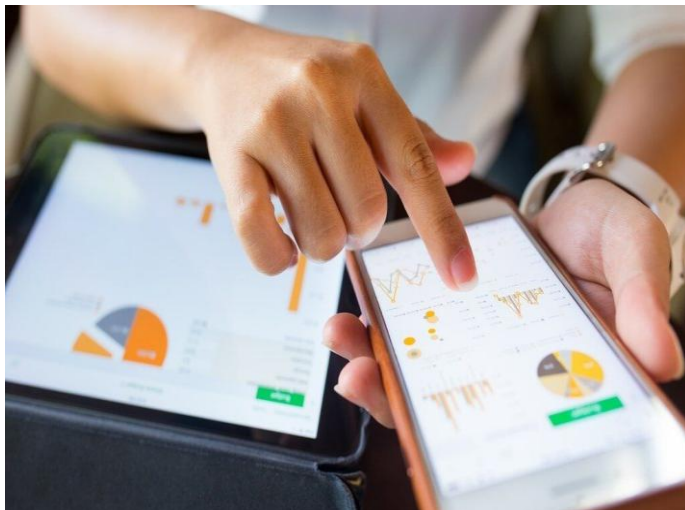


Digital marketing and Team work a key player in Modern World of Commerce

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The world we know has changed drastically – especially in recent years. Thanks to an ongoing, and exceedingly dominant, force in technological innovation, the way that we do everything – including business – has changed, evolving to align with the new world. The new world in reference, of course, is the digital age. Thanks to our own determination to surge forward as a species, we have effectively thrown ourselves into an era that is overwhelmingly dominated by the forces of technological innovation and digital advancement. And at the heart of the world of business lies digital marketing. The latest modern iteration to power the world of advertising, business, and marketing forward, digital marketing efforts are created to propel businesses and consumers forward tenfold, using marketing efforts that effectively connect with modern consumers in ways that traditional marketing simply cannot anymore.

Advertising and marketing efforts have obviously changed drastically in recent times. Digitalisation



and technological innovation are at the forefront of these changes, but all the same they have occurred and they have made the world of business more interesting and successful by all measures. The introduction of digital marketing was at first slow but secure, and has over time bloomed to become overwhelmingly successful and revolutionary. The power in digital marketing strategies is that they are specifically targeted towards helping businesses to advance and improve their chances of consumer exposure and reach, as well as the maintenance of these consumer-driven approaches. Digital marketing tactics (including content marketing and social media

marketing, for example) are all designed to help businesses draw the attention of not only existing consumers, but prospective future consumers as well. They do this quite well, if not perfectly.

Digital marketing efforts seem to be capable of doing it all – and doing it well, at that. Whether you need to find your competitors' Facebook ads, or source new ways of drawing prospective consumers' attention to your business structure (or any other manner of necessities there are in the world of running and maintaining a flourishing business, for that matter), digital marketing is often one of the most priceless tools at your disposal. Through digital marketing strategies, businesses of all kinds and sizes have been able to navigate the evolving landscape that is the marketplace. The more digitally-inclined and technologically-obsessed that individuals became, the more obvious it became that digital marketing concepts might well be the most effective way to reach them. And so, it was done. It has taken some time (and a lot of trial and error), but we have finally reached the point where digital marketing has become a force to be reckoned with in modern business. And better yet, this is just the beginning.

While digital marketing thus far has been impressive, to say the least, there is still an incredible amount of growth to be discovered and explored. We live in a world that seems to be progressing faster and faster the more that time goes on. It is the nature of our species to be curious, but we have driven this nature to the extreme edges and back again, pulling businesses – and digital marketing – into alignment, and into focus, with the way of the ever-evolving world and its ideals. If not for digital marketing, businesses the world over would be struggling to make it through another year. The fact is that traditional advertising and marketing efforts are no longer as efficient as they once were. There must be, in one way or another, an element of digital marketing in place if these businesses hope to remain successful going further and further into the digital era. Digital marketing is the leading force in modern business, and it is already proving to be a frontrunner in further evolution of the world of business and advertising and marketing. In an era where every possible aspect of life seems to be up in the air, one thing is certain: when it comes to digital marketing, the best is yet to come.

Of all the innovations in the world of advertising, business, and marketing, the introduction and ongoing advancement of digital marketing might be the most impressive to date. Digital marketing was first developed as a cautionary process in experimentation with the new world. However, over time it went on to prove its worth, its undeniable value, and it was only a relatively short time before digital marketing became a key contributor to business' success across varying industries. Today, digital marketing is one of the pillars that keeps modern businesses running and succeeding on an ongoing basis. There is much to be said about using digital marketing to pave the way for success in business, both in an immediate, short-term basis, and an ongoing, long-term ideal. Digital marketing is just now beginning its wave of dominance, and we are bound to see a tremendous amount of growth in the coming years.

2. Understanding the value of teamwork in business settings

When thinking of the word 'business' the first buzzwords that pop into the minds of consumers are finance, money, profit, sales, etc. It's not too often that the first word associated with business is teamwork or communication. Although profits are a top priority or the business would be no more, it is important to understand the value of teamwork in an organization. The more people that work together the more they are able to accomplish goals. When asked, many people who participate in organizations say they feel a sense of pride being a part of something that is bigger than themselves.



Traditional styles of management often viewed their employees and work environment as a machine. This type of model often demonstrates that employees are easily replaceable. Each employee represents a part of a working machine and an employee not working up to standards will need replaced with another working part. This management style for organizations does not foster an environment that truly shows that they care about their employees or that they value their time and work ethic. Although when the economy was booming after the second world war, there were a plethora of jobs available, that isn't exactly the

case today. What was once quantity over quality, has quickly shifted in today's job market. Due to economic changes in worker demand, when soldiers came back from war, the types of jobs developed during the industrial revolution needed a highly skilled workforce in a variety of eras.

Understanding the value of employees will create a work environment where employees thrive and are able to complete tasks and goals in a more efficient and stable manner. Hostile work environments are not conducive to productive workplaces. In order to create a workers that will demonstrate longevity in the company, there are many ways that a company can have high employee retention. Since the amount of companies available are on the rise in comparison to even twenty years ago, employee retention is something that some businesses struggle with in the digital era of communication. Working for a business used to be something that demanded leaving the house and either going to an office, building, or worksite. As many current jobs become technology intensive, some careers can be done completely online or through a business process outsourcing program. Some businesses employ workers that can work remotely as long as they have a computer or laptop with available internet access. Management styles for digital communication are something that is still being worked out across the professional sector.



Effective business management is first understanding communication. It used to be acceptable for business managers to be hostile, rude, or even aggressive and violent in the workplace. As this type of behavior becomes increasingly less accepted, managers are learning better ways of communication and emotional regulation skills to help their social skills. Hostile people do not make good leaders in business. One activity that many organizations often do to foster teamwork is to do exercises that show the differences in a leader and a boss. Having great leadership skills is required to be an excellent manager. One can be a great leader and boss, but not all bosses are great leaders. A leader is someone who uses inclusive language and makes the work environment as calm and as productive as possible when it comes to communication and tasks and goals. Instead of telling people what to do, a leader will show what people what to do. Bosses just tell people tasks and order them around. A bad boss shows little appreciation for his employees. A leader will recognize the great work an employee does. Essentially the main differences between being a boss and a leader is understanding how to communicate with people. Leaders are extremely effective communicators while bad bosses are often seen as a dictator.

A bad boss can truly be the difference in the success of a company. Although employees should be held to high standards within a professional business establishment, they should not be dehumanized or hurt in anyway. In order to create a productive teamwork based environment, a manager must demonstrate inspiring leadership skills. Leaders should inspire their team or employees to do the best job they can. Often excellent managers and leaders are always available to help their colleagues or employees. They are open to answering any questions to clarify what is needed. The employee should feel comfortable confiding in this person. A great manager will have a team of employees that are truly proud of the work they have done and are always ready to improve. Some people show up to work and they just want to make it through the day. However, a great boss can create a work environment where people are happy to be there. When it comes to a career, workers must do what they love or they will not be happy.

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