

## **“Relationship of Digital Marketing and Human Resource Management in modern era.”**

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### **ABSTRACT**

In this world where we have more than hundred million people who uses social media on a social basis are expected to be at least familiar with the core topics of digital marketing. In simple terms digital marketing is the promoting over the internet or any form of electronic media. Now people consume digital content on a daily basis the like for example in the beginning we would read all news or the day to day in use over newspaper. Ever since we have got smartphones, tablets everything is bound to the online activity. In today’s scenario most of the companies took digital marketing as advantage over traditional marketing platforms. And apart from marketing, HR Department also has to change with the environment. And for that they will also have to adopt digital technologies so a new concept comes to life as E-HRM. HR offices need to guarantee that they benefit as much as possible from web-based social networking for an assortment of obligations that they have to satisfy. Facebook as of late out performed two billion month to month clients, with very nearly 33% of the total populace utilizing the webpage, while LinkedIn has around 467 million individuals who feature their expert profiles or online CVs, and organizations everywhere throughout the globe are given a stage to communicate with these clients. The basic truth is that an organization needing to be found by a huge pool of gifted competitors, or needing access to that equivalent pool of people, can’t overlook web-based life. This paper will give a highlight about the relationship between digital marketing and Human Resource management and its practices.

Keywords: Digital marketing, Human resource management, E-HRM, HRM practices.

### **1. INTRODUCTION**

Digital marketing is one of those fancy new buzzwords that are used in recent days. It encompasses all marketing efforts that promote product or brand using electronic devices or the internet. It leverages online marketing tactics such as mainly search marketing, email marketing, social media marketing, and mobile marketing in order to connect with the current and prospective customers. So basically digital marketing is internet marketing, it is also referred to as advertising and delivered through digital channels. The channels can be social media platforms, email platforms, mobile platforms, web applications, search engines, and websites. So this is the major reason why it’s been around for more than decades.

#### **➤ Need of Digital Marketing -**

Marketing is always related to the strategies associated with it and also one can get creative and experiment with every little aspect of the marketing campaign. The tasks that one can complete through online marketing cannot do with the help of traditional marketing. Traditional marketing firms are used printing ads, phone communication, and also physical marketing. If a person want to start off his business and he want to promote, he cannot go to everybody’s house knock on their doors and tell he is going to start this business please help him does it? No, nobody in recent days do that. So one platform that he can actually put across his views, put across his ideas what about he is going to be doing is digital marketing. In that way, he can get a lot of support from the other people who are already working on it and also he can get lots of guidance.

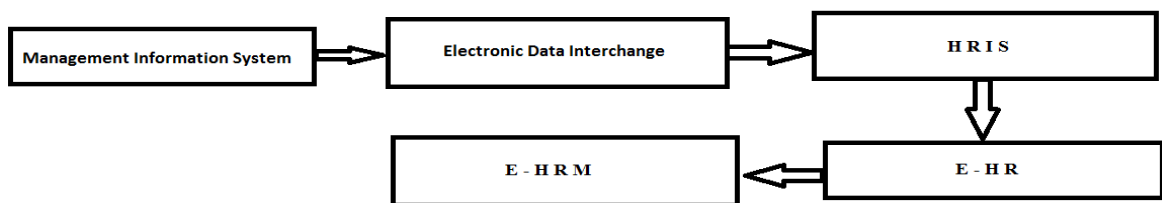
#### **➤ Electronic-Human Resource Management -**

E-HRM could also be a comparatively new term for this information technology-supported HRM in every sector, particularly through the use of web technology. The expectations are that HR departments using it's getting to now be liberated from the chief shackles and be able to focus more on developing intellectual capital, social capital, and managing knowledge to reinforce an organizational competitive advantage. E-HRM could even be a completely integrated organization-wide network of information services, HR-related data, databases, tools,

applications, and transactions are made generally accessible at any time by the managers, workers, and HR professionals.

HR has given substantial benefits though which may emerge from integrating information technology into the HR function due to advances in technology over the past decade created both concerns and opportunities for organizations, business increasingly utilize-HRM to style and deliver their HRM practices.

A HRIS, which is additionally mentioned as an individual's resource information system or human resource management system (HRMS) is actually an intersection of human resources and knowledge technology through HR software. this permits HR activities and processes to occur electronically. Basically HRIS implemented on the payroll system and attendance system during a corporation. The above three stages of management are one side process namely control on the systems.



**Figure 1.1- Evolution of E-HRM**

## **2. LITERATURE REVIEW**

**Huselid's (1995)** pioneering study showed that a set of HR practices, labelled High Performance Work Systems, were positively related to turnover, accounting profits and a firm's market value. HRM effectiveness is addressed in a great number of studies that strive to demonstrate the value of what HR professionals do for the rest of the organisation, and how HRM practices are linked to desired organisational outcomes (**Huselid, 1995; Boxall, 1996; Baron and Kreps, 1999; Wright et al., 2001**). Following **Wright et al. (2001)**, we note that attempts to demonstrate HRM effectiveness have focused on a limited number of areas.

**Ratchford, Lee and Talukdar (2003)** examined how the digital environment affects automobile purchases and revealed that the Internet shortens the consideration and evaluation stages of the customer journey, and customers would have searched even longer if the Internet was absent.

**Ansari and Mela (2003)** showed that emails with customized design and content can increase website traffic. With their proposed content-targeting method, the CTR of the emails was shown to increase by 62%. However, firms should not overuse email communication.

**Shankar, Smith and Rangaswamy (2003)**, focusing on the impact of digital environment on outcome, examined whether the levels of customer satisfaction and loyalty for the same service is different when customers choose the service online versus offline. They found that the levels of customer satisfaction for a service chosen online was the same as when it is chosen offline, but the loyalty to the service provider was higher when the service is chosen online.

**Danaher, Wilson and Davis (2003)** compared consumer brand loyalty in online and traditional shopping environments for over 100 brands in 19 grocery product categories. They found that observed brand loyalty for high market share brands bought online was significantly greater than expected, with the reverse result for small share brands, while there was no such difference in the offline environment.

**Godes and Mayzlin (2004)** were the first researchers to investigate the impact of the online review. They examined the volume and dispersion of the online review and found that the dispersion is a good predictor of the ratings of a TV program.

**Zhang and Krishnamurthi (2004)** showed that customized promotion methods at the individual customer level are the best in leveraging the power of the digital environment as compared to current methods similar to ones traditionally practiced offline.

The incorporation of the **Technology Acceptance Model (Davis et al., 1989)** into e-HRM studies has resulted in the idea that the use of e-HRM by the targeted employees is largely determined by the level of usefulness of the HR information technology and the ease of its use (**Ruta, 2005; Voermans and Van Veldhoven, 2005**).

Extant research in online platform markets has empirically examined the existence of network effects, that is, more users/buyers will increase the number of advertisers/sellers of the two-sided marketplace (**Parker and Van Alstyne 2005**).

Especially within the last ten years, the HRM literature has attempted to show that progressive HR practices result in enhanced firm performance (**Wright et al., 2005; Hope Hailey, 2005**).

**Kumar et al. (2016)** studied the impact of firm-generated content in social media sites on individual customer purchases in and across product categories and found that firm-generated content complemented and strengthened the impact of TV and email marketing on sales.

**Lemon and Verhoef (2016)** and **Kumar and Reinartz (2016)** have provided useful frameworks to understand the role of customer experience and customer engagement afforded by digital technologies in creating value for customers as well as increasing customer lifetime value. The focus with regard to brand management is on understanding how the brand is created, modified and strengthened in and by the digital landscape.

**Hewett et al. (2016)** described how social media sites have created a reverberating “echo verse” for brand communication, forming complex feedback loops between firm communications, news media, and user-generated social media. They found that while firms benefit from using social media for personalized customer responses and online brand communications, traditional brand communications still have a key role to play in shaping the brand.

**Batra and Keller (2016)** have provided an overview of these synergies in the context of brand communications. A firm’s brand positioning strategy can be impacted by their search engine marketing (SEM) and search engine optimization (SEO) strategies (Dou et al. 2010). As SEM and SEO is adapted and applied for mobile, voice search, in-app search and chat room commerce, more factors and metrics need to be considered when developing a branding strategy.

### **3. NEED OF THE STUDY**

As the business proved that traditional marketing has mostly taken over by the digital marketing system. In the same way, traditional HRM also has taken over by E-HRM. It gives the HR department to explore the new horizons of working facilities to them and their consumers (employees). Digital marketing also makes the HR professionals think like a marketer to get the best of the best candidates for their organization. So it is important to understand the usefulness of digital marketing in present and future time for better results and efficiency.

### **4. RESEARCH GAP**

After reviewing the literatures from 1995-2016 the researcher have found that how digital marketing affect a business in terms of branding, pricing and in promotion. Also found that how E-HRM practices help the organization in employee branding and in communication. But it is found that though both digital marketing and E-HRM are in the same platform but no specific information about their relation and not are provided how digital marketing helps E-HRM..

### **5. OBJECTIVES OF THE STUDY**

- To analyze how digital marketing is related to human resource management.

- To analyze the influence of digital marketing in HRM practices.
- How digital marketing helps HR for smooth functioning of its activities (special reference to recruitment and selection, and training).

## **6. RESEARCH METHODOLOGY**

This Study is based on the review of online sources and various other secondarily available data (inferences from secondary sources like previous related literature, articles and also from different websites). This paper draws conclusion in support of various articles, published journals, international papers, research papers, scholarly published articles, Google sites. Thus the methodology used to reach up to the conclusion for set objectives are secondary reliable sources of information and the sources are all disclosed in reference part.

## **7. FINDINGS**

### **Objective-I: To analyze how digital marketing is related to human resource management.**

Digital technologies enable better flexibility and integration to employees to have the ability and a greater share of voice to create their own work experiences. It helps the employees' to find out more about the people who work for them, or who want to work for them in the organization. So, HR professionals should understand their frame of reference (competitive employers), target audience, employee value proposition, and use digital marketing tools and techniques like employee social advocacy tools to disrupt the status quo.

Human Resource Management is a practice of recruiting, hiring, developing, and managing an organization's employees. HRM is usually referred to as human resources. In a company HR department is responsible for overseeing policies and putting into effect, governing workers, creating and the relationship of the organization with its employees. Medium and large size companies use the modern HR technology software widely to manage many the functions. Despite playing so many rules like employee liaison, people leaders, culture keeper, and carrier coach-some of companies may even consider HR marketing as the one who simply posts employment opportunities on the web. Thus, digital marketing strategies act as an important unavoidable element for the HR department.

“So by what means can HR move from a job poster to brand builders-thought effective digital marketing”- says Jaclyn Lee, Ph.D., senior HR director at Singapore university of technology and design, with predominant of digital marketing- another role that HR is ought to play is internet marketers. They help a business boost their online branding and enhance the overall experience of employees. Moreover, when they incorporate digital marketing strategies for HR departments, they can manage talents in a more result-oriented way. New digital marketing opportunities for HRs from recruitment to training to employee retention, HRM already adopted these new patterns with openings. HR departments may impede the company from staying on top of things in finding the best talents available if they are unable to receive and execute digital marketing strategies. Digital marketing strategies for human resource departments are considered as best to alleviate and ensure employee engagement and retention and boost company branding. Once comprehended and implement these strategies –ready to channelize human resource management in a more effective and results-oriented manner.

### **Objective-II: To analyze the influence of digital marketing in HRM practices.**

In our digital age, HR professionals must think like marketers and put the end customer (employees and candidates) at the heart of their HR processes. It is not only about gaining efficiencies or reducing the administrative burden, which is indeed very good for the function; but about always keeping in mind who the end customer is and, more importantly, how the process

adds value and creates a better experience one that is coherent with the overall branding strategy of the company.

That's why it is believe that HR can benefit from a marketing-oriented approach and the use of the latest social media and digital marketing techniques. Here are some ideas on how this could happen:

➤ Use Social Media and Promote Openings on Social Media Channels:

Every company like to streamline their recruitment process, creatively target and attract key talent, while significantly improving a candidate's experience. Imagine using their employees' networks to obtain effective referrals that allow them to recruit faster and better. Imagine a comprehensive and measurable social recruitment strategy that uses digital marketing techniques and social media platforms at its full potential. Social media channels are utilized by 79% of individuals for the job search. This may appear like a staggering number; however, the very meaning and power of Social Networks make them a perfect place for individuals to start looking for befitting job opportunities.

➤ Know target audience as Digital Marketers do:

As per the demographics, marketers have a profound comprehension of their target audiences, behaviour, and practices to form effective client personas and target messages which will ensure conversions. To better reach their employees HRs can use the same strategy. After all, employees receive hundreds of emails every week, yet 50 percent of those, surveyed in the EMPLOYEE app's Mobile Trends in the Workplace survey said they still feel out of the loop. Why? Because the messages aren't tapping into their interests. A company needs to start learning everything about the employees targeted in the message- What rouses them? What are its objectives? What do they value most? What are their worries? What non-monetary and monetary related "offers" will they react to? How do these answers change from office to office- between employees to managers?

➤ Employer Branding:

A company does not limit itself just to those activities in order to develop brand awareness. Employer branding is much more than having a company logo and distributing collaterals during a campus recruitment event. Instead, they can creatively engage with potential candidates using digital tools to help them discover their company; strategically using the full spectrum of advertising possibilities from the web and social media networks to deliver highly targeted employer branding campaigns.

➤ Internal Communications:

Companies do need to deliver effective communications to inform, educate, and inspire their employees or create an environment that drives cultural change and fosters employee engagement. In that case, Internal Blogs are an easy way to allow employees to access key and fresh company information.

➤ Company Culture:

Give prospective talents a taste of company culture so they can imagine how it will be like working for a company. Go beyond the usual job descriptions. Prospective employees want more. They want to read blog posts, check LinkedIn accounts of employees, and watch videos to get a clearer idea.

➤ Have a target audience:

HR can use the same strategies marketers use in studying their audience. HR can study and research employees in much the same way. Employees say in Mobile Trend's Workplace survey they still check out of the loop despite HR's efforts to succeed in bent them.

➤ Using different channels like marketers:



Engage their employees in a variety of social channels and platforms in much the same way that marketers do. Use text messages, mobile apps, and internal social networks. HR can even start a company blog, or start a page on Facebook, Twitter, LinkedIn, and other platforms their employees use. It is important to remember though to keep everything coordinated, such as the theme, benefits, color, and tone of the message. A campaign can't be effective enough through messages, newsletters, and pamphlets alone.

➤ Implementing online reputation management:

There is no better resource to urge new and existing talent than in a company's suite. Their site is that the source for industry developments to career resources so their site should reflect present employment trends but also company news. Website should correlate with current times and it should be updated as soon as possible if it doesn't. In updating the site, they ought to implement SEO strategies and deep traffic analysis to their site so job seekers are going to be ready to quickly access their latest openings.

➤ Measuring effectiveness like marketers:

Marketers are great strategists and they always make it a point to find out what is working and what is not. This process is important to get the most out of every buck. Data means a lot in modern marketing. HR teams can likewise replicate what marketers are doing by measuring data continuously to improve processes. Choose and decide which metrics are most important to the overall business goals.

➤ How to use LinkedIn more effectively:

LinkedIn is one of the foremost effective professional social media networks. Knowing the way to use LinkedIn may be a must Digital Marketing Strategy for Human Resource Departments. It became the inspiration for Digital Marketing Strategies for HRs. LinkedIn encourages individuals from any industry to post their work history. From awards and volunteer endeavours to notices and formal CVs, LinkedIn is home to a tremendous measure of people checking out work. From this finding our second objective is fulfilled.

**Objective-III: How digital marketing helps Human Resource for smooth functioning of its activities (special reference to recruitment and selection, and training).**

➤ Online Recruitment System:

An online recruitment system may be a service that automates a company's recruiting needs by getting volumes of employment applications over the web. The sweetness of online recruitment solutions lies in its accessibility and simple use. Anywhere on the world, designated individuals are ready to receive process and keep a record of CV's within a web-based information powerhouse. The implementation of a web recruitment solution allows a corporation to simply streamline the various processes involved. The recruiters have different tools to assess candidates who have submitted CV's and filled out various application forms. On top of this, candidates benefit by receiving an inventory of favorable keywords to pinpoint applications or CV's which will be mostly used for matching relevant job categories. While using such a complicated solution, a HR would like to think about their entire organizations' requirements which will include candidate testing, online application submission, and assessment tests to urge the foremost applicable solution to arrange a radical recruiting process.

Recruiting agencies are another resource available to businesses. Agencies can combat nearly all of the hiring responsibilities and are an outstanding choice for companies that have no in-house human resource staff.

➤ Role of Digital Marketing for recruitment system:

Finding the right candidate is tough to say the littlest amount. Not only does the candidate need the right certifications, experience, and academic level, but on top of that, the organization simply

must find someone who can fit into the culture of their organization. Overall, it's nothing but a headache (even for the only HR professionals) to make matters worse, they're going to only have a few quality resumes choosing from. even as if they're trying to collect new leads, posting their services only on their website probably won't do the trick to determine the results they're trying to seek out and thus an equivalent goes for recruitment. To make sure more qualified individuals are sending in their resume, they have to know that they're hiring.

**i. Create a web Brand Identity:**

Digital Marketing for recruiters must specialize in building a singular positive employer brand identity online. This may initiate in developing a keen interest in people for working their brand. The recruiters should display the Core Values of the corporate within the job market to draw in more workforces.

**ii. Create Customized Employee Value Proposition:**

Digital Marketing for recruiters should customize their Employee Value Proposition to directly connect with their target candidates. Consistent with a survey conducted by LinkedIn, 75% of the research their company's reputation before applying for the work opening. Digital Marketing has been dominating the marketing landscape; the candidates are too using it to urge their dream jobs. They're active on various digital and social channels like LinkedIn, Facebook, and even Twitter. Thus, Digital Marketing allows them to require their Recruitment process to the subsequent level.

**iii. Build a Candidate Pipeline:**

The core objective of Recruitment is to rent the "right" candidate and Digital Marketing with its omnipresence and target-oriented reach attracts the proper candidate. Recruiters should cash in on Digital Marketing to succeed in bent the most-wanted candidates who have an interest in new career opportunities.

**iv. Maximizing Recruitment with Minimum Budget:**

When it involves recruiting candidates with a limited budget, Digital Marketing is the most cost-effective technique. By having a wider reach, it gives immediate and relevant results which aren't generally possible in traditional recruitment.

➤ Digital Marketing for Recruiters – Features

**i. LinkedIn Ads for Jobs:**

LinkedIn is the most blatant choice when it involves Social Media Recruitment. However, there could be possibilities that simply are unable to seek out the perfect candidate on LinkedIn. On the contrary, if job opening matches with a profile who is a lively member of LinkedIn, their job is completed there. With the assistance of LinkedIn Job Ads, they will detect the users who slot in their candidate requirement. Thus, while using LinkedIn Ads, they ought to ensure to form their ads creative & display the culture of their company for better engagement. This may further attract people that have a robust interest in their company.

**ii. Google for Jobs:**

Google looks for "manufacturing jobs Milwaukee, WI" and they will see a sample. Google has now integrated with sort of job board sites and may pull related job openings right into search results. This is often a simple, free solution to urge a few more eyes on their listings. A surefire because of guarantee Google is seeing their job listings are to integrate their website with Google.

➤ Benefits of Digital Marketing for Recruiters:

**i. Specific Targeting:**

Digital Marketing platforms like Facebook & LinkedIn offer specific targeting options supported locations, demographics, and interests. This further guarantees that ideal candidates will see their job postings. For instance, if they are trying to find fresher's, they will target graduates.

**ii. Ads Tracking:**

Measuring the performance of the ads is crucial to understand whether job ads are working or not. The effectiveness of the ads is measured by a UTM code that's added at the top of the URL. Campaign Name, Medium, and Source are the three parameters that will be utilized in the UTM Code.

**iii. Retargeting:**

As Digital Marketing for Recruiters, they will use some more advanced techniques like retargeting to aggressively target the proper candidates. By means of retargeting, they will track any candidate that appears on the career page of their website. To again show job postings to those candidates, they will display their ads to them on Google display campaigns, Facebook Sponsored Ads, LinkedIn, or Twitter.

➤ Digital Marketing for Recruiters – Strategies:

**i. Search Engine Optimization:**

A majority of individuals who are trying to find jobs actively look for them on Search Engines, thus, program Optimization may be a crucial component of any digital recruitment strategy. By SEO, they will improve the web site in order that their website ranks higher within the program results page for given recruitment keywords and phrases. For recruitment purposes, they ought to optimize the website, especially the “Career” page for searches that are associated with the utilization landscape.

**ii. Pay Per Click:**

Pay Per Click, popularly referred to as PPC is another Digital Marketing strategy that increases program Results Ranking. By using the PPC strategy, they will place their ads within the SERP for employment-oriented keywords.

**iii. Job Posting Sites:**

Apart from the Search Engines, job seekers use tons of job listing websites that make career opportunities. These websites make it easy for the employer and job seeker to attach. It makes job seeking easy because the job seekers can browse the roles by job title, industry, and company.

➤ Online Corporate Training:

Online corporate training is that the sort of training that's accessed and delivered over the web for business development purposes. Organizations are choosing to adopt online corporate training solutions to make sure that their employees have the essential skills they have to hold out their jobs effectively, enabling this manner the business to evolve and develop.

## **8. SCOPE FOR FURTHER RESEARCH & LIMITATIONS OF THE STUDY**

➤ SCOPE FOR FURTHER RESEARCH:

The researcher covers only the relation and its influences in HRM and the influence of digital marketing in HRM practices to fulfil the stated objectives. When we know the all aspects of digital marketing we can utilize it in various areas of HRM to fully avail the benefits. For example: implementation of digital marketing and its impact on making HR strategies, utilizing it for HR planning's and many more. It will unlock the secrets of performing HR works from a new and different perspective.

Due to outbreak of COVID-19 since December the whole world has been changing their businesses, education system, and the healthcare system into digital platform as far as they can. According to that point the organizations has to stop some old jobs and in place of that added new jobs for working in the digital platform. So the HR professionals are the one whose works are double and have to give efforts twice compared to earlier years. As the companies offer its employees the facility of ‘work from home’ the HRs have to motivate and encourage them like they does in the office place and here comes the digital marketing strategies that have to adopt by



the HRs. And for recruitment HRs has to recruit those candidates who have well knowledge about technology with technology to work with the company in this situation.

➤ LIMITATIONS OF THE STUDY:

There are very less information about the relation between digital marketing and human resource management.

**9. RECOMENDATIONS**

- It is clearly visible that how important Digital Marketing strategies to HRM. But a company still need traditional HRM because not all the suitable candidates are available in the internet.
- Use of digital marketing attracts so many candidates and easy from fill up system, the website maybe down because of heavy traffic at the time of recruitment.
- The internet mostly attracts the youth so in a company the HR may have to adopt another measurement for the aged employees.
- HR's are not expert in the field of marketing and computer coding for that they have skilled people. But due t integration of these all areas they must gain some basic ABC's of computer coding and marketing.

**10. CONCLUSION**

Artificial Intelligence is beginning to slowly creep into the roles of job recruiters. According to Fast Company in regards to companies incorporating AI into their hiring practices, "They're using machines to scan work samples, parse social media posts, and analyze facial expressions on behalf of HR managers." A large sector of the new era of digital marketing, new machine algorithms can aid businesses in finding the right (and wrong), people for open corporate positions. Jobs that require specific skill sets usually unidentifiable through human interactions are now more effectively being positioned. But how does digital marketing fit into this? Simple, it helps streamline the large number of data sets, which in this case are job applicants, to assist with the recruitment marketing process. With a more consolidated source of factual potential employee information, marketers can develop better strategies to meet their hiring business goals. Points such as:

Which industry sector do we target the most?

How do we structure the application?

Where do we advertise?

Job boards?

Agencies?

All of these can be answered through accumulated artificial intelligence data.

Future of HR will change remarkably by using A.I. in their system. This will ease the burden of HR professionals. But there is a fear of losing job of the employee's but the thing is A.I. System is created by the human so with human touch it cannot operate itself properly. So there is no fear for losing jobs. So in this era of digitalization Digital Marketing and Human Resource Management are inseparable and in near future digitalization Digital Marketing and Human Resource Management will direct impact on each other.

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