

A STUDY ON THE EFFECTIVENESS OF DIGITAL MARKETING

Avinash Raj Kumar*

*Teerthanker Mahaveer Institute of Management and Technology,
Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India
Email id: avinashtmimt1982@gmail.com
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ABSTRACT

In this digital era, marketers are confronted with new problems and possibilities. The use of online media by advertisers to push goods or services into the market is referred to as digital marketing. Digital marketing's primary goal is to attract consumers and enable them to engage with the business through digital media. The significance of online marketing for both marketers and customers is the subject of this essay. We look at how digital marketing affects a company's revenues. In this article, the contrasts between conventional marketing and digital marketing are also discussed. This research examines the different types of digital marketing, their efficacy, and the influence they have on a company's sales. The sample for this study is made up of 150 companies and 50 executives who were chosen at random to demonstrate the efficacy of digital marketing. The collected data was examined using a range of statistical tools and methods.

KEYWORDS: *Digital Marketing, Promotion, Effectiveness, Customer Reach*

1. INTRODUCTION

Digital marketing is a kind of marketing that is often used to promote goods or services and reach out to customers through digital media. Digital marketing includes methods that do not need the use of the web in addition to online marketing. Cellphones (including SMS and MMS), social media marketing, display ads, search engine optimization, and a variety of other digital media are all part of it. Consumers may obtain information via digital media at any time and from any location. Consumers may now not only depend on what the business says about its brand, but also on what the media, relatives, organizations, neighbors, and others are talking about it, thanks to the existence of digital media(1)(2). Digital marketing is a wide phrase that refers to a variety of promotional methods that use digital technology to reach consumers. In addition to mobile and conventional TV and radio, digital marketing encompasses a wide range of service, product, and brand marketing strategies that primarily utilize the Internet as a primary promotional channel. Canon image Gateway allows users to exchange digital pictures with friends via the internet. Lancôme, an L'Oréal brand, utilizes email newsletters to stay in contact with consumers and therefore attempts to build brand loyalty(3)(4)(5).

To increase re-subscription rates, magazine publishers may use e-mails and SMS messages to activate and push their consumers to the Internet. Marketers are bringing brands closer to their customers' daily lives. Customers' evolving position as value coproduces is becoming more significant(6). Electronic marketing (EM) is the transmission of products or services from seller to customer using one or more electronic means or media.), technologies plays a critical part in enhancing the quality of services offered by business units. In the nineteenth century, telegraphs were used to start e-marketing. Electronic media has been the main marketing force with the

development and widespread adoption of the telephone, radio, television, and later cable television. McDonald's utilizes the internet to reinforce brand messaging and build connections with customers. They've created online communities for kids, such as the Happy Meal website, which has educational and fun activities to keep consumers connected(7)(8)(9)(10).

Over time, the number of mailing attempts made by the business is positively related to the company's financial performance. The main benefits of social media marketing are cost savings and increased reach(11)(12)(13). A social media platform is usually less expensive than traditional marketing channels, such as face-to-face advertising or sales via intermediaries or distributors. Furthermore, social media marketing enables businesses to contact consumers that would otherwise be unavailable owing to the time and geographic constraints of traditional distribution channels. The primary benefit of social media is that it allows businesses to expand their reach while lowering expenses. Encourage consumer contact on the corporation's own website or via its social media presence L is what social media marketing entails. Companies may utilize social media to disseminate their messages to their target audience without paying for the publishers or distributors that are typical of conventional marketing, which is one of the most significant techniques in digital marketing. Digital marketing, electronic marketing, e-marketing, and Internet marketing are all words that relate to online marketing, whether it is done via websites, online advertising, sign - up emails, interaction kiosks, digital Tv, or mobile phones. Customer information satisfaction (CIS) for online marketing can be thought of as a collection of affective responses of varying intensity that occur after consumption and are triggered by sales activities, information systems (websites), digital products/services, customer support, after-sales service, and company culture(14)(15)(16)(17).

Many Asian nations are benefiting from e-commerce through opening up, which is critical for encouraging competition and the spread of Internet technology. Currently, e-commerce is driving shoppers in urban India: these customers are booking trips, purchasing consumer goods, and purchasing books online. Despite the fact that average expenditure per online buyer remains modest, 59 percent of online customers in urban India make at least one purchase each month. E-marketing is defined as the use of digital technologies - online channels (web, e-mail, database systems, and furthermore mobile/wireless & electronic TV) to support marketing efforts directed at accomplishing profit obtaining and retaining customers (within a multi-channel buying practices and customer lifecycle) by enhancing customer understanding (of their profiles, behavior patterns, valuation, and loyalty drivers) and further delirium (within a multi-channel buying practices and customer life - cycle) by enhancing customer insight (of their profiles, behavior, The relationship marketing idea stresses that the company model, not technology, should drive e-marketing. All forms of social media allow businesses to promote themselves or their goods to dynamic groups and people who may be interested. For social media marketers, the online marketing environment presents a number of possibilities as well as difficulties(18).

This paper's primary goal is to determine the efficacy of digital marketing in a competitive market. The following are the supporting objectives:

- To demonstrate the many aspects of digital marketing;
- To concentrate on the fundamental differences between conventional and digital marketing;
- Discuss the impact of different types of digital marketing on the company's sales and other operations;
- To demonstrate to consumers the many benefits of digital marketing.

1.1 A Theoretical and Conceptual Framework:

1.1.1 Traditional Marketing vs. Digital Marketing:

Traditional marketing is the most well-known kind of advertising. Traditional marketing is a non-digital method of promoting a company's goods or services(19). Digital marketing, on the other hand, is the promotion of goods or services via the use of digital platforms to reach customers. The following are some distinctions:

Promotional efforts conducted through the Online, social networks, cell phones, electronic billboards, and also digital television and radio channels, may all be utilized as part of a company's digital marketing plan(20). Digital marketing is a subset of conventional marketing that uses contemporary digital channels to put goods, such as downloaded music, and to communicate with stakeholders, such as customers and companies, about the brand, products, and development of the company.

1.2 Different aspects of digital marketing

Digital marketing is made up of a number of components. Electronic gadgets are used in all kinds. The following are the most essential aspects of digital marketing:

1.2.1 Online marketing:

The importance of online advertising in digital marketing cannot be overstated. It's also known as online advertising, and it's a way for a business to spread the word about its goods or services. Consumer interests are best served by internet-based advertising, which delivers the most relevant information and advertisements. Publishers provide information about their goods or services on their websites so that customers or users may learn more about them for free. Advertisers should use the internet to put more effective and relevant advertisements. The business is able to keep a tight grip on its budget and schedule by using online advertising(21).

1.2.2 Email marketing:

Email marketing is described as sending a message about a product or service to a current or prospective customer through email. Direct digital marketing is used to deliver advertisements, increase brand and consumer loyalty, increase customer trust, and raise brand recognition. This aspect of digital marketing allows businesses to simply advertise its goods and services. In comparison to advertising or other kinds of media exposure, it is quite inexpensive. By developing an appealing combination of images, text, and links on goods and services, a company can capture the customer's full attention(22).

2. REVIEW OF LITERATURE

Fawad Siddiqui et al discussed about the goal of this exploratory study is to illustrate Pakistani attitudes about digital marketing. Academics and scholars in Pakistan and abroad have seldom addressed this problem. Digital marketing criteria were utilized in this research to assess the awareness and efficiency of digital marketing among Pakistani marketing professionals. This academic activity drew approximately 200 marketing experts. Data was examined in a variety of methods, including descriptive statistics and factor analysis to summarize the data. The research revealed four main perception groups: a) Skeptical, b) Enthusiast, c) Utilitarian, and d) logically consistent. The findings indicate that Pakistani professionals are more suspicious of digital marketing techniques and ideas. They are unaware of the advantages of digital marketing in

terms of growth and cost efficiency. Finally, the research presents the investigations' limitations and results(23).

Goel et al studied about Marketers are confronted with new problems and possibilities on a daily basis in the digital era. Marketers mostly use electronic media to advertise all products and services available on the market. Knowing how to convince someone and coming up with methods to attract and keep potential consumers is one of the main difficulties that a marketer faces. The problem may be readily addressed by requiring or enabling consumers to engage with or discuss the brand through digital media. The researcher will concentrate on and discuss the significance of digital marketing for both consumers and marketers in this study. The goal of this study is to figure out why digital marketing is more successful than conventional marketing and what the main distinctions are between the two. The researcher used primary and secondary data, as well as closed-ended questionnaires, to choose a sample of 105 people(24).

Dara et al. studied about the digital era, marketers are confronted with new problems and possibilities. Digital marketing uses the power of the internet to create demand and then fulfills it in new and creative ways. To put it another way, digital marketing is the use of digital communication by marketers to advertise and sell products in the market. Digital marketing may provide value in the form of customer time, engagement, and support. Traditional marketing concepts are built on and adopted by digital marketing strategies, which take use of the possibilities and difficulties presented by the digital media. The significance of digital marketing for both marketers and customers is the subject of this article. The differences between conventional and digital marketing are also discussed in this article(25).

3. DISCUSSION

Digital marketing has altered consumers' purchasing habits as a result of fast technology advancements. It has provided customers with a number of benefits, keep up with new goods or services. Consumers may keep up to speed on business information via digital marketing tools. Many consumers may now access the internet from anywhere at any time, and businesses are constantly updating information about their goods and services. Consumers may interact with the company's different operations via digital marketing. Consumers may go to the company's website to learn more about the goods or services, make online purchases, and give comments. Consumers receive clear information about goods or services via digital marketing. There is a small risk that information obtained from a salesperson at a retail shop may be misinterpreted. The Internet, on the other hand, offers complete product information on which consumers may base their purchasing decisions. Because many businesses are attempting to advertise their goods or services via digital marketing, it is becoming the biggest benefit to the consumer in terms of allowing customers to compare products or services from other suppliers in a cost-effective and time-efficient manner. Customers do not need to go to a variety of different retail locations to learn about the goods or services. Shopping 24 hours a day, 7 days a week because the internet is accessible 24 hours a day, there is no time limit on when a consumer may purchase a goods online. Digital marketing allows visitors to share the product or service's content with others. One may quickly transmit and get knowledge on the qualities of a product or service to others via digital media.

4. CONCLUSION

In marketing, the digital channel has become an important component of many businesses' strategies. Even small company owners may now advertise their goods or services in a highly

cost-effective and efficient manner. There are no limits to what can be done with digital marketing. To advertise the business and its goods and services, the company may utilize any device such as smartphones, tablets, computers, TVs, gaming systems, digital banners, and media such as social networks, SEO (search engine optimization), videos, content, e-mail, and more. If user requirements are prioritized in digital marketing, it is more likely to succeed. Digital marketing outcomes will not come without effort and experiment, just as Rome was not created in a day (and error). All digital marketing efforts should include the watchwords "test, learn, and develop." To determine the best path for increasing online advertising campaigns, companies should create inventive user experiences and specific media strategies.

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