

# Digital Marketing Strategies Adopted by Varied Business to Reach the Target Audience and Showcase their Product

Kalyani Yede<sup>1</sup>, Dr. Deepak Sharma<sup>2</sup>

<sup>1</sup>PhD Research Scholar, Datta Meghe Institute of Higher Education and Research, India, [kalyaniyede13@gmail.com](mailto:kalyaniyede13@gmail.com)

<sup>2</sup>Faculty of Commerce and Management Sciences, Datta Meghe Institute of Higher Education and Research, India, [deepak.sharma@dmher.edu.in](mailto:deepak.sharma@dmher.edu.in)

Nowadays the business marketing world is moving at the speed of light. According to marketer perception, keeping up with changes is not always easy. But to be successful in the fast-paced marketing world and preserve a feel of relevance with your audience- it's essential to live beforehand. In this paper researchers had focused on companies which had adopted cutting edge and competitive marketing strategies through various marketing platforms.

**Keywords:** Digital marketing/online marketing, Marketing strategies.

## 1. Introduction

Any advertising and marketing that makes use of digital gadgets and may be utilized by advertising and marketing experts to carry promotional messaging and degree its effect via your purchaser journey. In practice, virtual advertising and marketing normally refers to advertising and marketing campaigns that seem on a computer, phone, tablet, or different device. It can take many forms, such as on-line video, show commercials, seek engine advertising and marketing, paid social commercials and social media posts. Digital advertising and marketing are regularly in comparison to “conventional advertising and marketing” including mag commercials, billboards, and direct mail. Oddly, tv is normally lumped in with conventional advertising and marketing.

Social media is one of the most effective advertising gears in your arsenal.

These days, approximately 90% of teenagers use social media to speak with brands, and if anything, that's most effective in all likelihood to increase.

Soon, social media turns into the maximum critical advertising approach for all goal markets, and whether or not you're pretty much to begin your first social media marketing campaign or you've been at it for years, there's usually extra you could learn how to enhance your approach.

## Component of digital Marketing

### Search Engine Marketing

A search engine is an internet primarily based totally device that facilitates the consumer to discover the records they may be searching for.

Examples of a search engine are Google, Yahoo, Bing, Baidu, etc. Search engine advertising refers to any hobby that will increase a consumer's web sites rank in any search engine. There are varieties of Search engine advertising search engine optimization (SEO) and paid search.

### Social Media

Social media advertising is in this listing for a few very profitable reasons, however this isn't pretty much social media customers achieving the 3.eighty one billion mark. From being a channel that human beings use to set up personal connections, social media has developed into something grander, bigger, and higher than what it originally expected to be.

### Email

There are numerous reasons why it's so tough to dislodge electronic mail as a channel that can provide medium to high ROI in your business, however the one issue you can't do away with from electronic mail is its versatility. Although electronic mail may also not be the latest era available, it permits you to use the brand-new traits in content material advertising, such as personalization and automation, without hurting your advertising finances mail additionally has the capacity to support different advertising objectives.

### Affiliate Marketing

In associate advertising, the corporation rewards subsidiaries for each consumer or vacationer they create to the corporation's internet site through their advertising efforts or approach on behalf of the corporation. You can discover a product you like, sell it to others, and earn a chunk of the earnings for every sale which you make.

### Online Display Advertising

In conventional marketing, there's a poster or billboard of any corporation on each facet of the street or an advert in a magazine/newspaper to sell their product or service. Online show marketing and marketing is a virtual model of that. Today, a marketer can use on line show marketing and marketing to gain the equal thing. There are one-of-a-kind types of show marketing and marketing which includes video ads, banner ads, interactive ads, and wealthy media, etc. Display marketing and marketing is remarkable for catching the attention because of photograph ads.

## COMPARISON BETWEEN TRADITIONAL AND DIGITAL MARKETING

Traditional advertising and marketing is the maximum recognizable shape of advertising and marketing. Most humans are used to conventional

advertising and marketing because of its longevity. Some examples of conventional advertising and marketing encompass tangible objects like advertisements in a

newspaper or magazine. It additionally consists of a billboard, brochure, business on TV or

radio, poster, etc. It is a

non-virtual manner of advertising and marketing. Whereas virtual advertising and marketing makes use of diverse virtual channels to attain customers.

Advantages of virtual advertising

The most important gain of virtual advertising is that a focused target market may be reached in a cost effective and measurable way. Other virtual advertising blessings consist of growing emblem loyalty and using on-line sales.

Global attain - an internet site lets you discover new markets and exchange globally for handiest small investments.

Lower value - a well deliberate and properly focused virtual advertising marketing campaign can attain the right clients at miles decrease value than conventional advertising methods.

Trackable, measurable results - measuring your on-line advertising with internet analytics and different on-line metric equipment makes it less complicated to set up how powerful your marketing campaign has been. You can obtain designated data approximately how clients use your internet site or reply for your advertising.

Personalisation - in case your client database is related for your internet site, then every time a person visits the site, you could greet them with focused offers. The greater they purchase from you, the greater you could refine your client profile and marketplace successfully to them.

Openness - through getting worried with social media and coping with it carefully, you could construct client loyalty and create a popularity for being smooth to interact with.

Social currency - virtual advertising helps you to create attractive campaigns the use of content advertising tactics. This content (images, videos, articles) can benefit social currency - being exceeded from consumer to consumer and turning into viral.

Improved conversion rates - when you have a internet site, then your clients are handiest ever some clicks far far from creating a purchase. Unlike different media which require human beings to stand up and make a phone call, or visit a shop, virtual advertising may be seamless and immediate.

Skills and training - You will want to make sure that your personnel have the proper understanding and knowledge to perform virtual advertising with success. Tools, structures and tendencies extrude swiftly and it's important that you hold up-to-date.

Time consuming - obligations which includes optimising on-line marketing and marketing campaigns and developing advertising content material can take in a whole lot of time. It's essential to degree your outcomes to make sure a return-on investment.

High competition - whilst you could attain a worldwide target market with virtual advertising, you also are up towards worldwide competition. It may be a venture to face out towards competition and to seize attention most of the many messages aimed toward clients on-line.

Complaints and comments - any bad comments or complaint of your logo is may be seen to your target target market via social media and assessment websites. Carrying out powerful customer support on-line may be challenging. Negative remarks or failure to reply efficiently

can harm your logo reputation. Security and privateness issues - there are some of felony issues round accumulating and using consumer facts for virtual advertising purposes.

### Hypothesis

H0: There is significant relationship between use of digital marketing platforms and market reach

H1: There is no significant relationship between use of digital marketing platforms and market reach

## **2. Research Methodology**

Research configuration is a lot of systems and techniques that are used in assembly, flouting down and estimating the aspects indicated in the exploration issue. It is an edge work that has been made to determine answers to look into studies. It gives a certain plan about how an inspection will happen which incorporates how info is collected, what tools are applied and how the tools are used in dissecting the gathered information.

The research is descriptive-in nature hence it includes-descriptive research design. The examination is enlightening in nature henceforth it incorporates an unmistakable research plan. Elucidating examination configuration is utilized to think about the qualities of a populace that is being contemplated. This plan goes for receding tide besides stream matters or issues complete a process of info gathering and authorizes the specialist to show the situation completely.

TRIAL SIZE: The trial size in this exploration comprises of 112 entrepreneurs

### Data Analysis and Interpretation

#### Hypothesis Testing:

From the question no 6 i.e. Does these platforms offer you awareness which measure your current and potential audience, ? I can prove the hypothesis

H0: There is significant relationship between use of digital marketing platforms and market reach

H1: There is no significant relationship between use of digital marketing platforms and market reach

t-Test: Two-Sample Assuming Equal Variances

	<i>Social media</i>	<i>Market Reach</i>
Mean	4.089285714	3.892857143
Variance	1.55952381	1.628056628
Observations	112	112
Pooled Variance	1.593790219	
Hypothesized Mean Difference	0	
df	222	
t Stat	1.164348782	
P(T<=t) one-tail	0.122766215	
t Critical one-tail	1.651746359	
P(T<=t) two-tail	0.24553243	
t Critical two-tail	1.970707395	

Interpretation: t test value is 1.97 which is more than p level significance 0.05 so alternate hypothesis is accepted.

### 3. Conclusion:

It can't be rejected that the arena is speedy shifting from simple to the virtual world. Individuals are making an investment greater in online content and businesses that locate it difficult to digest this fact of their marketing and marketing approach want to alter speedy. The more time people spend at the net each year, the more virtual platform they use play an ever-developing function of their lives. The main aim of virtual India is top remote virtual medium. Because people can use digital platform any time everywhere from the arena businesses needs to alternate their advertising and marketing approach from conventional to virtual. On the off threat that the businesses do not make use of the digital platform to advertise their product and services then they cannot compete with competitions and could finally shutdown. When clients want to purchase any product online, they can effortlessly get product information and can examine with other merchandise without travelling any retail keep or shopping mall. It shows that consumers are greater inclined towards online shopping for rather than travelling a retail keep. As consumer's shopping for conduct is converting businesses additionally need to alternate their marketing and marketing approach and embrace digital platforms for marketing. Interpretation: t test value is 1.97 which is more than p level significance 0.05 so alternate hypothesis is accepted.

### References

1. Belch, M. A. (2015). Advertising and promotion: an integrated marketing communications perspective.

2. New York: McGraw-Hill. Chaffey, D. and Chadwick, F. E. (2012). *Digital Marketing: Strategy, Implementation and Practice*. London: Pearson. Hariningsih, E. (2013).
3. "Internet Advertising sebagai Media Komunikasi Pemasaran Interaktif", *JBMA*, Vol. I, No.2, pp.12-16. Available at: [http://www.amaypk.ac.id/download/jurnal/Internet\\_Advertising\\_Sebagai\\_Media\\_Komunikasi\\_Pemasaran\\_Interaktif.pdf](http://www.amaypk.ac.id/download/jurnal/Internet_Advertising_Sebagai_Media_Komunikasi_Pemasaran_Interaktif.pdf) (accessed 5 November 2019), (in Indonesian). Ivanova, A.E. (2012).
4. "The Internet's Impact on Integrated Marketing Communication", *Procedia Economics and Finance*, 3, pp.536-542. Available at: [http://dx.doi.org/10.1016/s2212-5671\(12\)00192-x](http://dx.doi.org/10.1016/s2212-5671(12)00192-x) (accessed 26 October 2019) Kotler, P. and Armstrong, G. (2012).
5. Prinsip-prinsip pemasaran (Edisi 13). Jakarta: Erlangga, (in Indonesian).Christina, I. D., Fenni and Roselina, D. (2019).
7. "Digital marketing strategy in promoting product", *Management and entrepreneurship: trends of development*, 4 (10), pp. 58-66. Available at: <https://doi.org/10.26661/2522-1566/2019-4/10-065> Pace, W. and Faules, D. F. (2010).
8. Pradeep, A. (2010). *The buying brain: secrets for selling to the subconscious mind*. New Jersey, USA: Wiley&Sons, Inc.
9. *Komunikasi Organisasi: Strategi Meningkatkan Kinerja Perusahaan*. Bandung: Remaja Rosdakarya, (in Indonesian). Pearce, J. A. and Robinson, R. B. J. (2008).
10. *Manajemen Strategis* 10. Jakarta: Salemba Empat, (in Indonesian). Tiago, M.T.P.M.B. and Verissimo, J.M.C. (2014)."
11. Digital marketing and social media: Why bother?" *Business Horizons*, 57(6), pp.703–708. Available at: <http://dx.doi.org/10.1016/j.bushor.2014.07.002> (accessed 13 October 2019). Vinerean, S. et al. (2013).
12. "The Effects of Social Media Marketing on Online Consumer Behavior", *International Journal of Business and Management*, 8(14). Available at: <http://dx.doi.org/10.5539/ijbm.v8n14p66> (accessed 14 October 2019).
13. Widiartanto, Y. H. (2016). *Pengguna Internet di Indonesia Capai 132 Juta*. Kompas.com. Available at:<https://tekno.kompas.com/read/2016/10/24/15064727/2016.pengguna.internet.di.indonesia.capai.132.juta> (accessed 1 October 2019). Zahay, D. (2015).
14. *Digital Marketing Management: A Handbook for the Current (or Future) CEO*. New York: Business Expert.