

A Study on Digital Marketing Strategies to Improve Customer Experience and Engagement

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Abstract

The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era. The world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing.

Keywords- Digital Marketing, Consumer behavior, E-Marketing, Online Shopping, Perception. Awareness of online shopping.

I.INTRODUCTION

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life,[4] and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing.

Literature Review

As per the project ten articles were reviewed and summaries of the same are listed below:

- (2020)¹ Aditi menon, Meenakshi Choudry and Kowshik Kanth in their research paper titled “customer satisfaction towards digital marketing with special reference to teenage group of bangalore town” stated that vast number of teenage groups is highly attracted towards online shopping due to the availability of enormous convenience. They also suggest that online marketers should have a deep concern on the customer’s satisfaction to retain the online marketing.
- (2018)² Digital marketing survey held in 27th May, revealed that an additional 41% of online shopping sites have increased than last year. This survey was organized by Alexa (an Amazon owned company). It also shows the enormous space available in e-Commerce sector.
- (2022)³ India Today (magazine) produced an article which describes about the risks involved in digital marketing and various suggestions to overcome it. The risks associated with the digital marketing are lack of tangibility, dubious websites, refund blues and faulty delivery. The suggestions are buying from trusted websites, check the websites privacy policy, refund policy, use cash on delivery option and many others.

Objectives of Study

The present study has been undertaken with the following views:

- To study peoples' awareness towards digital marketing.
Within selected group of respondents.
- To study in general Pros & cons of digital marketing.
- To give suggestions and analyzed results for the future purpose.

Limitation of Study

Limitations which were observed while doing the project are as follows:

- The sample size which is used in the study is too small due to time constraints. A study with more number of samples and time can give more valuable results.
- The time limit for the research was short to gather information for an in-depth study.
- Interaction with companies would have given more details which was not possible digital marketing due to time limit.
- Respondents may give unfair information.
- The method of study was based on convenient random sampling. Therefore the reliability and accuracy of analyzed results are to be further studied.

Advantages of digital marketing

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

- Global reach - a website allows you to find new markets and trade globally for only a small investment.
- Lower cost - a properly planned and well-targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- Tractable, measurable results - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

- Personalization - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers.

The more they buy from you, the more you can refine your customer profile and market effectively to them.

- Openness - by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- Social currency - digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
- Improved conversion rates - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate

Disadvantages of digital marketing

- Skills and training - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.
- Time consuming - tasks such as optimizing online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on investment.
- High competition - while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- Complaints and feedback - any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.
- Security and privacy issues - there are a number of legal considerations around collecting and using customer data for digital marketing purposes.

Importance & Benefits of Digital Marketing

♣ Better Reach

Nowadays, many people across the world are spending their time online. They are browsing the internet and looking for your products. In order to benefit from this massive audience base, maximizing your online presence is key. This is where digital marketing comes into the picture.

Digital marketing is all about reaching the right people at the right time. Hence, to begin with, one must have an engaging online store with easy navigation to improve audience reach. In this process, various mediums within digital marketing can eventually help in brand building – Pay per Click Marketing, Social Media Marketing, Search Engine Optimization, Content Marketing, and many more.

♣ Can compete with large corporations

Analyzing the competitor is a key activity in digital marketing. The activity is essential to keep up with the competition especially amongst fast-growing brands such as Myntra, Amazon, Big basket, Walmart. Businesses also try to push the envelope with multichannel marketing which comprises of PPC, SEO, social media, and many more mediums. The approach helps both small and large businesses to achieve their respective goals, leveling the field.

♣ Increase in Brand Awareness

For small businesses Digital marketing is a boon to businesses. Large companies use digital marketing so that they could stand steady in a competitive environment. In contrast, small businesses use online marketing to make headway into a booming market and create brand awareness amongst large companies.

♣ Increase in Sales

One of the key aspects, when it comes to the importance of digital marketing, is that one can measure their CRO (Conversion rate Optimization) in real-time. The data can help understand the overall percentage of searches that get converted into leads by buying products. PPC, Social media marketing, SEO services, affiliate marketing are some of the active channels to communicate and get high conversions.

♣ Return on investment

If you want to know the value of digital media, look at the measurement metrics of profit and loss it drives for business. The ROI in digital marketing defines the worth of your marketing campaigns. For example, when compared with other mediums like e-mail marketing, content marketing, PPC, social media campaigns; SEO has been known to generate higher ROI. From basic metrics such as sessions and bounce rate, the organic traffic generated by the SEO shows 40% more revenue growth than any other marketing strategies.

♣ **Maintaining the Brand**

Reputation developing a strong brand reputation in the online world has become very important as the brand's reputation cements its ability to sustain in the market. Thereby, further reiterating the importance of digital marketing in this aspect too.

♣ **Can target ideal audiences**

Imagine, reaching out to the right audience for your business's niche is such a great opportunity. That is exactly what digital marketing helps to achieve. You can analyze your audience's behavior online and take measures to deliver optimal fulfillment. When you reach the right audience group, you drive more traffic, and that results in better campaigns.

♣ **Get Ahead of Your Competitor**

The digital market is incredibly competitive when it comes to online business, in particular. Hence, you would want potential customers to find you with your best reviews and other measures initiated by various digital marketing services. These measures can you and your customer to work towards the right business goals in the end.

♣ **Different Channels**

To Boost Your Traffic One can use multiple different avenues to make their business successful in the marketing world. Business owners have the freedom to avail SEO services, PPC Services, content marketing services, and even social media campaigns to boost traffic on their website.

♣ **Engagement with Mobile Customers**

We are engaging ourselves in a portable world, as these days people carry their devices like smartphones and laptops, on the go. After Google's mobile-first update, almost all the websites are developed in a manner that they are easily accessible on the mobile as well.

Suggestions

- Digital Marketing website should not break the trust of the public by providing faulty goods. If trust element is assured there then online shopping will be preferred more.
- There should be transparency in the net banking facilities.
- Along with net banking facilities, cash on delivery scheme should also be provided, since people are more comfortable in the scheme.
- Digital marketing websites should be designed in such a way that they should provide all necessary details regarding the product clearly: including quality of the product, different varieties, mode of payment etc so that no confusion exists.

- Measures should be taken to improve customer services. Customers care centers should be established.
- Provision of negotiation should be provided. It should also provide a place for customers to share their reviews and suggestions truly.
- Measure should be taken to improve the quality element of the products shopped online.
- Awareness among people should be increased by bring more interesting advertisement relating to it.
- Assurance of the exact product displayed is to be delivered.
- Provisions for replacing the damaged goods should be provided.
- The deliveries of the goods should not be delayed. Accuracy in the delivery should be assured.
- More number of shopping websites which are product specific should be introduced.
- Digital marketing websites should have more product lines so as to showcase a large variety of products.
- The goods will not be directly delivered to people staying in rural areas (far off) areas, so necessary arrangements should be done to overcome this problem.
- Size measurement of clothes, shoes, etc should be made simple and standardized.
- There are many fraud websites that are not authentic. Safety measures are to be taken to control these.
- More sites should emerge, where the consumers will have the opportunity to try various varieties (color, size, model, design etc.) of the same product before purchasing it.

II.CONCLUSION

A large number of studies have been conducted by various research scholars nationally to explore the factors that may affect online buying experience and behavior of customers. Majority of online sites target the youth or younger generation of the economy as their customer because of technology friendliness.

This study was an attempt to reach people perception towards digital marketing. The study was conducted by drawing sample of 70 among both e-shoppers and non-shoppers on an equal basis. Variables were considered and offered to respondents in the form of questionnaire. The collection of data was analyzed and interpreted using different charts and tables.

As result of survey it was able to conclude that majority of people favors to do digital marketing, even if they felt some difficulties. People who are non-shoppers are ready to do digital buying in the future if they get proper awareness and knowledge. Majority of the people agree that in near future online shopping will be more on demand than offline shopping. Therefore, online marketing have a wider scope in the coming years. More people prefer cash on delivery than net banking. Greater part of respondents encourages other people to enter into e-shopping.

Most of people do not shop online due to fear of quality of goods, afraid to give out their credit card details and also they find conventional methods more enjoyable. The fact that large number of people is getting attracted towards online shopping creates a basis for tremendous prospects for marketers of today and tomorrow. It can be concluded that online shopping will take over as the prime marketing and selling channel in India in near future.

III. REFERENCES

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