

BEST PRACTICES OF DIGITAL MARKETING: A STUDY AT THE DIGITAL FELLOW.COM

***Shubham Sanjay Naik **Mrityunjay Kumar**

*MBA Student, Indira School of Business Studies, Pune, Maharashtra, India

**Assistant Professor, Indira School of Business Studies, Pune, Maharashtra, India

ABSTRACT

Digital Marketing includes all marketing activities that utilizes internet online based digital technologies or devices. Digital Marketing is the promotion of products or brands via one or more forms of electronic media. Study is focused to Online presence of business & its service, social media presence & promotion of products/services, to increase client/audience engagement & generate leads, Easier access to organization services through web & social media and how digital marketing helps small business to grow their business. Sample Size 60 has been selected from Aurangabad region.

Keywords: - SEO, SMM, SEM, ROI, USP, WOM

INTRODUCTION

Business in today's day and age is dominated by customers and their demands. People prefer to see referrals, reviews over Google search results, or a website before purchasing a product. To stand by the flow, we need to learn what people say about us. You need to actively participate in relevant communities to interact and influence masses. You need to engage with social media to manage your online reputation. Social media marketing is a must to target a wider customer base and expand your business.

Digital Marketing is the promotion of products or brands via one or more forms of electronic media. The key objective is promotion of brands through electronic media. It is the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what is not – typically in real time.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and does not work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing,

MBA Student Indira School of Business Studies, Pune

Assistant Professor, Indira School of Business Studies, Pune

Others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television, and radio channels, etc. People are consuming more and more digital content daily – on mobile phones, laptops, desktop computers at work, and more – and companies that have not yet recognized this in their plans and strategies need to adapt fast.

The facts are that digital methods of communication and marketing are faster, more versatile practical and streamlined, so it is perhaps unsurprising that once the technology became available, we began quickly moving into the digital age. The good news is that digital offers just as much potential to marketers as it does to consumers.

The Reality is people spend twice as much time online as they used to 12 years ago. And while we say it a lot, the way people shop and buy really has changed, meaning offline marketing is not as effective as it used to be.

LITERATURE REVIEW

Digital Marketing includes all marketing activities that utilizes internet online based digital technologies or devices. It is a strategy and process that creates a link between the marketers and the

audience through digital channels. There are various digital channels that uniquely attracts the audiences and address the goals of conversion funnel.

The important Digital Channels are as of following:

Organic Marketing: The organic marketing channel means a company getting the customers or potential customers through a natural process over a period. Natural process means the marketing through unpaid process which include direct marketing, search engine, blogs and other tools of unpaid tools and approaches. Organic marketing channel is basically used to create awareness across about the brand. The objective of Organic Marketing Channel is to educate customers, create awareness, deciding goals, making strategies and brand building.

Email Marketing: It is the type of digital marketing channel in which an official message is sent to individuals or group of individuals using Email. It is one of the direct and effective marketing channels. It helps in increasing leads by converting the prospects into potential customers and to retain the existing customers. Email is being used more than the other online platforms. If used wisely, it is a very useful marketing tool, it is easy to use. The only thing on need to take care is the content we are sending, it should be polite, respectful, and valuable.

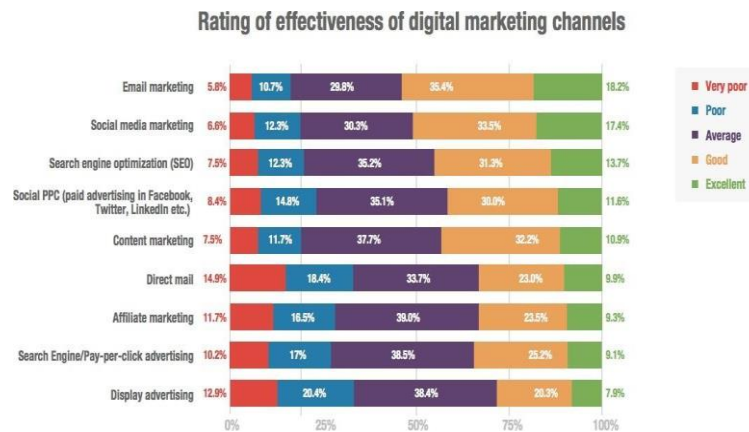
Content Marketing: Content Marketing is the marketing channel or approach of creating, posting, and distributing valuable, significant, and useful content consistently among the audience through online medium to drive business. It is being used by almost every category of business and new methods and standards are implemented time to time. Content marketing not only helps in promoting the brand but to attract attention and generate leads.

Social Media Marketing: Social Media marketing is the process of creating and posting content related to brand, products, and services on social media platforms like Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube etc. The content can be I the form of write ups, images, videos to increase engagement of the audience and increase reach to drive sales. Social media helps in increasing traffic, communicating, spreading brand awareness, nurturing leads and build trust.

Pay-per-click: It is a marketing strategy in which the marketer or advertiser pays the publisher on every click of the advertisement. This strategy is used to drive traffic on digital platforms. It is like purchasing visits to the website rather than gaining it organically. Google Ads is one of the examples of PPC marketing.

SEO: Search Engine Optimization is another digital marketing channel which is widely used by companies. It means to optimize the website so that it comes on the top list of the results after a search. Companies use the modern strategies to increase the reach on their website by both the methods, i.e., Organic marketing in which it is increased naturally (without paying on ads and promotion) and Inorganic marketing in which advertiser paysome fee or charge to increase reach and traffic on the website.

Affiliate Marketing: It is an earning process by promoting the products or services of other individuals or companies on own website and have the share in the profit of sales. It is a performance-based approach. It gives opportunity to the marketer to link and promote the products of different companies and earn commission from all the companies.



Internet marketing has been described simply as ‘achieving marketing objectives through applying digital technologies’ (Chaffey et al., 2009). Digital marketing is the use of technologies to help marketing activities to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. For businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996). Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998). Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). Expectations in terms of producing results and measuring success for advertisement money spent digital marketing is more cost-efficient for measuring ROI on advertisement (Pepelnjak, 2008).

Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002).

For digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing.

COMPANY OVERVIEW

THE DIGITAL FELLOW is business consulting firm. It is niche consulting firm specific for Digital Marketing domain. It is Mumbai based firm founded in 2016. The founder of the company is Mr. Subhobroto Chakraborty. The Digital Fellow is a Digital Business Consulting Company that helps organizations digitally reinvent themselves to expand in terms of strategies, scope, and revenue. The company works with other companies to solve cost, operation, product growth problems from the digital point of view and technology.

The agenda of The Digital Fellow is to create a knowledge-driven organization all alone with a corporate philosophy of constant adaptation and the effort to survive as the fittest.

The nature of business carried is SERVICE BUSINESS. They specifically deal with Digital Brand or Business Consulting to increase profit and productivity of clients’ business. They involve in B2B as well as B2C services.

Objective of the Study

- To study the Online presence of business & its service
- To study the social media presence & promotion of products/services
- To increase client/audience engagement & generate leads.
- Easier access to organization services through web & social media.
- How digital marketing helps small business to grow their business.

Research Methodology

Both primary and secondary data has been used for this study.

Methodology	Quantitative and Qualitative Research	Justification
Techniques applied	a) Informal Interview b) Observation	To collect personal views and ideas.
Tools used	a) Questionnaire in electronic form.	To collect specific opinion & ideas about the issue.
Sampling method	a) Convenience sampling	Data from respondents are collected in digital form from the respondents.

Sample Size 60 has been selected from Aurangabad region, convenient Sampling used, and structured Questionnaire implemented. Hotel, Cafe, Sallons etc connected for data collection. Data analysis through MS Excel has been done.

DATA ANALYSIS

Q. Are you aware of digital marketing?

According to survey, 65% respondents are aware of digital marketing, 20% are not aware of Digital marketing and 15% respondents have no idea about Digital Marketing.

Q. If yes, Which Digital marketing tool would you like to proceed with?

According to survey 15% respondents do not know about any tool of digital marketing, 35% are into social media marketing, 20% are into E-mail marketing, 16.7% are into Paid Ad's And 13.3% are into Mobile marketing.

Q. Do You have website?

According to survey 53.3% respondents have a website of their business & 46.7 do not have websites.

Q. Are you aware of social media for your business?

According to survey 81.7% respondents use/ Aware how to use social media for their business and 18.3% unaware about social media for their business.

Q. If yes, which is the most effective social media?

According to survey 28.1% of respondents said that Facebook is the effective social media, 35.1% of respondents said that Instagram is the effective social media, 24.6% said that Twitter is the effective social media and 12.3% respondents said that LinkedIn is the effective social media.

Q. Among these which do you find most when promoting on social media?

According to survey 31.7% respondents feels to share new ideas and building their brand is the important when promoting on social media, 26.7% respondents feel finding new customer is important on social media, 23.3% Respondents feels Engaging with existing customer is important on social media, and 18.3% respondent feels getting instant feedback is important social media.

Q. Which one social media network and online presence you think better to generate or customer engagement?

According to survey 43.3% respondents find Facebook is better to generate sales, 30% respondents find Instagram is better to generate sales, 16.7% respondents Find Twitter is better to generate sales, 10% respondents find LinkedIn is better to generate sale.

Q. What is role of digital marketing in your business?

According to survey 41.7% respondents use digital marketing to boost their sale, 35% respondents use digital marketing for just online presence of their business, 23.3% respondents use digital marketing for social surfing.

Q. What strategies would like to opt to retain the existing customer?

According to survey 33.3% Would update their existing website to retain their existing customer, 45% would opt social media strategies for retain their existing customer, and 21.7% would opt other for their business.

Q. Based on your experience which source visitors find you well with?

According to survey 23.3% Respondents feel that their visitors find them well with networking, 40% respondents feels that their visitors find them well with social media, 10% respondents feels that their visitors find them well with newspapers, 20% respondents feels that their visitors find them well with Google and only 6.7 % respondents said others.

Q. What percentage of overall marketing Activity for your business is digital?

According to survey, 7% of respondents spend their 80-100% money on digital marketing, 31.7% respondents spend 60-80% money on digital marketing, 35% respondents spend their 40-60% money on digital marketing, 18.3% respondents spend their money on digital platform, and only 3.3% respondents spend less than 20% on digital marketing and remaining money on traditional marketing.

Q. Which one would you choose for your business?

According to survey, 43.3% respondents will choose digital marketing for their business, 43.3% Respondents will choose traditional marketing for their business and 13.3% respondents will choose both for their business.

FINDINGS

According to survey 35% business do not know about digital marketing. There is lack of knowledge about digital marketing tools and how to use this tool for our business growth. Also, not a single business owner knows about all tools of digital marketing. 46.7% of business do not have websites. 81.7% of business aware of social media marketing. Now a days Instagram is the most effective social media according to survey. But it depends on the business and the target audience because the youth is using Instagram more than Facebook. When someone promoting their business on social media finding new customer is there target and be in touch with existing customer. 43.3% respondents find Facebook is the most effective social media application to generate sales and leads. According to survey 45% respondents opt social media for retaining their existing customers. According to business owners experience visitors find their business most on social media. Most of the business use 40-60% money for digital marketing which is good, and it represent those small businesses are also needed to use social media and digital marketing tools for their businesses.

LIMITATIONS OF SURVEY

The Results generated from the Questionnaire are done on the assumption that the respondents have revealed the correct information. The study is restricted to Aurangabad area. Study Report confined to sample size of 60 Respondents.

Recommendations

During this downtime, small businesses can figure out what works with their marketing strategies and channels. Although it is a chaotic and challenging time, it could be a good time for business leaders to take a hard look at their digital marketing techniques.

Build a Strong Social Media Presence

As the opportunity for direct face-to-face communication is currently limited, small businesses should take to social media to reach their customers. Social media is part of most small businesses' marketing plans. Almost all small businesses (88%) invest in social media. Social media has become a functional aspect of many digital marketing strategies for different businesses and generations. Social media encourages engagement, transparent communication, and brand exposure. These elements create a level of personalization and trust with your customer base. During the COVID-19 pandemic, small businesses leveraging social media can attract customers while they spend an increasing amount of time at home and online.

Use Email Marketing Campaigns to Connect with Customers

While some may argue that email marketing is outdated, most small businesses still use email to facilitate personal connections with their clients. More than half of small businesses plan to use email marketing as part of their digital marketing strategy. According to HubSpot, 80% of business leaders believe that email marketing amplifies customer retention. Nearly 60% of respondents of its State of Email Marketing survey say that marketing emails influence their purchasing behavior.

EXPAND WEBSITE MARKETING

Online visibility is extremely important for businesses currently. If your business does not have a website, your presence within your market is essentially nonexistent. Small businesses need look no further than their own web platforms to increase their knowledge of website marketing. In 2020, about 56% of small businesses invest website marketing to increase their digital presence.

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