

EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES

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Abstract: Marketers are faced with new challenges and opportunities within this digital age. Digital Marketing drives the creation of Demand using the power of the internet, and satisfies this demand in new and innovative ways. In other words Digital Marketing is the utilization of electronic media by the marketers to promote the goods and sell in the market. Digital Marketing can give value in the form of time, Attention and advocacy from the consumer.

Keywords: Digital Marketing, Digital Marketing Strategies, Effectiveness.

INTRODUCTION

Digital Marketing is one type of marketing being widely used to promote products or services and to reach consumers using Digital Channels. It includes Mobile phones, Social Media Marketing, display advertising, Search Engine Marketing, Many other forms of digital Media. Digital Marketing strategies build on and adopts the principles of traditional Marketing, using the opportunities and challenges offered by digital medium.

LITERATURE REVIEW:

- ❖ According To Hoge (1993), Digital Marketing is a transfer of goods or services from seller to buyer involving one or more electronic methods or media. It began with the use of telegraphs nineteenth century. With the invention mass acceptance of the telephone, radio Television, and then cable television, electronic media has become the dominant marketing force.
- ❖ According to Chaffey (2011) digital Media Marketing involves “encouraging customer communications on company's own website or through its social presence”. Digital Marketing , electronic Marketing , and Internet Marketing are all similar terms which ,simply put ,refer to “ Marketing online whether via websites ,online ads, opt-in emails , interactive TV or mobiles”(Chaffy & smith ,2008).

OBJECTIVES OF THE STUDY.

- ❖ To present the various elements of digital marketing.
- ❖ To effects of various forms of digital Marketing on the firm's sales and activities

RESEARCH METHODS

This study is conducted based on both primary and secondary data sources .There were three different methods of study that were used in this research paper .First literature reviews of articles and books on the subject

of Digital Marketing effectiveness ,social Media, Online Marketing and social media marketing demographics, which give basic information to understanding of these issues .In addition a sample consist of 100 firms and 50 executive which have been randomly selected to prove the effectiveness of digital marketing.

ELEMENTS OF DIGITAL MARKETING

❖ Online Advertising

Online advertising is a very important part of digital marketing . It is also called internet advertising through which company can deliver the message about the products or services.

❖ E- mail Marketing

When message about the products or services is send through email to the existing or potential consumer, it is defined as email marketing.

❖ Social Media

Today, social media marketing is one of the most important digital marketing channels. It is computer based tool that allows people to create, exchange ideas, information and pictures about the company’s product or services.

❖ Text Messaging

It is a way to send information about the products and services from cellular and smart phone services. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS).

❖ Affiliate Marketing:

Affiliate Marketing is a type of performance –based marketing, a company rewards affiliates for each visitor or customer they bring by marketing efforts they create on behalf of company

❖ Search Engine Optimization (SEO)

Search engine Optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine’s “natural” or un-paid (“organic”) Search results.

CORRELATION ANALYSIS

To show the correlation between the various elements of digital marketing and increased sales, we have collected data from 100 firms who are taking the various techniques or elements of digital marketing .Result are given below.

Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study

Correlation (r)	Increased Sales	Online Marketing	E-Mail Marketing	Text Marketing	Social Media	Affiliated Marketing	SEO	PPC
	1	.869	.873	.840	.667	.560	.840	.560
Sig 2Tailed		.56	.053	.075	.219	.326	.075	.326
N	100	100	100	100	100	100	100	100

From the above table, we can conclude that the every element of digital marketing is positively related to sales increase. It indicates that all elements of digital marketing show positive effect on firm's sales .Online advertising, email marketing, social media, and search engine optimization (SEO) are highly positively correlated with sales increase since showing value of 'r' to be .869, .873, .840 and respectively. The value of 'r' of text messaging, affiliate marketing and pay per click (PPC) are .667,.560, and .560 which also low positive correlation with sales increase.

ANALYSIS OF DIGITAL MARKETING:

Digital media is so pervasive that consumers have access to information any time and any place they want. It was long ago when the messages people got about specific products or services consisted of only what a company wanted them to know.

	R Square	F
Stay updated with products or services	.718	122.117
Greater engagement	.516	51.276
Clear information about the products or services	.629	81.254
Easy comparison with others	.639	85.141
24/7 Shopping	.749	142.868
Share content of the products or services	.656	91.498
Apparent Pricing	.636	83.962

From the above table, we can conclude that almost all the variables having weight explaining with great extent its relationship with digital marketing.

CONCLUSION REMARKS AND PROPOSAL

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as social media, SEO (search Engine Optimization), videos, content, E-mail and lot more to promote company itself and its products and services.

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