



A Study on Digital Marketing and Its Impact on Revenue Generation

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I. INTRODUCTION OF THE STUDY:

Digital marketing is the component of marketing that uses the 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, 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), call-back, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online advertising.

OBJECTIVE OF THE STUDY:

1. To analyze the kind of Digital marketing service that would engage the business.
2. To study how digital marketing campaign's takes place.
3. To practically implement the incorporate compelling content into brand message.
4. To find how digital marketing has an impact on revenue generation.

II. REVIEW OF LITERATURE

Hardik Panchal, in his article "A STUDY ON DIGITAL MARKETING AND ITS IMPACT" published in 2018 at **International Journal of Advance Research and Innovative Ideas in Education** made a study with the ever-increasing development in technology, the use of Digital Marketing, Social Media Marketing, Search Engine Marketing is also increasing. Digital Marketing is used by the marketers to promote the goods and services to the marketplace. Digital Marketing place an important role in increasing the sales of goods and services. The purpose of the research is to study the impact of Digital Marketing, how it's an important tool for both marketers and consumers. The research have also studied the impact of Digital Marketing and its influence on consumer buying behavior. The research was done on base of a structured questionnaire for primary data and the sample size is 100 respondents.

BIJIL M VARGHESE, MELVIN BIJI MAMMEN, ROSHAN CHANDY

VARGHESE in their article named "A Study on Digital Marketing and Its Impact" which is published in 2021 at **International Journal of Research (IJR) issn 23486848** had made a study digital promoting trade. Digital promoting trade in India may be a booming career nowadays. During a country with a zoom economy, it's expected to possess a awfully high vital growth in Digital promoting career. Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. To scrutinize the result of digital marketing on the base of firm's sales. 100



respondents opinion are collected to get the clear picture about the present study. The researcher uses primary sources of data to obtain the result. The primary sources of data is obtained from respondents through questionnaires.

A Lavanya , M Radhikamani has published article entitled “A STUDY ON DIGITAL MARKETING AND IT’S IMPACTS”, in 2021 at International journal of creative research thoughts ISSN 2320-2882 As digital platforms became

increasingly incorporated into marketing plans and everyday life, 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, ecommerce 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.

SOURCE OF DATA:

The task of data collection begins after research problem has been identified. Data collection is to gather data from the population. The source of data can be either primary or secondary.

PRIMARY DATA:

Google Forms is a tool used for data collection. The response were collected through online forms created with it.

DATA ANALYSIS AND INTERPRETATION CLASSIFICATION BASED ON BUSSINESS TYPE:

BUSSINESS TYPE	FREQUENCY	PERCENTAGE
B2B	22	38.6
B2C	30	52.6
C2C	5	8.8
TOTAL	57	100

INTERPRETATION:

The above table shows that 38% of the respondents are b2b business,53% of the respondents are b2c business and 9% of the respondents are c2c. From the chart, b2c &b2b respondents shows interest in digital marketing.

INFERENCE:

The majority of the respondents prefer b2c business by the percentage of 53.

POPULATION OF THE STUDY:

The group of units being the focus of the study is represented as the population. In this population of the study conducted to Leads and Clients of Digital marketing.

Population of the study is 70.

SAMPLING SIZE:

The number of sample units selected the total population is called sample size.

Sample size for this study is 57.

PERIOD OF STUDY:

The duration of the study is 45 days.

DATA ANALYSIS TECHNIQUES

PERCENTAGE ANALYSIS:

Percentage analysis is the method to represent raw streams of data as a percentage for a better understanding of collected data and to create a contingency table. The percentage analysis is used in two way classification of the demographic profile of the respondents. It is useful in both comparison and the percentage analyzing technique.

CHI-SQUARE TEST:

The Chi-Square statistic is commonly used for testing relationships between categorical variables using a cross tabulation (also known as a bivariate table). The null hypothesis of the Chi-Square test is that no relationship exists on the categorical variables in the population. Cross tabulation presents the distributions of two categorical variables simultaneously, with the intersections of the categories of the variables appearing in the cells of the table. The Test of Independence assesses whether an association exists between the two variables by comparing the observed pattern of responses in the cells to the pattern that would be expected if the variables were truly independent of each other.



CLASSIFICATION BASED ON PREFERENCE TO PROMOTE YOUR BRAND:

PROMOTION	FREQUENCY	PERCENTAGE
DIGITAL MARKETING	51	89.5
TRADITIONAL MARKETINNG	6	10.5
TOTAL	57	100

INTERPRETATION:

The above chart shows that 90% of respondents prefer digital marketing and 10% of respondents prefer traditional marketing. The chart shows that many of the respondents are having wisdom about digital marketing.

INFERENCE:

The majority of the respondents are having wisdom about digital marketing by the percentage of 90.

ANALYSIS AND INTERPRETATION 56

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	35.338 ^a	30	.231
Likelihood Ratio	40.098	30	.103
N of Valid Cases	57		

a. 46 cells (95.8%) have expected count less than 5. The minimum expected count is .09.

NULL HYPOTHESIS:

There is no relationship between companies business type and the kind of digital marketing engaged in the business.

ALTERNATIVE HYPOTHESIS:

There is a relationship between companies business type and the kind of digital marketing engaged in the business.

INTERPRETATION:

Since the chi square value is 35.338 and p value is 0.231 from this p value is greater than alpha value (0.05).

So accept the null hypothesis.

III. FINDINGS:

The purpose of the study is to measure the perception and utilization of Digital Marketing and its impact on Revenue Generation.

From the study 54.4% of respondents prefer marketing mostly through social media as they believe it is profitable way to engage their business it is profitable way to engage their business. And also,

social media way is growing innovation approach among the marketers.

Here apart from 42% respondents also prefer search engine optimization for marketing. Considering SEO 43.6% marketers prefer image as their advertising executive style.

Concluding, with the idea of engaging their own business marketers tends to impress or attracts consumers by image appeal mostly through social media. They are also going with Search engine optimization strategically to influence consumer.

As we observe, the era of globalization is growing rapidly, so here marketers also highly updating themselves by adapting digital marketing. Nearby 90% of respondents prefer digital marketing over Traditional marketing

Digital marketing is proportionally related with the technology because the consumers also updating themselves with technology [i.e.: Mobile, Laptop] with its developing scope digital marketing stands as a wise choice among marketers.

When it comes to delivering content, states that Customers are mostly influenced by wide ad, so as the marketers prefer the same.



Here in the marketer's choice image and blogpost holds 2nd & 3rd position while may be a preference of small business marketers mostly.

IV. SUGGESTIONS:

Social media has become the most influential and important virtual space where the platform is not only used for social networking but also a great way of digital advertising of brand and product.

- Digital marketing power is to get reach a large no of an audience in a second. Around 60% of the world population using online, Marketers must not miss out on their chance of marketing. On these digital where forums the marketers can reach a maximum no of potential buyers compared with print and television media marketing.
- Social media advertising has to be one of the least expensive ways of marketing Many different tools available on digital marketing forums, it can help marketers can increase marketing opportunities.
- Digital marketing networks are open all, giving a business chance to follow their customer activity or a potential buyer. This helps marketers to be more informed about our audience's likes, dislikes, and interests. So, can create a better marketing strategy.
- Marketers can grow as a network on the social media by simply being consistent and post interesting content for our audience. The assessment done by different tools, it seems how many were interested in that content you shared, how many clicks and views also.
- Learn about competitors through their comments and how they are engaging with their audience. Having a high online presence is to connect the brand with a potential audience. It helps to increase more knowledge about the brand between the target audience.

V. CONCLUSION:

The study shows how digital marketing has become an important tool for marketing and creating brand awareness. The industries are showing their interests in digital marketing and still, they are performing traditional media marketing but compare to traditional media, digital marketing gives better reach between the audiences. Digital marketing is a low-cost marketing strategy. So many small-scale start-ups spend less money on advertising can achieve massive growth in brand building. The social media pages are also changing their functionality because of the trend. So, in the future, more advantage opportunities will be available for digital

marketing. Increasing revenue can be done in many ways digitally. Shopping, paid search, display, and retargeting are the most widely used form of pay per click (PPC) or cost per click (CPC) advertising techniques. SEO, content marketing, and social are crucial for getting more traffic on your pages of people looking for offerings. Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two-way communication between brand and customers. Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platform. Digital media is not only for engagement, brands can increase the impact of brand recall in target groups. Importance of digital presence increasing importance of digital agencies, so they making money through digital platform.

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