



Effectiveness of Digital Marketing in the Current Competitive Market

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ABSTRACT: Marketers are faced with new challenges and opportunities within this digital age of IT industry. Digital marketing drives the creation of demand using the power of the internet, and satisfies this demand in new and innovative ways. This project has been undertaken to assess the effectiveness of Digital marketing services at IT industry. The outcome of the study would help the management of IT sector to understand, meet or exceed the expectations of the customers who have taken up the website traffic building services. The main goal is to investigate the efficiency of digital marketing services provided by digital marketing firms. The secondary goals are to understand how Search Engine Optimisation (SEO) at digital IT firm helps websites rank highly in customer satisfaction regarding digital marketing, comprehend the most popular digital marketing strategy to promote the website, and determine the effectiveness of on the primary goal of digital marketing. In the research, the convenience sampling method was employed.

KEYWORDS: Digital marketing strategies, website traffic building services, customer satisfaction

I. INTRODUCTION

The digital marketing industry in India is spread to almost all business sectors. Some of the applications of e-marketing are shopping and order tracking, online banking, payment systems, and content management. The power of digital marketing allows geophysical barriers to disappear, making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow businesses to communicate and form transactions anywhere and anytime. The digital marketing industry in India is a booming career today. In a country with a rapid-growth economy, it

is expected to have very significant growth in its digital marketing career.

The growth in digital marketing trends is having a very substantial impact on marketing and advertising. The big picture of the digital marketing industry in India cannot be complete if a short preview of the past digital marketing statistics is not made. Digital marketing is growing at a rapid pace, not only in India but throughout the world as well. While all other industries are struggling with a growth rate of 5–10%, the digital marketing industry is booming and already achieved a growth rate of 30% last year, and the estimated growth for 2016 is 40%. The most important part is that the growth rate is not going to be stagnant in the coming years. As the number of internet users increases day by day, the e-commerce industry is also on a booming path. Companies are shifting their advertising budget from traditional marketing to digital marketing strategies.

II. STATEMENT OF THE PROBLEM

In the organizations capability to explore unpredictable markets and the employment growth. However, it has been noticed that businesses should be careful with their digital marketing ways because depending on how the business is being presented, it could have a different impact on the company brand than what is intended. Social media within digital marketing have attracted significant attention the last decade, as academics and practitioners are eager to understand its potential when it comes to supporting brands, sales, customer service, and product development. However, previous studies have shown that there is a lack of research regarding the how to utilize digital marketing in the best possible way within SME.



III. OBJECTIVES OF THE STUDY

Primary objectives

- To study on impact of digital marketing towards Cloud Dreams in Coimbatore.

Secondary objectives

- To identify positive changes in client business metrics since implementing the strategy.
- To identify the factors that influence customer buying decision.
- To collect and implement the feedback provided by the employee.
- To evaluate employee perception of client satisfaction and areas for improvement.
- To examine the extent digital marketing communication can be effective in achieving organization.

V. REVIEW OF LITERATURE

According to Chaffey (2017), digital media marketing involves “encouraging customer communications on company’s own website or through its social presence”. Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to “marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles”. It finds that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture.

Devi & Konti (2017) Digital marketing bring the organization products closer to the customer regardless of the location in the world as long as the customers have access to the internet. It provides organization opportunity to understand customers behavior better, widening the products distribution channels, boosts sales, track real time data of marketing performance, among others. argued further that the power of Digital marketing comes

IV. SCOPE OF THE STUDY

The digital revolution has made the consumer empowered by enabling them to control the commercial information content of advertisement along with the choice of media. There is also an important scope for futuristic research for the conducting of comparative research that has to be carried out in other forms of service-based industries. It is to be done to serve the sole purpose to get a broader picture of the ways in which the quality of the service as catered to the customers is instrumental in playing an important role in the development of the market of India. Responding to this fundamental shifting of consumers from traditional to digital media, marketers are continuously trying to grab the opportunity by devising product, price, place and promotion strategies for this marketplace.

from the fact that it gives the organization wider access to variety of potential customers across the globe. Similarly, internet allow the organization to stay connected with the customers (old and prospective) in real time. The internet provide platform to send messages to all customer simultaneously of any upcoming event, sales promo and many faster and at a minimal cost.

Sutton-Brady (2017) analyzed that Digital marketing issues digital advertising, campaigning, public relations that have a sophisticated psychological impression in the minds of the customers. Various organizational authorities find it fruitful to take hold of online activities related to marketing to reach maximum number of potential customers. People nowadays extensively use social media, email and they come across a number of websites every day for their personal purpose. Digital marketing is strategized to be focused on various websites, social networking sites, emails where people can get close to the informational demonstrations issued by various companies and organizations

Kotler & Armstrong (2018) noted that Digital marketing is more of piece of direct advertising that provide information about organization products and try to build connection between the clients. The



objective is to establish a strong image of the organization products and services in the mind of the consumers persuading the consumer to become organization brand loyalist. The origin of digital marketing can be traced to the 1990's when there is transformation in the information technology and increase application of the internet to facilitate business objectives. At this period, Digital marketing was not really seen as advertising medium but rather a means of sharing e-mails, digital information and organizing the organization profile and customers. However, with the rise in the use and application of internet in our daily life, where millions of people spend bunch of their time online searching for information, marketing managers started see the potentials in advertising online.

Arnott, (2018) Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy. Online services tools are more influencing than traditional methods of communication. Search engine like Google, Yahoo, Amazon, Ask.com began utilizing the traffic searching for information in advertising organizations products and services. With time, the advertising agencies or companies keep modifying till 2000's when consumers are given power to easily unsubscribe from advertising messages, invitational marketing were also introduced, recommendation of enticing products based on consumer purchase history. A major shift occurs again with the introduction of blogging, and relational based marketing, small entrepreneurs are able to publish different contents that interest the public, attract visitors across the globe and are rewarded for the traffic by advertising agencies.

Simpson & Mortimore (2018) With respect to timing of digital marketing, the authors recommend that marketers use this instrument heavily in the months immediately after product introduction because its effect is largest then and decreases as time progresses. This research has clearly identified that Direct Mail will still have an effect in years to come. Most notably, the identification of convenience, trust and the reminding effect are further strengthened by their correlation with the stimuli that effect purchase. Digital marketing is one type of marketing being broadly used to reach consumers using digital channels or to promote services and products. Digital marketing is broader

than internet marketing including channels which do not require internet, this includes mobile phones (SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media.

Dasgupta, and Ghatge (2019) Digital marketing is a large parasol below which both the technical and the non-technical services to make an upsurge of popularity by way of the internet, is sheltered. Nowadays, the IT industry has generated a wide range of job roles for persons to pursue occupations and exhibit their capacities. Moreover, it yields specialists from various field such as web development, web designing, artists, brand consultants, social media consultants, graphic designer, content writers, etc. to derive together and co-operatively work in the direction of making a graphic illustration of notions, which are not very tough to plant into the attentions of the audience. Unlike the rapid growth of the industry, the demand for inventive specialists in the arena is increasing, as well as making more occupation in India then creating India a centre for IT activities.

Lacka and Chong, (2019) digital marketing has been added to the marketing strategies of B2B firms, research on this subject is still at a nascent stage. In fact, until recently, many organizations believed that digital marketing is useful only to B2C organizations. However, digital marketing success stories from B2B firms such as Cisco and IBM have gradually changed this perception. Organizations have come to realize that digital marketing in the B2B space enhances flow of information and trust among customers. Many organizations lack comprehensive knowledge about the best B2B digital marketing practices, which impacts their return on investment. Further, digital marketing adoption demands continued research as this domain is fast evolving because of constant influx of new technologies.

Subramanian, K (2020) Direct Marketing enabled companies to roll advertising and marketing into one seamless effort. Digital Technologies have enabled Companies to access customer profiles and preferences quickly and sharpen their marketing strategies and product offerings. Identify that earning of profit is possible only through consumer satisfaction. Recently, direct marketing had a greater impact, both positive and negative on the economy of the world.

Saura, Palos-Sánchez and Suárez (2020)



suggested that digital marketing is not used as a transactional tool only, it transformed marketing practice and theory demand. All types of companies had to adjust their business practices to the technology development, came up with new management and communication approaches. Digital marketing integrates strategies on the web related to specific processes, seeking for clear goals using different tools, platforms and social media. The relevancy of digital marketing for organizations, consists in adjusting the current ways of consumer's gather and access information, as well as purchase choices, on the top of the existing channels.

Preeti (2021) Digital marketing has created a niche in the organization competitive strategy as it can integrate responsive marketing strategy and adapt easily to all other marketing and promotional strategies of the organization targeted at boosting sales, gaining competitive advantage, and achieving customer satisfaction. The uniqueness and fundamental role of Digital marketing can be further explored when looking at its potential in effective integration of marketing communication noted that as the global economy is driving towards an integrated market where all consumers and producers are connected together at a matter of click. The organization is repositioning themselves to take advantage of e-marketing towards enhancing the integrated marketing communication to reach wider audience at a time.

Vogus (2021) Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), Digital marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games and are becoming more and more common in our advancing technology. It's also determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring clients to oversee their social media pages. It's recommended that social media should be regarded as an integral part of an organization's integrated marketing strategy and should not be taken lightly.

Mulhern, (2022) The majority of studies on the use

of digital marketing communication (DMC) in B2B organizations focus on communication using digital marketing tools. DMC is the use of the latest technologies or tools to disseminate integrated, concise and measurable communication to establish a good relationship with customers. This topic consisted of four categories, namely, branding, advertising, Digital marketing and interactivity. Brands drive business performance by influencing the market perception of a company's product and services; thus, they make consumers pay a premium for the perceived value.

Wienclaw (2022) Search Engine Marketing (SEM) is an approach used in digital marketing. explained SEM as being an avenue of internet-marketing, that targets prospective customers that enter keywords into their search. This is a simplistic, but powerful strategy that use keywords to direct the user directly to an organization or business. The literature points to hyperlinks and banner ads as tools that individuals and organizations use to maximize their marketing. Advertisements online are available for purchase for companies to use for a period. The overall goal is for the advertisement to be used as a directional tool to drive traffic to a business' website. Its identified Google AdWords and Bing Ads as being popular SEM advertisement tools.

Goldfarb (2022) The fact that the global economy and the corporate world have been very integrated by information technology require the exploration of Digital marketing as an improved platform to effectively integrate marketing communication across organization. As noted earlier, Digital marketing provides platform for the organization to integrate various promotional tools of the organization in advertising the organization products to the customers and the general public. Digital marketing as noted by provides the organization the opportunity to measure the performance of the promotional tools in real time on the basis of demographic, geographic, psychographic of the targeted audience.



VI. RESEARCH METHODOLOGY

Research Methodology is a systematic way to solve a research problem; It includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them.

RESEARCH DESIGN

A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behaviour of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

SAMPLING METHOD

Sample Size

The study based only on the clients engage. Total number of samples taken for the study is 120 respondents.

Sample Design:

Convenience sampling techniques were used for the study.

Sampling Size:

A sample size is 120 respondents only.

Statistical Tools Used:

The commonly used statistical tools for analysis of collected data are:

1. Simple Percentage analysis
2. Chi-square Analysis
3. Correlation
4. Anova

SIMPLE PERCENTAGE ANALYSIS

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} \times 100$$

CHI- SQUARE ANALYSIS

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the program

$$\chi^2 = \frac{(O - E)^2}{E}$$

where

O – Observed value, E – Expected value

In general, the expected frequency for any cell can be calculated from the following equation.

$$E = RT \times CT / N$$

The calculated value of chi-square is compared with the table value of χ^2 given degrees of freedom of a certain specified level of significance. If at the stated level of the calculated value of χ^2 the difference between theory and observation is considered to be significant. Otherwise, it is in significant.

CORRELATION

Correlation is computed into what is known as the correlation efficient, which ranges between -1 to +1. Perfect positive correlation (a correlation coefficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$



ANOVA

Appraisal of progress, or ANOVA, is a solid certified method that is utilized to show capability between at any rate two systems or parts through importance tests. It likewise shows

us an approach to manage make various appraisals a few groups induce. The Anova test is performed by seeing two sorts of grouping, the variety between the model derives, comparatively as the combination inside the entirety of the models.

VII. DATA ANALYSIS AND INTERPRETATIONS

$$F = \frac{MST}{MSE}$$

CHI-SQUARE

NULL HYPOTHESIS

H_0 : There is no significance relationship between Age and Provide performance report and insights to client

ALTERNATIVE HYPOTHESIS

H_1 : There is a significance relationship between Age and Provide performance report and insights to client.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Provide performance report and insights to client	120	100.0%	0	.0%	120	100.0%

Age * Provide performance report and insights to client Cross tabulation						
		Provide performance report and insights to client				
		Weekly	Bi-weekly	Monthly	Quarterly	As needed
Age	20- 25 years	4	3	1	6	8
	26-30 years	2	10	3	8	10
	31-35 years	4	2	17	6	6
	Above 35 years	2	2	10	11	5
Total		12	17	31	31	120

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-)



			sided)
Pearson Chi-Square	32.231 ^a	12	.001
Likelihood Ratio	33.024	12	.001
Linear-by-Linear Association	.023	1	.881
N of Valid Cases	120		
a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 2.20.			

INTERPRETATION

The chi-square analysis indicates a significant relationship between age and the frequency of providing performance reports and insights to clients ($p < .001$). Both the Pearson and likelihood ratio tests support this finding. However, the linear-by-linear association test suggests no significant linear trend in the association between the two variables.

RESULT

Since the calculated value is less than the table value. So, we accept the null hypothesis. There is no relationship between Age and Provide performance report and insights to client.

CORRELATION

The table shows that the relationship between Experience and Steps do you take ensure continuous improvement

Correlations			
		Experience	Steps do you take ensure continuous improvement
Experience	Pearson Correlation	1	-.133
	Sig. (2-tailed)		.147
	N	120	120
Steps do you take ensure continuous improvement	Pearson Correlation	-.133	1
	Sig. (2-tailed)	.147	
	N	120	120

Correlations			
		Experience	Steps do you take ensure continuous improvement
Kendall's tau	Experience	Correlation Coefficient	1.000
		Sig. (2-tailed)	.118
		N	120
	Steps do you take	Correlation Coefficient	-.118
			1.000



	ensure continuous improvement	Sig. (2-tailed)	.118	.
		N	120	120
Spearman's rho	Experience	Correlation Coefficient	1.000	-.142
		Sig. (2-tailed)	.	.121
		N	120	120
	Steps do you take ensure continuous improvement	Correlation Coefficient	-.142	1.000
		Sig. (2-tailed)	.121	.
		N	120	120

INTERPRETATION

The correlation analysis suggests a weak negative relationship between Experience and Steps taken for continuous improvement. However, none of the correlations are statistically significant at the 0.05 level, indicating that further investigation may be needed to draw stronger conclusions.

RESULT

This is a positive correlation. There are relationships between Experience and Steps do you take ensure continuous improvement.

ANOVA

NULL HYPOTHESIS H_0 :

There is no significant relationship between age and make sure online marketing fits the client want to reach.

ALTERNATIVE HYPOTHESIS H_1 :

There is a significant relationship between age and make sure online marketing fits the client want to reach.

ANOVA

Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.120	3	1.707	1.553	.205
Within Groups	127.472	116	1.099		
Total	132.592	119			

Multiple Comparisons

Dependent Variable:Age

	(I) Make sure online marketing fits the client want to reach	(J) Make sure online marketing fits the client want to reach	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound



Scheffe	We make special things just for them	We show ads to the right kinds of people	-.616	.291	.219	-1.44	.21
		We use words and pictures they like	-.408	.306	.622	-1.28	.46
		We do something else	-.434	.271	.467	-1.20	.33
	We show ads to the right kinds of people	We make special things just for them	.616	.291	.219	-.21	1.44
		We use words and pictures they like	.208	.287	.913	-.61	1.02
		We do something else	.182	.249	.911	-.53	.89
	We use words and pictures they like	We make special things just for them	.408	.306	.622	-.46	1.28
		We show ads to the right kinds of people	-.208	.287	.913	-1.02	.61
		We do something else	-.026	.267	1.000	-.78	.73
	We do something else	We make special things just for them	.434	.271	.467	-.33	1.20
		We show ads to the right kinds of people	-.182	.249	.911	-.89	.53
		We use words and pictures they like	.026	.267	1.000	-.73	.78
LSD	We make special things just for them	We show ads to the right kinds of people	-.616*	.291	.036	-1.19	-.04
		We use words and pictures they like	-.408	.306	.185	-1.01	.20
		We do something else	-.434	.271	.112	-.97	.10
	We show ads to the right kinds of people	We make special things just for them	.616*	.291	.036	.04	1.19
		We use words and pictures they like	.208	.287	.469	-.36	.78
		We do something else	.182	.249	.467	-.31	.68
	We use words and pictures they like	We make special things just for them	.408	.306	.185	-.20	1.01



		We show ads to the right kinds of people	-.208	.287	.469	-.78	.36
		We do something else	-.026	.267	.922	-.56	.50
	We do something else	We make special things just for them	.434	.271	.112	-.10	.97
		We show ads to the right kinds of people	-.182	.249	.467	-.68	.31
		We use words and pictures they like	.026	.267	.922	-.50	.56
Bonferroni	We make special things just for them	We show ads to the right kinds of people	-.616	.291	.217	-1.40	.16
		We use words and pictures they like	-.408	.306	1.000	-1.23	.41
		We do something else	-.434	.271	.672	-1.16	.29
	We show ads to the right kinds of people	We make special things just for them	.616	.291	.217	-.16	1.40
		We use words and pictures they like	.208	.287	1.000	-.56	.98
		We do something else	.182	.249	1.000	-.49	.85
	We use words and pictures they like	We make special things just for them	.408	.306	1.000	-.41	1.23
		We show ads to the right kinds of people	-.208	.287	1.000	-.98	.56
		We do something else	-.026	.267	1.000	-.74	.69
	We do something else	We make special things just for them	.434	.271	.672	-.29	1.16
		We show ads to the right kinds of people	-.182	.249	1.000	-.85	.49
		We use words and pictures they like	.026	.267	1.000	-.69	.74
Sidak	We make special things just for them	We show ads to the right kinds of people	-.616	.291	.198	-1.39	.16
		We use words and pictures they like	-.408	.306	.708	-1.23	.41



		We do something else	-.434	.271	.509	-.116	.29
We show ads to the right kinds of people	We make special things just for them		.616	.291	.198	-.16	1.39
	We use words and pictures they like		.208	.287	.978	-.56	.98
	We do something else		.182	.249	.977	-.49	.85
We use words and pictures they like	We make special things just for them		.408	.306	.708	-.41	1.23
	We show ads to the right kinds of people		-.208	.287	.978	-.98	.56
	We do something else		-.026	.267	1.000	-.74	.69
We do something else	We make special things just for them		.434	.271	.509	-.29	1.16
	We show ads to the right kinds of people		-.182	.249	.977	-.85	.49
	We use words and pictures they like		.026	.267	1.000	-.69	.74
Gabriel	We make special things just for them	We show ads to the right kinds of people	-.616	.291	.194	-.139	.16
	We use words and pictures they like		-.408	.306	.702	-.123	.41
	We do something else		-.434	.271	.490	-.115	.28
We show ads to the right kinds of people	We make special things just for them		.616	.291	.194	-.16	1.39
	We use words and pictures they like		.208	.287	.977	-.56	.97
	We do something else		.182	.249	.975	-.48	.85
We use words and pictures they like	We make special things just for them		.408	.306	.702	-.41	1.23
	We show ads to the right kinds of people		-.208	.287	.977	-.97	.56
	We do something else		-.026	.267	1.000	-.73	.68
We do something else	We make special things just for them		.434	.271	.490	-.28	1.15



		We show ads to the right kinds of people	-.182	.249	.975	-.85	.48
		We use words and pictures they like	.026	.267	1.000	-.68	.73
Hochberg	We make special things just for them	We show ads to the right kinds of people	-.616	.291	.196	-.139	.16
		We use words and pictures they like	-.408	.306	.702	-.123	.41
		We do something else	-.434	.271	.504	-.116	.29
	We show ads to the right kinds of people	We make special things just for them	.616	.291	.196	-.16	1.39
		We use words and pictures they like	.208	.287	.977	-.56	.98
		We do something else	.182	.249	.976	-.48	.85
	We use words and pictures they like	We make special things just for them	.408	.306	.702	-.41	1.23
		We show ads to the right kinds of people	-.208	.287	.977	-.98	.56
		We do something else	-.026	.267	1.000	-.74	.69
	We do something else	We make special things just for them	.434	.271	.504	-.29	1.16
		We show ads to the right kinds of people	-.182	.249	.976	-.85	.48
		We use words and pictures they like	.026	.267	1.000	-.69	.74

*. The mean difference is significant at the 0.05 level.

RESULT

From the above analysis, we find that calculated value of the F-value is a 28.22 value. There is a significant relationship between Age and make sure online marketing fits the client want to reach.



VIII. FINDINGS SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority 29.2% of the respondents age group 31 – 35 years.
- Majority 34.2% of the respondent's experience are 5-7 years.
- Majority 36.7% of the respondent are very effectively in communication with clients.
- Majority 25% of the respondents are searching engine channel used.
- Majority 25.8% of the respondents are monthly and quarterly provide performance report.
- Majority 59.2% of the respondents are received feedback from client.
- Majority 25% of the respondent are conversion rates success measures of the client.
- Majority 29.2% of the respondent are targeted advertising campaigns way to digital marketing strategies.
- Majority 32.5% of the respondent are discussed and negative change based on feasibility and impact handle client in marketing strategies.
- Majority 25% of the respondents are satisfied in digital marketing effort.
- Majority 25.8% of the respondents are keeping up with industry trends take ensure continuous improvement.
- Majority 35% of the respondent are not really sure the client.
- Majority 35% of the respondents are not really talk to client online marketing plan.
- Majority 61.7% of the respondents are heard from the client about online marketing mix.
- Majority 26.7% of the respondents are social media promote the client business online.
- Majority 36.7% of the respondents are every three months tell the client online marketing.
- Majority 25.8% of the respondents are we see if more people buy things Know clients online marketing working.
- Majority 25% of the respondents are we show ads to the right kinds of people online marketing fits the client.
- Majority 30.8% of the respondents are we talk about it first change something about online marketing.

- Majority 27.5% of the respondents are happy client online marketing.
- Majority 25% of the respondents are we look at how things are going keep getting better.

SUGGESTIONS

Digital marketing offers benefits related to reach, cost effectiveness and efficiency. Digital marketing allows marketers to see accurate results in real time. Common people are nowadays enabled to access the internet in their day-to-day life with the help of the innovations of mobile together with low-cost data. Some companies can be portrayed by customers negatively as some consumers lack trust online due to the amount of advertising that appears on websites and social media that can be considered frauds. Digital marketing is highly dependent on the internet. Because internet may not be accessible in certain areas or consumers may have poor internet connection. Digital marketing has a bright future for long term sustainability of the product or services in the current technological market. Some of the most common digital platform includes the active use of internet, websites, mobile, television, SMS etc. To enjoy creativity, innovation, loyalty and large consumer base the companies are concentrating and increasing the use of digital platform to promote their product and services.

CONCLUSION

An enthusiastic and driven employee is a crucial resource for any organization, capable of significantly contributing to business growth and revenue. This study affirms the significance of employee motivation in achieving success within an organization. Without proper motivation, management may struggle to reach their organizational objectives efficiently and effectively.

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