

A Critical Study on Digital Marketing and Its Impression on Business Growth

Authors: Yash Gaur¹, Dr. Bhawana Sharma²

¹MBA(Financial Management) Student, Galgotias School of Finance and Commerce,

yashgaur9622@gmail.com

²Assistant Professor, School of Finance and Commerce, Galgotias University,

bhavna@galgotiasuniversity.edu.in

ABSTRACT

The world is transitioning from analogue to digital, and marketing is no exception. The usage of digital marketing, social media marketing, and search engine marketing is growing in tandem with technological advancement. Internet users are continuously expanding, and digital marketing has benefited the most because it is mostly dependent on the internet. Consumer purchasing habits are shifting, and they are increasingly likely to choose digital marketing over traditional marketing. The goal of this review article is to investigate the influence of digital marketing on company. This paper begins with an introduction to digital marketing, the differences between conventional and digital marketing, and the benefits, cons, and importance of digital marketing in today's times. However, businesses must carefully consider their digital marketing strategy, including their target audience, content, and social media channels, to achieve optimal results. Overall, the study concludes that digital marketing is an essential tool for businesses to stay competitive in today's digital age

INTRODUCTION

Marketing refers to the endeavors that a firm takes to advance the acquisition of any items or administrations. Showcasing is involved by the firm to track down clients or purchasers for its items or administrations. The advancement of any item or administration in computerized structure is alluded to as computerized promoting. For instance, showcasing through cellphones, computers, workstations, tablets, or some other advanced gadget. Computerized promoting is a sort of direct showcasing that electronically interfaces purchasers and dealers utilizing intelligent innovations like messages, sites, online discussions and newsgroups, intuitive TV, and portable interchanges. The expression "advanced advertising" was initially utilized during the 1990s. Computerized promoting is at times known as 'web-based showcasing,' 'web showcasing,' or 'web advertising.' It is alluded to as "web advertising" on the grounds that, with the development of the web, there has likewise been a huge expansion in advanced showcasing. The principal benefit of computerized showcasing is that advertisers might advance their items or administrations 24 hours per day, 365 days every year, at a less expensive expense, increment proficiency, convince clients to spend more, and improve client care. In view of its elevated degree of association, it works with many-to-numerous discussions and is regularly used to offer administrations or products in an ideal, pertinent, private, and practical way. In 2005, there were around 1.1 billion web clients, representing 16.6 percent of the populace at that point. In 2020, the quantity of web clients is supposed to be over 4.8 billion, with a populace portion of 62%. What's more, there is a reasonable connection between computerized promoting and the web. Nations with the most web clients, like India and China, have a once-in-a-lifetime opportunity. Coming up next are the essential points of this survey paper:

- Examination of conventional marketing and digital marketing.
- Importance of digital marketing.
- Pros and downsides of digital marketing.
- Impact of digital marketing on business growth.

Overview of Digital Marketing

Digital marketing is a type of advertising that uses computerized innovations to advance items, administrations, or brands. It includes a scope of methods that influence computerized channels like web crawlers, virtual entertainment, email, versatile applications, and sites to contact a more extensive crowd and draw in with possible clients. Computerized promoting procedures are pointed toward building brand mindfulness, creating leads, and eventually expanding deals for a business.

Digital marketing is an always developing field that has advanced altogether throughout the course of recent many years. It has changed the manner in which organizations work and collaborate with their clients. Advanced advertising has turned into a fundamental part of cutting-edge organizations, particularly right after the Coronavirus pandemic, which has sped up the shift to computerized channels.

The key components of digital marketing are:

1. Search engine optimization (SEO): This includes improving a site to rank higher in web search tool results pages (SERPs) for explicit watchwords and expressions. Search engine optimization is pointed toward expanding natural traffic to a site.
2. Pay-per-click advertising (PPC): This includes putting promotions on web indexes, virtual entertainment, or different sites and paying just when a client taps on the promotion. PPC is pointed toward driving designated traffic to a site.
3. Social media marketing: This includes advancing a business or brand via virtual entertainment stages like Facebook, Instagram, Twitter, and LinkedIn. Web-based entertainment promoting is pointed toward building brand mindfulness, expanding commitment, and directing people to a site.
4. Email marketing: This includes sending special messages to a designated crowd to construct brand devotion, produce leads, and drive deals.
5. Content marketing: This includes making and sharing significant and pertinent substance, for example, blog entries, recordings, and infographics to draw in and hold an obviously characterized crowd and drive beneficial client activity.

Significance of digital marketing in business growth

Digital marketing is a vital part of current business development. In the present advanced age, clients are progressively going to online channels to look for items and administrations, settle on buying choices, and draw in with organizations. Here are a few justifications for why digital marketing is critical in business development:

1. Increased visibility: Digital marketing empowers organizations to contact a more extensive crowd through different computerized channels like web crawlers, online entertainment, email, and versatile applications.
2. Cost-effective: Digital marketing is by and large more affordable than customary showcasing stations like TV, radio, and print advertisements, making it a reasonable choice for independent companies
3. Targeted advertising: Digital marketing permits organizations to target explicit crowds in view of their socioeconomics, interests, and ways of behaving, bringing about more important publicizing and higher change rates.
4. Measurable results: Digital marketing gives organizations quantifiable outcomes, for example, site traffic, navigate rates, and changes, permitting organizations to improve their promoting endeavors in view of information driven bits of knowledge.
5. Enhanced customer engagement: Digital marketing gives organizations different stages to draw in with their clients, for example, web-based entertainment, email promoting, and chatbots, bringing about superior client experience and expanded faithfulness.

Overall, digital marketing is a vital business tool to start and stay competitive in today's digital phase.

Definition of digital marketing and its evolution.

Digital marketing is the demonstration of propelling things or organizations using electronic channels, for instance, web files, virtual diversion, email, adaptable applications, and other modernized stages. It envelops a large number of methods and strategies, including site design improvement (Website optimization), content showcasing, online entertainment promoting, email advertising, pay-per-click publicizing (PPC), and others.

The advancement of computerized showcasing can be followed back to the beginning of the web when organizations started utilizing sites to advance their items and administrations. After some time, computerized

promoting has developed to consolidate many new advancements and stages, including cell phones, virtual entertainment, and man-made consciousness.

In the mid-2000s, web search tools like Google turned into a prevailing power in computerized promoting, as organizations started streamlining their sites to rank higher in web crawler results pages (SERPs). Virtual entertainment stages like Facebook, Twitter, and Instagram additionally arose as strong advanced advertising channels, furnishing organizations with better approaches to draw in their crowds and construct associations with clients.

The importance of digital marketing for businesses

Digital marketing has become essential for businesses in today's digital age. The key reasons why digital marketing is important for businesses:

1. Increased visibility: Digital marketing empowers organizations to contact a more extensive crowd through different advanced channels like web crawlers, virtual entertainment, email, and portable applications.
2. Cost-effective: Digital marketing is for the most part more affordable than conventional promoting stations like TV, radio, and print advertisements, making it a reasonable choice for private companies.
3. Targeted advertising: Digital marketing permits organizations to target explicit crowds in view of their socioeconomics, interests, and ways of behaving, bringing about more pertinent publicizing and higher change rates.

The impact of digital marketing on brand awareness

Digital marketing has a significant impact on brand awareness for businesses. Here are some ways in which digital marketing can increase brand awareness:

1. Increased visibility: Digital marketing channels such as social media, search engines, and email marketing helps businesses reach a wider audience.

2. Consistent branding: Digital marketing provides businesses with opportunity to maintain a consistent brand message across all channels, which helps to reinforce brand identity and increase recognition.
3. Interactive content: Interactive content such as videos, infographics, and quizzes can help businesses engage with their audience and increase brand awareness.

The impact of digital marketing on customer engagement

Digital marketing has a significant impact on customer engagement for businesses. Here are some ways in which digital marketing can increase customer engagement:

1. social media: Social media platforms provide businesses with opportunity to engage with customers directly, through comments, messages, and live chats. This enables businesses to respond to customer queries, provide support, and build relationships with their customers.
2. Personalized content: Digital marketing enables businesses to deliver personalized content to their customers based on interests and behaviours. This help to increase engagement and loyalty by providing relevant and useful information to customers.
3. Interactive content: Interactive content such as videos, infographics, and quizzes can help businesses engage with their customers and increase their time spent on the website or social media page.

The impact of digital marketing on sales

Digital marketing has a significant impact on sales for businesses. Here are some ways in which digital marketing can increase sales:

1. Increased reach: Digital marketing tools such as social media, search engines, and email marketing helps businesses reach a wider audience, increasing the potential for sales.
2. Targeted advertising: Digital marketing allow businesses to connect specific people based on their interests and behaviours, resulting in more relevant advertising and higher conversion rates.

3. Personalized content: Digital marketing enables businesses to deliver personalized content to their customers based on the interest and behaviours. This can help to increase engagement and loyalty, resulting in more sales over time.

The role of social media in digital marketing

Social media is important in digital marketing for businesses. Here are some techniques in which social media impacts digital marketing:

1. Increased reach: Social media entertainment stages like Facebook, Instagram, Twitter, and LinkedIn have a huge number of clients, making it a compelling way for organizations to contact an enormous crowd and increment brand mindfulness.
2. Targeted advertising: Social media stages give organizations the capacity to target explicit crowds in view of their inclinations, socioeconomics, and ways of behaving, bringing about more applicable publicizing and higher transformation rates.
3. Relationship building: social media gives organizations an amazing chance to draw in with their supporters, answer client questions, and construct associations with their crowd.

METHODOLOGY

The review will be done with both essential and optional information. To seek after customers' reaction to advertiser's action, these previously mentioned variables will likewise be analysed to search for whether they contribute in a positive way. Quantitative information will be gathered from direct buyers through a study to figure out their insight. The essential information will be gathered through organized and unstructured survey from tests of buyers from Bangladesh. Tests of 120 members are conveyed survey for the assortment of essential information.

This examination will direct subjective exploration to distinguish the issue appropriately by utilizing auxiliary information from various sources i.e., data from different distributions, diaries, sites, and so on. In the wake of,

getting a top to bottom perspective on the issue, unmistakable examination was led to figure out factors that influence purchasers' discernment with respect to promoting exercises of various organizations to draw in buyers. In such manner, effect of various computerized promoting apparatuses like online entertainment - video, picture, sound or text contents as well as other advanced medias are perceived, assess and saw for grasping attractions of purchasers' anxiety.

Meaning of Digital media

While characterizing computerized media, it is implied ordinarily that any media that are encoded in a machine-decipherable organization are called as computerized media. For the most part computerized media can be made, saw, utilized, disseminated, altered, inspected and protected on advanced hardware gadgets. The accompanying can be delegated the instances of advanced media: PC projects and programming; computerized symbolism, information and data sets, advanced video; computer games; site pages and sites, including online entertainment; advanced sound, for example, mp3s; and digital books and so on. Advanced media are frequently appeared differently in relation to print media, like printed books, papers and magazines and other conventional (similarity) media, for example, pictures, film or sound tape however these level structures are particularly recognizable and distinguishable.

Social Media as Marketing Tools

Field proof and a rising number of studies give currently a decent picture on the fundamental examples of connecting with virtual entertainment as a component of the showcasing methodology (Bernhoff and Li, 2008; Prahalad and Krishnan, 2008; Deighton and Konrfield, 2009).

As promoting device web-based entertainment is assuming both dynamic and aloof part. The Latent methodology depends on using the web-based entertainment public space as likely wellspring of client voice (Anderson, 2007). The Dynamic methodology is using the online entertainment as apparatuses of correspondence, direct deals, client securing and client maintenance (Bryan et al., 2007).

The advertising objective is to furnish advertisers with data about market needs, client encounters, serious developments and patterns. By utilizing web-based entertainment advertisers can be aware of shopper

discernment about the item as well as the contenders continue on comparable items to make and apply the essential promoting plan.

Growth and Impact of Digital Marketing in Bangladesh

Bangladesh, as an arising economy, has embraced innovation at a quick speed. The dispersion of the telecom area, portable monetary exchanges and coming of web-based applications planned by organizations and upheld by the tech well-disposed government, helps really set out and augmenting the open doors for various area individuals.

With the blast of brilliant devices (telephones and tabs), development of 3G web availability coming about into mass level Person to person communication as well as the coordination of Portable Monetary Administrations (MFS) changing the business and financial climate of Bangladesh. The multiplication of Web based business industry with the assistance of mass individuals' reconciliation in computerized world triggers the advanced showcasing in Bangladesh.

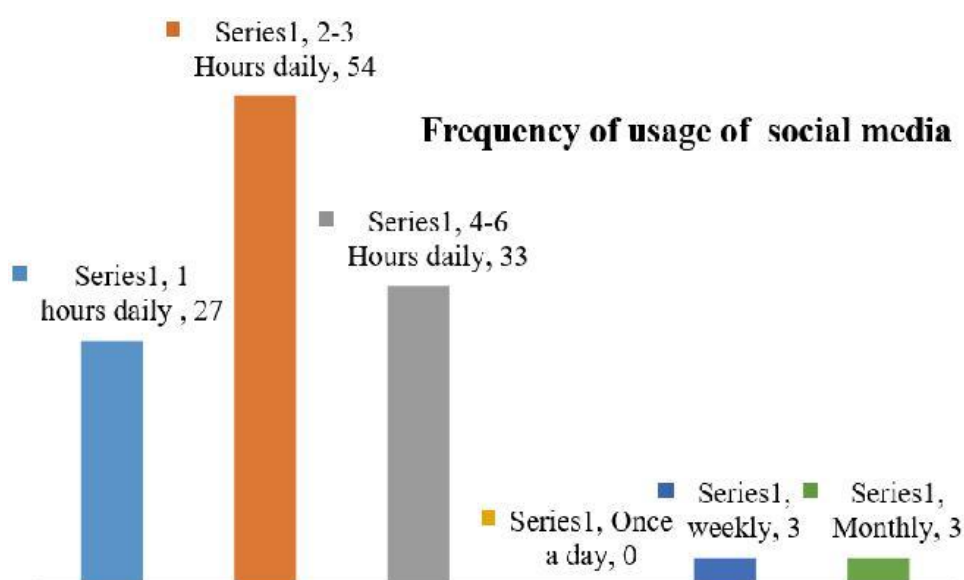
This advancement pattern has strongly affected throughout the course of recent years, the manner in which individuals carry on with their regular routines, compare with one another as well as their utilization design and conduct changes help to acquire achievement especially in ventures like Food and Drink, other FMCG, Shopper Solid items, Telco, Attire, Footwear as well as the travel industry and medical services items.

With the Bangladesh Bank, national bank of Bangladesh, move toward license the execution of e-instalment passages in 2009, online business organizations have developed quickly. It is seen that numerous B2C organizations works under the crossover model integrating "money down" components really shows that the framework isn't generally open or useable by mass buyers. In somewhere around five years somewhere in the range of 2007 and 2012 the web-based business and online closeout region became by 10.4% and is expected to develop by 8.8% yearly during 2017. The absolute quantities of organizations working in the web-based business area are projected to develop dramatically to 61K+ throughout the following five years as detailed by IBIS World.

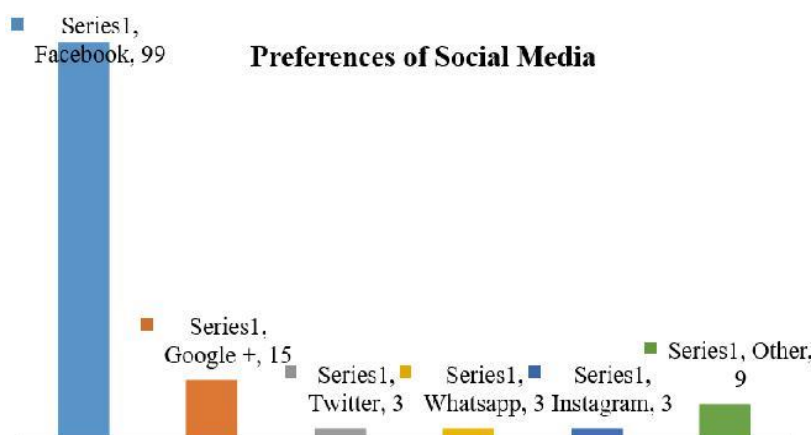
These computerized upgrades occurred around us, participating inside last three or four years made our way of life more straightforward. Computerized Advertising improvement offers the brands a chance to arrive at the greatest number of crowds with more savvy way. That is the reason the brands additionally favour this correspondence stage to present, improve and execute their showcasing techniques through this advanced media.

DISCUSSION ON ANALYSIS OF DATA

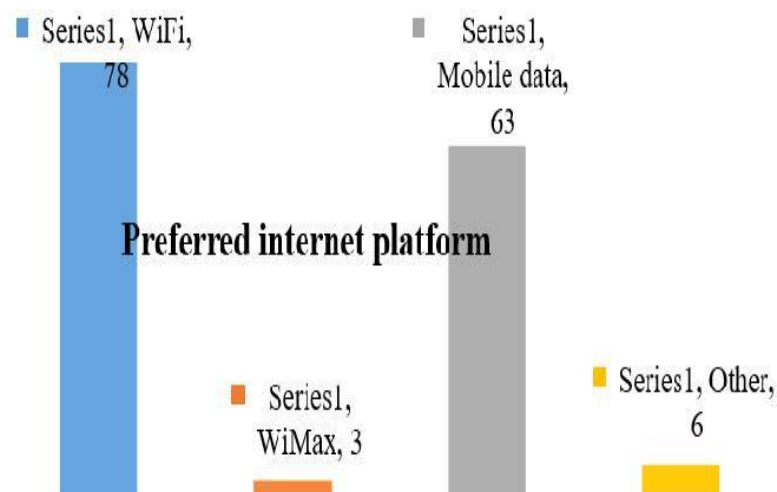
Based on gathered information from members, the accompanying examination has been made where the conversation on recurrence of use of virtual entertainment, inclination of web-based entertainment, favoured web stage, web utilizing consumption, famously followed brand and instruments and so on are led to find a reasonable rule for advertisers who are advancing their items currently on computerized stage and for likewise for them who believe should do likewise.



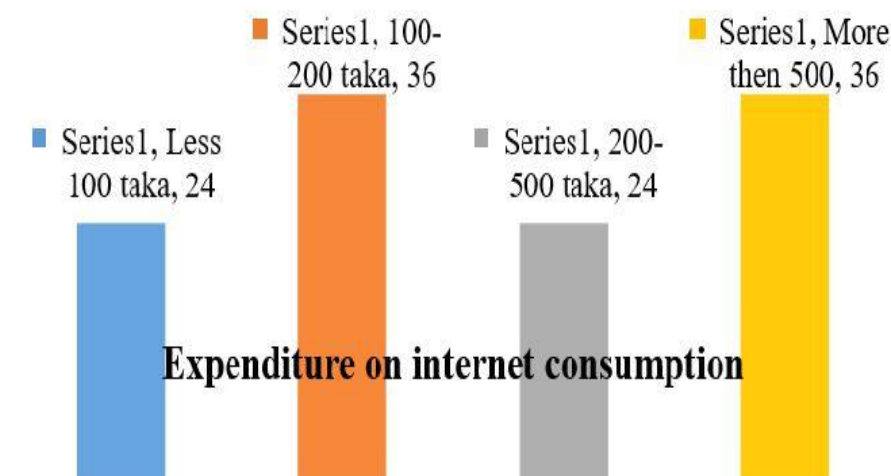
This examination was finished on youthful age and it is uncovered that the recurrence of utilizing web each day is 2 to 3 hours (54), which is almost 45% of the absolute populace. The individual meeting with respondent uncovered that a large portion of them utilize much of the time however not constantly for at least 30 minutes. That demonstrates that they are for the most part refreshing companions' feed or current data. In any case, it is extremely huge piece of time that they are consuming (1 to 6 hours) of larger part of the populace uncovered as the likely objective for computerized advertiser.



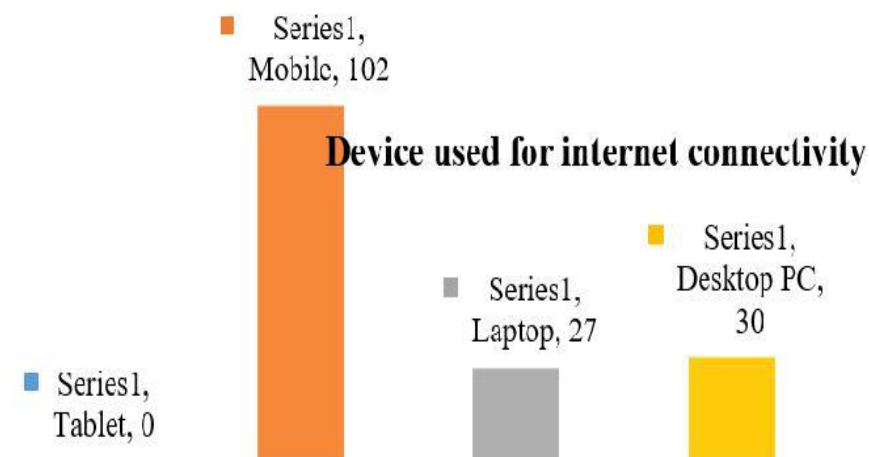
Greater part of the respondents showed their favoured web-based entertainment stage is Facebook (99) far in front of the second biggest favoured Google In addition to (15) which is similarly new. The absence of Instagram or twitter presence showing that youthful age among this gathering don't know or not intrigued on those stage.



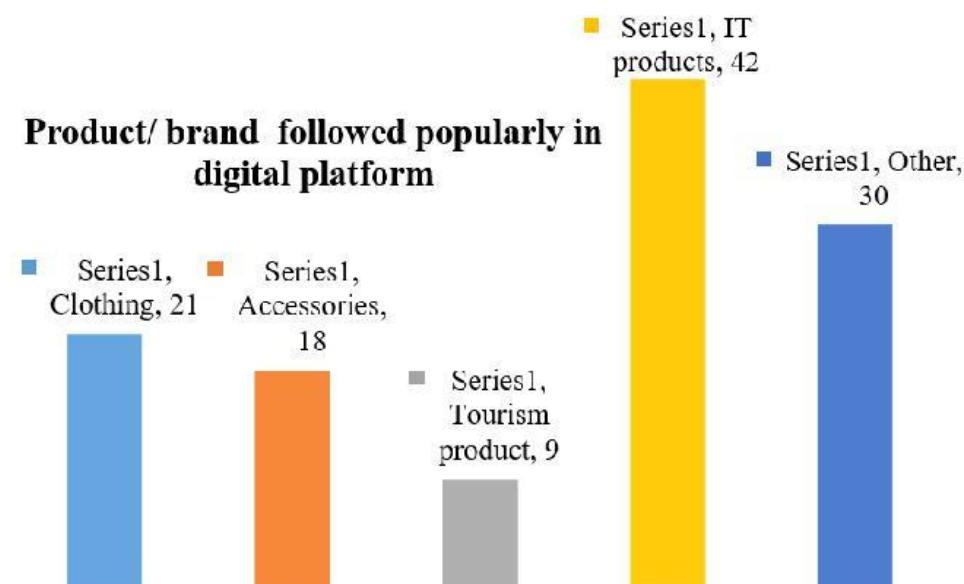
The favoured stage to utilize web is shifting among various sorts. Most respondents' utilizing WIFI (78) or Versatile information (63) demonstrating these two are the most widely recognized stage. A lot of individuals are really utilizing versatile information to utilize web affirming portable connection point as one of the essential devices to collaborate with client and likely client for computerized promoting.



Among the respondent gathering the amount they should spend on web utilization, which might address their advantage in downloading, utilizing and seeing items. Advertiser ought to realize that larger part is youthful and have less pay or capacity to spend on web utilization. A gathering showing 100-200 taka each month that is 36 respondents yet additionally another gathering showing they burn through 500 and more taka implies the use on it is developing quick.



The situation of gadget liked by the most clients are changed fundamentally. Beforehand work area or PC was broadly utilized yet presently around 80% in addition to that is 102 respondents favouring the cell phone as a method for arriving at web. Cell phone being versatile and more modest screen demonstrates advertiser to make and advance viable items.



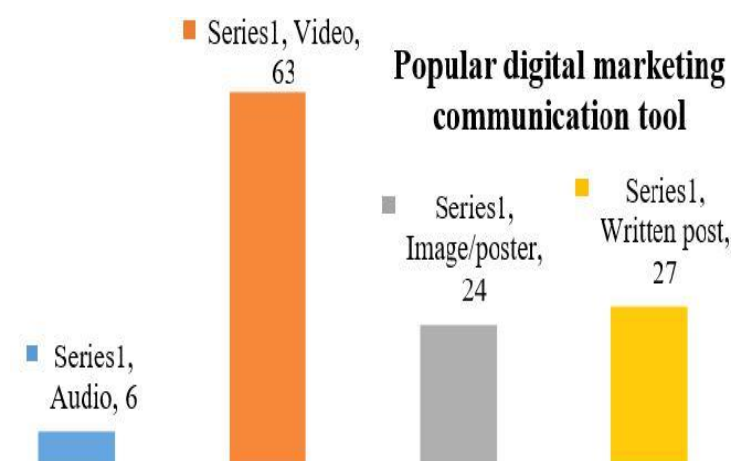
Most strangely larger part of respondents showing interest in IT items while looking or shopping on the web, however apparel and embellishments are likewise looked or shopped, yet fundamentally less just 9 pick the travel industry items however the travel industry advancing colossally in Facebook or online media. However, it is additionally sure the gathering answered are youthful and insufficient use to bear the cost of the travel industry item yet more mindful and inspired by new advancements and contraptions.



The great sign about advancing through computerized media or web advertising is, most respondent settles on its coming to get data about the item or brand is useful. Thus, it is broadly utilized in looking, getting data or elective assessment by the respondents.



However, the quantity of client and data search through web is practically 90%+ of respondents yet a large number of them (48) are not able to purchase from it. It demonstrates the purchasers are not happy either on account of the absence of trust or conveyance charge. Online cash or utilization of electronic tomfoolery move may be different reasons. Be that as it may, it is significant however they don't buy through web-based stage still computerized media assumes extraordinary part in social event data on items.



This exploration was likewise finished to figure out the well-known device in advanced or web based promoting correspondence. Greater part of the respondents (63) really following video contents and curiously larger part video contents in Facebook are either persuasive or moral items. So, advertiser ought to know on which items mass populace are seeing and the explanations for it. Sound is the most un-favoured device yet around 20% concentration in picture and 25% perusing text post in web-based Medias.

RECOMMENDATIONS

An incorporated promoting correspondences plan should incorporate a subjective and quantitative statistical surveying segment which gives a manual for plan methodology for better showcasing of items and administrations by figuring out buyer conduct. By this examination one might say that as a cutting-edge device of promoting correspondence web-based entertainment assuming exceptionally critical part in the showcasing stage to intently arrive at buyer. There are a few ideas considering the overview directed:

- As the exploration found that individuals involving web-based entertainment every day for 2 to 3 hours so advertiser can without much of a stretch attempt to catch their eye about the item.
- The majority of the members said they use Facebook as virtual entertainment most so advertisers ought to focus closer on utilize this stage all the more successfully. From the study it is additionally seen that youthful age is not intrigued or not mindful about different media so concerned authority might attempt to snatch consideration of the expected clients.
- Research is showing individuals burn through 500 and more taka to involve web for virtual entertainment that implies the use on it is developing quick and they giving a lot of time in utilizing web. It is about time for advertisers to achieve their objective to draw in the client.
- Advertisers might examine how frequently their rivals are posting and direct industry exploration to see the best measure of content to distribute each day on each channel and work as needs be.
- Every social channel should be treated as a different substance by computerized advertisers. There can be content that is spread across all channels to snatch mass clients.
- Individuals are utilizing web more from portable than PC so it is turning out to be not difficult to go near clients and associate often.

- There is uplifting news for IT advertisers that youthful ages are keener on following IT items and brands. Some more consideration in advancing this sort of item can make a decent showcasing stage.
- Research shows individuals utilize advanced media to become educated about item or brand so advertisers ought to be more dynamic in this stage.

CONCLUSION

This exploration establishes that the computerized showcasing commitment in total advertising drives among the mass clients, particularly on their social and curving patters. Computerized promoting apparatuses and ideas are taking over conventional techniques world generally yet it is relatively new among mass purchaser market in Bangladesh. Showcasing experts are questionable about the use and advantages of advanced advertising and have been seen in absence of appropriate dividing, legitimate market focusing as well as ill-advised and befuddling situating of item. It is without a doubt that the development of web and portable correspondence broadening the skyline for additional individuals to reach and conveyed, thus the legitimate statistical surveying and followed by a complete consideration of computerized showcasing instruments and procedures in an organization coordinated promoting correspondence can clearly guarantees bring more powerful and proficient showcasing.

REFERENCES / BIBLIOGRAPHY

- A Munshi, MSS MUNSHI, 2012, Digital marketing: A new buzz word, *International Journal of Business Economics & Management Research*, Vol.2 Issue 7, July.
- A Sundararajan, Leonard N., 2003, Pricing Digital Marketing: Information, Risk Sharing and Performance, *Stern School of Business Working NYU*
- Anderson, P. (2007): What is Web 2.0? Ideas, technologies and implications for education, in: JISC Technology and Standards Watch, Feb, 1-64.

Bernoff J. and Li C., (2008), Harnessing the Power of the Oh-So-Social Web, MIT Sloan Management Review, vol 49, nr 3, pp 36-42

Boyd, D. M. & Ellison, N. B. 2007. Social Network Sites: Definition, History and Scholarship, *Journal of Computer Mediated Communication* vol 13, issue 1, 210-230.

Bryan L., Matson E., Weiss L., (2007), Harnessing the power of informal employee networks, The McKinsey Quarterly 2007, nr 4

Cetină. J, Cristiana. M, Rădulescu. V, 2012, Psychological and Social Factors that Influence Online Consumer Behavior, *Procedia - Social and Behavioural Sciences*, Vol 62, Page 184- 188.

Chaffey. D, (2013) “Definitions of Emarketing vs Internet vs Digital marketing”, Smart Insight Blog, February 16, 2013.

DC Edelman, 2010, Four ways to get more value from digital marketing, *McKinsey Quarterly*

Deighton J. and Kornfeld L., (2007), Digital Interactivity:

Unanticipated consequences for markets, marketing, and consumers, Harvard Business School working paper, <http://hbswk.hbs.edu/item/5783.html>

G. Reza Kiani, (1998) Marketing opportunities in the digital world, *Internet Research*, Vol. 8 Iss: 2, pp.185 – 194.

Guoying Zhang, Alan J. Dubinsky, Yong Tan, 2013, Impact of Blogs on Sales Revenue, *International Journal of Virtual Communities and Social Networking*, Vol .3, August, Pg 60-74

Helm R, Möller M, Mauroner O, Conrad D, 2013, The effects of a lack of social recognition on online communication behavior, *Computers in Human Behavior* Vol 29, pg 1065-1077.

Koiso-Kanttila, N. (2004), “Digital Content Marketing: A Literature Synthesis”, *Journal of Marketing Management*, Volume 20, Issue 1-2, pg-45-65, 2004.