

Application of Digital Marketing Strategies to Enlarge Profits of the Organization

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ABSTRACT

In this fast- growing world, marketers are facing new challenges and openings within this digital age. Digital marketing is the perpetration of electronic media by the consumer to promote the products or services into the request. The overall end of digital marketing is attracting guests and allowing them to interact with the brand through digital media. Now, marketing has reached fully at a new scale with the invention of the internet and redounded in the emergence of digital marketing. The significance of digitalization and online presence involved companies in tough competition for client's attention. The strengths and sins of the digital marketing strategy of the company were indicated through analysis of the factual situation, which proved insufficiency its approaches. The working plan for the enhancement of the scenario was suggest by the author. It includes recommendations on the optimization of social media channels and the application of content marketing. This composition focuses on the significance of digital marketing for both marketers and consumers. This study has described colorful forms of digital marketing, the effectiveness of it and the impact it has on the establishment's deals

INTRODUCTION

Digital marketing includes a large selection of product, service, and brand marketing tactics which substantially use the internet as a core promotional medium in addition to mobile and traditional television and radio. Social media marketing is nothing but it's each about creating interactive moments with our guests to achieve a thing we have defined. Social media has started a new style of communication and now there are billions of exchanges passing online.

1.1 LITERATURE

Social media has come a dominant force in our ultramodern world, with its influence felt in colorful aspects similar as marketing, advertising, brand structure, and elevations, making it a largely sought-after system for entrepreneurs of all periods. When we suppose of social media, platforms similar as Facebook, Instagram, and WhatsApp come to mind, but its reach goes far beyond that. It's considerably used in different diligence similar as small businesses, retail marketing, banking, B2B marketing, tourism marketing, fiscal institutions marketing, and so on. The primary ideal is to exfoliate light on how social media can be abused effectively to develop businesses

TRADITIONAL MARKETING

1. Traditional Marketing is a kind of creation, announcement in which companies used this system in early period to request their product. It bear a substantial time and budget to get the asked result. We can use this marketing in original area and there's no demand of internet connection. colorful types of traditional Marketing's are television Advertisements, Radio advertisements, review, Hoarding, Door to Door, leaflets, Event backing, Referral, Cold calling and Road Shows.

DIGITAL MARKETING

1. It is the part of marketing that uses the internet and online-based digital technology including desktop computers, mobile phones, and other digital platforms to advertise goods and services.

2. It's also appertained as advertising and delivering through digital channel this can be social media platforms, mobile platforms dispatch or web operation hunt machines and websites. It also help you to connect with mobile guests and we can fluently and snappily change our strategy and tactics for stylish results

VARIOUS ELEMENTS OF DIGITAL MARKETING

1. Online Marketing Online marketing is a pivotal aspect of digital advertising that enables companies to promote their products or services on the internet. It involves creating content and advertisements that feed to the interests of implicit guests. This form of marketing is salutary to everyone involved in the online networking process, including bloggers, consumers, marketers, and advertisers. still, the advantages of online marketing aren't unevenly distributed among all parties. Businesses can reap multitudinous benefits, similar as increased profitable value, time savings, and lesser attention from implicit guests. On the other hand, merchandisers can gain briskly access to information, products, and entertainment. The internet has empowered consumers, giving them the capability to reach out to companies, offer feedback, and contribute to product development also, businesses that establish a strong online presence can profit from enhanced communication with their guests, making it easier to make lasting connections with guests. Online marketing also provides businesses with lesser control over their budget and allows them to manage their time more effectively. Overall, online marketing has revolutionized the way businesses interact with their guests and conduct their operations.

2. Dispatch Marketing Dispatch marketing is a form of online marketing communication where businesses shoot dispatches about their products or services to current or implicit guests via dispatch. It's a great way to target specific cult and manage client connections effectively, making it a precious tool for client relationship operation(CRM). Casting an effective dispatch marketing strategy involves careful consideration of client interests and preferences. The beauty of dispatch marketing lies in its capability to reach guests directly and knitter dispatches to their requirements. By creating visually appealing emails with compelling textbook and applicable links, businesses can snare the client's attention and drive engagement. It's like advertising or other forms of media exposure, but more targeted and substantiated. The main objects of dispatch marketing are to make client fidelity, trust, and brand mindfulness. With the right approach, businesses can use dispatch marketing to upgrade their products and services and enhance the overall client experience. The key is to plan and execute the strategy with perfection, taking into account the lowest details and client perceptivity

3.Text messaging marketing: Sending information about products and services through mobile devices via text messaging is a widely used marketing technique. Companies can share details through SMS, MMS, and send images, videos or audio messages. This allows for sending confirmation of orders and shipping alerts via text messages. Using SMS marketing campaigns results in prompt and significant feedback from

recipients, and including a "reply" button or link to a landing page helps increase interaction with the brand. Additionally, companies can direct customers back to their website for quick interactions with the brand. This type of marketing allows for real-time communication with the audience and ensures the message will be seen. Text marketing not only helps generate sales but also increases brand awareness, educates subscribers, and drives website traffic. Nonprofit organizations can also use text marketing to create a questionnaire and obtain valuable customer feedback to develop their products or services. All this can be achieved in seconds without requiring internet access.

4.Content marketing: Content marketing refers to the process of producing and distributing various media and publications with the aim of building and retaining customer interest. This can involve written content such as literature, poetry, or any form of interconnected information. Companies use content marketing to expand their business, improve brand awareness and credibility, and generate online sales, as well as to attract attention and create leads. The term "content" also extends to the online realm, where it serves as a powerful tool for communication between businesses and customers. The goal is to continually produce relevant content that guides customers towards taking action, whether that's making a purchase or signing up for a newsletter. Effective content marketing can help buyers make decisions more easily and increase impulse buying. Content marketing also drives traffic to a company's website and encourages visitors to become customers. It can take many forms, including videos, images, and descriptions, but its purpose is always to engage and provide value to the audience.

5.Social media marketing: Studies indicate that social media is beneficial for B2B firms in generating new sales. The advent of social networking websites has brought significant changes to human communication, lifestyle, habits, and daily life. Utilizing social media is an effective tool for finding new clients and strengthening existing customer relationships. The study was based on five hypotheses: social media usage creates opportunities, helps in understanding customers, assists in relationship management, aids in relationship sales performance, and helps in outcome-based sales performance. Furthermore, content distribution and sharing have become possible without physical interaction, providing several advantages. The internet allows people to see and communicate with each other, learn more, and foster personal growth without any difficulties.

Based on the social capital theory, researchers tested the above hypotheses and analyzed the data using standard protocols. The results supported the hypotheses that social media usage creates opportunities and helps in relationship sales performance. However, the hypothesis that social media usage helps in understanding customers was not supported. Thus, it can be concluded that social media usage contributes to the development of B2B sales. Therefore, it is essential to understand how to utilize Facebook for B2B marketing.

6. Facebook: While it may not be advisable to mix personal and business activities, Facebook offers a massive community that exceeds the population of every country except for India and China. By creating a business page instead of a personal profile, companies can expand their B2B outreach through Facebook. When promoting a business page, there are some important things to keep in mind:

First and foremost, it's essential to generate as many "likes" as possible for the official company page. Consistent posting of fresh content will ensure that users are always informed about the latest company news through their news feed.

Another key strategy is to use visual communication to engage customers, as Facebook's algorithm prioritizes videos and photos over text. The visibility of news items is directly linked to the number of likes and comments they receive, so early engagement from a few users can lead to greater exposure for the post.

Posting frequency and timing also play a vital role in maximizing engagement. Choose the optimal time of day to post content that will generate the most clicks, and limit the number of posts to one or two per day.

Social media is not only useful in B2B markets but also for B2C clients. By leveraging social media platforms, companies can benefit from increased exposure and engage more effectively with their customers.

7. Instagram: Instagram is a social media platform that has gained immense popularity across the globe. While not everyone uses it, those who already use other social media platforms like Facebook are more likely to register on Instagram due to the influence of connections and friends. Instagram primarily focuses on sharing images and videos, and most people prefer using the mobile app rather than the desktop version.

One of the platform's key features is its editing function, which allows users to quickly edit and upload their photos to their profile, making it a convenient platform for marketing and personal use. Creating an account is also very easy, with minimal information required beyond a profile picture and a brief description.

Although Instagram does not allow links on its platform, users can add one clickable link to their profile information. Hashtags are also widely used on Instagram, making it easier to match photos to specific topics and increase views and likes. Writing an engaging and interesting photo description also helps attract more users and improves brand identification for businesses.

Instagram has also established marketing solutions for businesses, which allows them to target specific audiences and increase their content's visibility. The platform offers both free and paid options for businesses, making it an effective and efficient marketing tool that requires less time investment compared to other social media channels.

YouTube: YouTube is a popular social media platform where people from all over the world can stream videos online. It was established by Charley Hurley, Jawed Karim, and Steve Chan, and has gained

worldwide recognition. For businesses, YouTube can be an incredibly useful tool for B2B marketing as it allows brands to promote themselves through powerful promotional videos and short introductions to their business in media format. However, it's important to keep in mind the target audience, as a video aimed at a 22-year-old student may not appeal to a 42-year-old engineer. Therefore, it's essential to ensure that the message conveyed through the video reaches its intended audience.

When utilizing YouTube as part of an online marketing strategy, businesses must consider the content, structure, and length of the video. Videos that are too short may not be suitable for all cases, while videos that are too long may bore the viewer and result in disengagement. Consistent branding is also crucial. As videos are shared on social media channels and across the web, it's important to let viewers know where the content comes from. The use of logos, colors, and even actors can help differentiate your videos.

There are several steps that businesses can take to create an effective YouTube marketing strategy. Firstly, it's important to introduce the brand and let viewers know where else they can find it. Secondly, explain why viewers should watch the video and what they can expect to gain from it. Next, deliver the promised information in the video title and provide the value that the viewers are looking for. Afterward, provide a quick recap and conclusion. Businesses can also offer advice based on the information given in the video, such as a warning, encouragement, or recommendation. Finally, businesses should end the video by encouraging viewers to subscribe to their channel or purchase a product and attach a link to the YouTube channel they want to promote. This is a critical component of any successful YouTube marketing strategy.

IMPORTANCE OF SOCIAL MEDIA IN TODAY'S WORLD

According to Marie Swift's 2006 research, print media advertisements may not be the best solution for brand promotion. This is because traditional mass advertising targets a broad audience who may not be interested in our brand. Therefore, it is more effective to channelize the promotion and advertising budget towards activities such as networking, volunteering, and event hosting, which can attract potential customers.

Out of these methods, networking is the most suitable in today's world, where social media platforms offer a range of opportunities to connect with potential customers. Social media marketing can be used for any business, regardless of whether it is B2B or B2C, and it is significantly less expensive than traditional advertising methods. When a customer posts a comment on our page, it is essential to respond with a personalized message that demonstrates our brand's value and appreciation for customers.

By sharing high-quality content on social media, we can generate inbound traffic to our website and increase conversion opportunities. It is no longer sufficient to update our website or blog regularly. By sharing content on social media, we are sending a brand signal to search engines that speaks to our brand's credibility, integrity, and consistency.

IMPACT OF SOCIAL MEDIA MARKETING

The rise of social media has completely transformed the way brands interact with their consumers. Nowadays, businesses are able to analyze and comprehend their target customers' needs, preferences, and dislikes through various social media channels before creating a marketing strategy. This has made social media a crucial aspect of the business world, from small startups to multinational companies. Unlike traditional marketing methods such as radio, TV commercials, and print ads that are often costly, social media allows businesses to connect with their target audience for free, requiring only time and effort. Social media marketing has had a tremendous impact on businesses and markets, resulting in significant growth and success.

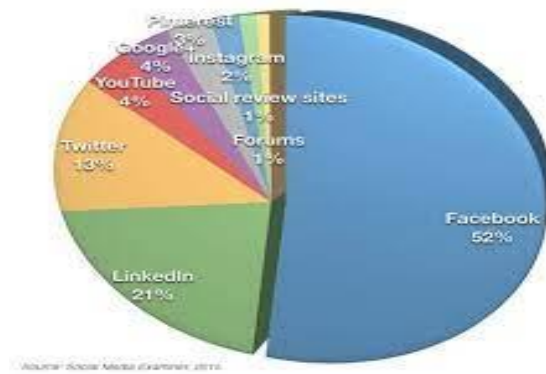
One of the biggest advantages of social media marketing is that it enables businesses to gain valuable insights into their customers. By listening to their opinions and needs, businesses can build strong relationships with their customers and foster a sense of brand loyalty. In addition, social media provides a platform for businesses to offer exceptional customer service by responding to inquiries and concerns quickly. Customers appreciate businesses that prioritize their needs and concerns, and social media enables businesses to do just that.

The affordability of social media marketing is another perk. Social media sites like Facebook, Instagram, and Twitter provide free advertising and marketing services, in contrast to conventional advertising strategies that need a large financial investment. Due to this, social media is a cost-effective advertising medium that enables companies to market their name and goods without spending a fortune.

Furthermore, social media offers businesses a great opportunity to connect with customers on a more personal level, which is not possible with traditional media advertising. Social media allows businesses to engage with customers in real-time, making it easier to adapt to changing customer preferences and lifestyles.

While traditional advertising media, including print media, radio, and visual media, have been around for a long time, social media has emerged as a more customizable and consumer-friendly alternative. Unlike traditional media, which offers limited options for customization, social media allows customers to search for specific products and services, making it easier for businesses to reach their target audience.

Overall, while social media marketing has its limitations, such as privacy concerns and overexposure, businesses can overcome these limitations through strategic and effective use of social media platforms. By leveraging the power of social media, businesses can build a strong online presence, connect with their customers, and ultimately grow their business.



Traditional advertising media consist of print media, radio, and visual media. In reality, only the print media was considered to be traditional media but in this circumstances of discussing the impact of social media advertising and its contrast with other media advertisements, all other existing media excluding the social media is considered as traditional media, at least for the sake of this report. Though the funding for advertising in social media is very less, the mass appeal is much higher, and hence more returns can be expected. Whereby using the internet as a source of advertisements, people who are interested in a particular product can be drawn towards the company more easily. Even within the traditional media of advertising, a Premium print advertisement which is far more expensive than normal advertisements are being widely used. Social media is more customizable compare to traditional media. In social media, it is easy to find what a customer needs. The consumer of conventional media, in contrast, is compelled to watch whatever is transmitted by someone else. Social media makes it simpler to look for pertinent information, which reduces the time, effort, and money needed to do so.. For social media marketing platform mostly work is done by Facebook which is 49 percent as we can see above chart. Though there are some downsides to social media marketing such as privacy concerns and overexposure towards the public, this limitation can be overcome if social media is used promptly, wisely, and effectively

ADVANTAGES OF DIGITAL MARKETING

This Technology allow the customer to stay with the company information updated. Nowadays lot of customer can access internet any place anytime and companies are continuously updating information about their product or services.

Under this marketing, consumer get clear information about the products or services. However internet provide comprehensive product information which customer rely on and make purchase edition.

Internet is available 24/7 hours and there is no restriction for customer to buy the product online.

This marketing gives viewers or customers to share the information about the product or services to other. Using digital marketing, one can easily transfer and get information about the characteristics of the product or services

The greatest advantage of digital marketing is that customer can make comparison among products or

services by different suppliers in cost, quality, features and many other things.

Through digital marketing company can show the prices of product or services through digital marketing channel and this makes price very clear and transparent for the customers. Company may also regularly change the prices or gives special discount on their products or services.

DISADVANTAGES OF DIGITAL MARKETING

There are some downsides challenges of digital marketing you should be aware:

By digital marketing, your consumer might see unfavorable comments or criticism of your business on social media and review websites. Negative feedback or a poor response might harm the reputation of your brand. Cash on delivery is one of the main disadvantages of digital marketing. Because it does not ensure you for 100% cashback. This may create a hazard in front of you.

You must make sure that your workforce has the knowledge and skills essential to successfully execute digital marketing. Keep in mind that platforms, tools, and trends change quickly, therefore it's imperative that you do.

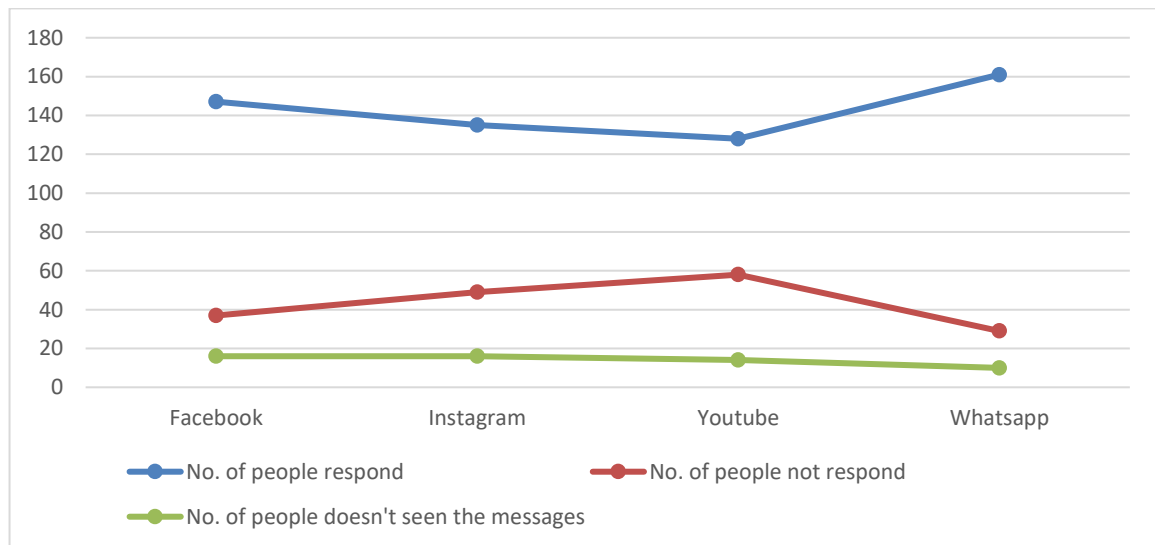
With the growth of online ads, internet promotion is experienced with a great process of too many competitors. By this promoters are not capable of getting into a more powerful place for the best possible exposure for their promotion and promotion tasks, and with the more number of competitor, will make it even more difficult and expensive to the interest of targeted viewers.

One of the drawbacks of digital marketing is privacy. It is frequently seen that any company can copies your products and sell them as their products. Copying of an image is not that much difficult. Not only this, even they can create an unfavorable effect on your products that will harm your online reputation. There are so many hackers who can track or copy the valuable marketing strategies. So, to keep your marketing strategy is a must

RESULTS

Because of how widespread digital media is, customers may obtain information whenever and wherever they want. Before, all the information customers received about certain goods or services was what the firm wanted them to know.

Social sites	No. of people responds	No. of people does not respond	No. of people doesn't seen the messages
Facebook	147	37	16
Instagram	135	49	16
Youtube	128	58	14
WhatsApp	161	29	10



The above table shows that out of 200 people, the number of people who respond, the number of people do not respond, the number of people does not see the message for the link which is shared by us and above is the result who use all the social sites or not

CONCLUSION

Nowadays, digital marketing has become an essential component of many companies' strategies. Even small business owners can efficiently and affordably promote their products or services using various devices such as smartphones, tablets, laptops, and televisions, as well as platforms like social media, SEO, videos, content, email, and more. Social media has become a reliable search engine because people tend to trust recommendations from individuals rather than from companies. Consequently, companies in various industries, including finance, travel and tourism, retail, education, and entertainment, benefit from digital marketing. This marketing approach saves both time and money, making it an attractive option for businesses of all sizes.

One of the most significant advantages of social media marketing over traditional advertising is the ability to target potential customers precisely. For instance, Facebook can display ads for interior designers on a user's home page if that person's interest is interior design. Social media sites are continuously evolving to meet the demands of modern marketing. Although Facebook was originally intended for personal use, it is adapting to the needs of businesses, with an increasing number of companies using Facebook to market their products. In conclusion, digital marketing is an inevitable part of the future.

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