

DIGITAL MARKETING APPLICATIONS TO INCREASE PROFITABILITY

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KEYWORDS- Digital Marketing, Profitability, Example of Banking System.

ABSTRACT-

Today's market is very developed to do the marketing done in a way to enhance the profitability of the organization. Here we studied about some digital marketing applications effects before and after on banking system. There are different banks operating whether private or public they all are now adopting digital marketing application to run their operations. Marketing and innovation are the only two functions of business. To improve customer service in the banking industry, computerization was thought to be essential." The CBS made banking available anywhere and at any time more convenient for customers. Total factor productivity, efficiency, spillover effects, transparency, and accountability are all enhanced by the digitization of services. Digital payment systems, for instance, offered adaptability and transparency. The growing level of competition between the public sector, the private sector, and foreign banks contributed to this shift. To keep their customers, commercial banks started using digital marketing. This paper centers about the significance of computerized advertising in the financial business.

INTRODUCTION-

The company appears to be intelligent through effective marketing. Customers feel smart when they see good marketing. Joe Chernov Innovation enables businesses to flourish, expand, and transform—both internally and externally and in response to environmental shifts. This is not an exception in the banking sector, which has undergone significant change and introduced new products, services, technologies, procedures, business models, systems, governance, and regulation. A globalized monetary framework has empowered an extra stimulus to this enormous exertion. Customers must be made aware of the banking industry's products and services through an effective combination of various advertising and promotional strategies, which is why customer centricity has become a new mantra. The banking industry has recently faced fierce competition to stay ahead of the pack; Customers are being informed about the goods and services they offer through a variety of digital channels. The information about products and services helps customers make better buying decisions because the development of information technology has brought about revolutionary change in the banking sector. Advanced Showcasing supply and send the exact data to the clients. Banking industry is a major contributor to the country's economic growth.

LITERATURE REVIEW-

A number of research papers and articles provide a detailed insight on Internet marketing. The findings from the literature are presented below-

VIJAY MAHAJAN [2002], the digital revolution has shaken marketing to its core with consumers being offered greater price transparency and often even the chance to dictate the price.

AFRINA YASMIN SADIA TASNEEM KANIZ FATEMA [2015], marketers are facing new challenges and opportunities in their challenging age. In this paper generally difference between traditional and modern marketing is shown in which modern marketing is more effective.

P. SATHYA [2017], the supreme purpose of digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media.

KISHOR KUMAR [2019], growth of digital marketing in Indian scenario is increasing day by day. This study reveals all entities agree regarding mandatory internet awareness for growth of business.

VAIBHAVA DESAI [MARCH 2019] Digital marketing encompasses all marketing efforts that use an electronic device or internet. Digital marketing is defined by use of numerous digital tactics and channels to connect with customers where they spend much of their time.

KISHAN PRAJAPATI [2020], various channels of digital marketing used by marketers to promote their products and services like social media, affiliate marketing, search engine marketing.

RESEARCH METHODOLOGY-

RESEARCH AND DESIGN-

DATA SOURCE- In this research primary data and secondary data both are used for the purpose of collecting information. To analyze the market trends of digital marketing and to know about increase in profitability both secondary data and questionnaire as primary data is used in this.

RESEARCH DESIGN TYPE-

In this design type is used descriptive research. According to descriptive secondary data is being used to describe about digital marketing applications in banking system to know about increase in profitability.

OBJECTIVES OF THE RESEARCH-

1. To study the impact of digital marketing on banking system.
2. To know about increase in profitability.
3. To study about digital marketing applications.

CONCLUSION-

"The modern era is one of innovation; subsequently Banking Area is no special case for this era". The significant driver of Banking Industry is the maintenance of clients. The banking industry is compelled to implement digital marketing as a result of the digital transformation. Thanks to digitization, we now have a plethora of cutting-edge products and services that are available "Anytime, Anywhere" as the banking industry is reimagined by digital transformation. Computerized showcasing advances the financial items and administrations for an extremely minimal price.

REFERENCES-

Web reference

Data of banking system

Research papers.