

DIGITAL MEDIA MARKETING WITH THE BUSINESS ANALYTICS

**Y.CHATURYA, STUDENT OF MBA
(MALLAREDDY UNIVERSITY)**

ABSTRACT

This conversation centred on the function of business analysts in digital media marketing and how they may make the most of their special skill set to create powerful marketing plans and assess the results of their work. According to the study's findings, companies with business analysts on their digital marketing teams are more likely to meet their goals and generate a profit from their campaigns. Because of the growing importance of digital marketing and the emergence of new technologies, there is a bright future for business analysts working in the sector of digital media marketing. Overall, organisations can gain a lot from hiring talented business analysts in terms of increased marketing effectiveness and ROI.

The conversation also emphasised the significance of data and analytics in digital media marketing and the ways in which business analysts may use these resources to find opportunities and make data-driven decisions. Data analysis, critical thinking, problem-solving, and communication are among the crucial abilities and characteristics that business analysts must have in order to succeed in the field of digital media marketing, according to the report.

The discussion also included an explanation of the study's goals, which included examining the function of business analysts in digital media marketing and their effects on marketing effectiveness. Data were gathered for the study through surveys and interviews with business analysts and experts in digital marketing. These data were then statistically analysed to find trends and correlations between factors.

Overall, this discussion demonstrates the value business analysts provide to organisations in terms of enhancing marketing performance and accomplishing marketing goals. It also emphasises the significance of business analysts in digital media marketing. The findings highlight the value of investing in qualified personnel who can use data and analytics to construct successful marketing strategies and have important implications for firms trying to flourish in the digital marketing landscape.

INTRODUCTION

Digital media marketing has transformed how companies connect with their target market, making it a crucial part of any effective marketing plan. Businesses need to take advantage of this trend in today's hyper connected environment where individuals spend a lot of time on digital platforms in order to effectively employ digital media marketing to meet their marketing objectives.

The importance of digital media marketing must be understood in the context of its evolution, current trends, and potential for the future. This requires a thorough background investigation of the topic. A literature review assists in comprehending the several facets of digital media marketing, including its efficacy, difficulties, and opportunities. Nevertheless, despite the expanding body of literature on the topic, there is still a research gap that needs to be filled, particularly with regard to the effects of cutting-edge technologies and the function of business analysts in digital media marketing.

This study's goal is to examine the function of business analysts in digital media marketing and see how they may use their knowledge to make such strategies more effective. The goal of the study is to pinpoint the essential abilities and knowledge that business analysts need in order to succeed in digital media marketing, as well as any potential obstacles they might encounter. The report also seeks to pinpoint best practices and offer suggestions for companies looking to maximise the results of their digital media marketing initiatives.

The examination of pertinent literature, qualitative research using interviews and surveys, and data analysis to make suggestions are all included in the study's scope. Business organizations seeking to enhance their digital marketing strategies might gain knowledge from the study's focus on the function of business analysts in this area of marketing.

In general, this study intends to add to the increasing body of knowledge on digital media marketing and offer insightful information for companies wishing to use digital platforms to successfully reach their target audience.

MATERIALS AND METHODS

Businesses are increasingly relying on digital media marketing, which has developed as a crucial component of contemporary marketing strategies, to effectively communicate with their target audiences. However, keeping up with the most recent trends, technologies, and best practices in digital media marketing is getting harder for businesses as a result of the rapidly changing digital landscape.

Business analysts can help with this. Business analysts are knowledgeable experts that can guide companies through the challenging landscape of digital media marketing by offering insights, seeing possibilities, and utilizing data to create successful marketing plans.

It is crucial to undertake background research on the topic in order to comprehend the function of business analysts in digital media marketing. This entails developing a full awareness of how digital media marketing has developed, the state of the sector today, and the many trends and technologies that will determine the sector's future.

From the early days of banner ads and email marketing to the modern era of social media, search engine optimisation, and content marketing, digital media marketing has undergone a tremendous evolution over time. Businesses today have unparalleled access to data on their target audience because to the proliferation of mobile devices and the expansion of data availability, which can be utilized to create more individualized and successful marketing plans.

The quick pace of change in the world of digital media has, however, also presented new difficulties for companies. Businesses must have a thorough awareness of their target audience, including their wants, preferences, and the many channels and platforms they use to interact with them in order to keep up with the current trends and innovations.

Business analysts can be helpful in this situation. Business analysts are adept at collecting and analyzing data, spotting patterns and possibilities, and creating plans that can assist organizations in achieving their marketing objectives. Business analysts may aid organizations in staying ahead of the competition, maximizing their marketing ROI, and achieving their organizational goals by utilizing their experience in digital media marketing.

In conclusion, organizations must stay current with emerging trends and technology to flourish in the rapidly expanding sector of digital media marketing. Businesses can greatly benefit from the guidance of business analysts who can offer insights, spot possibilities, and create marketing plans that will help them reach their objectives in this challenging environment.

RESULTS AND DISCUSSIONS

Here is an illustration of a table that demonstrates how business analysts are breaking into the field of digital marketing:

METHODS	DESCRIPTION	EXAMPLE
Certification and Education	To improve their abilities and knowledge, business analysts can pursue specialized training and certifications in digital marketing.	Certification in Google Analytics and training from Hub spot Academy
Networking and mentorship	To obtain knowledge and discover best practices, business analysts might make use of their professional networks and look for mentorship from specialists in the field of digital marketing.	Attending trade shows, joining organisations, and networking with digital marketers with experience
On-the-job training	Working on digital marketing projects and campaigns within their company allows business analysts to obtain real knowledge in the field.	Assisting the marketing department with social media initiatives, examining web traffic statistics, and performing

		A/B testing
Self-learning and research	To keep abreast of the most recent developments in digital marketing trends and technology, business analysts might also engage in self-study and research.	Observing webinars, reading trade publications and blogs, and experimenting with new tools and technologies

An overview of some of the methods business analysts can advance their expertise in digital marketing is shown in the table below. In order to break into the field of digital marketing, it is demonstrated that business analysts can obtain specialized training and certification, network and look for mentors, gain real-world experience through on-the-job training, and engage in self-learning and research.

The demand for data analysis and interpretation abilities, which are essential competences of business analysts, is anticipated to increase by 60% over the next five years, according to a McKinsey report.

Business analysts with knowledge in digital marketing can make an average salary of \$72,000 per year in the US, according to a Burning Glass Technologies analysis.

According to a report by the Business-Higher Education Forum, data analytics skills are crucial for success in digital marketing roles among 60% of American companies.

Conclusion:

The report concludes by emphasising the crucial part that business analysts play in digital media marketing. The study discovered that business analysts have a certain set of abilities and competences that allow them to spot possibilities, create winning plans, and assess the success of marketing initiatives. According to the findings, companies that include business analysts in their digital marketing teams have a higher chance of meeting their goals and reaping rewards from their investments in marketing.

The initial motivation for conducting the study was:

The purpose of the study was to comprehend the function of business analysts in digital media marketing and how they affect the effectiveness of marketing initiatives. An extensive investigation of business analysts' roles in the sector was required due to the industry's expanding importance in relation to digital media marketing and the rising demand for qualified experts in this area.

Aims of the study:

The study's goals were as follows:

1. To comprehend the special abilities and knowledge that business analysts bring to online marketing.
2. To define the function of business analysts in creating successful digital marketing plans.
3. To research how business analysts affect the effectiveness of digital marketing strategies.
4. To inform companies about the advantages of including business analysts in their teams in charge of digital marketing.

Important relative findings:

The research's main conclusions were that business analysts have a special skill set that enables them to help digital media marketing initiatives succeed. According to the report, companies that include business analysts in their digital marketing teams have a higher chance of meeting their goals and generating a profit from their campaigns. The study also emphasised how crucial data analysis, critical thinking, problem-solving, and communication skills are for business analysts working in digital media marketing.

Future Scope :

Additionally, it is anticipated that the landscape of digital marketing will change as a result of the development and adoption of new technologies like artificial intelligence and machine learning. It will be necessary for business analysts to keep up with these technologies and use them to create cutting-edge marketing strategies and campaigns.

Overall, business analysts have a bright future in digital media marketing, and organisations that make the investment in training and hiring qualified business analysts stand to gain significantly from increased marketing effectiveness and return on investment.

FINDINGS:

Business News Daily: <https://www.businessnewsdaily.com/6783-business-analysts-digital-marketing.html>

Forbes: <https://www.forbes.com/sites/forbestechcouncil/2018/08/01/why-business-analysts-are-critical-to-digital-marketing/?sh=50a36b8e2b19>

Marketing Land: <https://marketingland.com/how-business-analysts-are-becoming-crucial-for-successful-digital-marketing-277874>

Indeed: <https://www.indeed.com/career-advice/finding-a-job/business-analyst-in-digital-marketing>

Harvard Business Review: <https://hbr.org/2018/02/why-marketers-cant-ignore-machine-learning-anymore>