

# STRATEGIC BUSINESS MARKETING AND DIGITAL MARKETING TOOLS

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## ABSTRACT

The major objective of the research was to uncover the relationship between digital marketing tools and strategic firm marketing. Details like how they can contribute to lead generation and the good influence they can exert on the company are examples of this. Solar power refers to the process of converting solar energy into usable heat or electricity. One renewable energy source that is both abundant and kind to the environment is the sun's rays. Solar Inertia has been quite busy serving the country for the last ten years. We aim to provide a sustainable and carefree lifestyle for future generations by harnessing the power of nature as it is. Solar panels are more crucial than ever before because of the quickly rising cost of electricity.

**Keywords:** Strategic Marketing, Business Marketing, Digital Marketing Tools, Market Segmentation, Customer Relationship Management, Performance Measurement, Artificial Intelligence, Data Analytics, Competitive Advantage.

## Introduction

Marketing is a mindset that finds, creates, communicates, and distributes valuable goods and services to meet the wants and needs of individuals, businesses, and communities. Consumers' needs, wants, and values form the basis of marketing, which also relies on products, exchange, communications, and connections. The main focus of marketing strategy is the marketing department's long-term goals of achieving a competitive edge. The organization adapts to its environment by utilizing its resources to fulfill stakeholder and customer requests.

Developing a strategy to address competitors, identify market opportunities, develop and sell new products and services, allocate marketing funds, and establish an appropriate organizational structure are all components of this definition of strategic marketing. The problems faced by different types of businesses are different, and there is no universal solution to these problems.

A company's new product development strategy analysis needs to cover a lot of ground. Some of these criteria include the company's level of innovation, its price policy and cost position, the quality of its relationships with customers, rivals, suppliers, and partners, and its status as a technological trailblazer or laggard.

Given the complexity of marketing and the expectations of stakeholders and customers, the challenge of strategic marketing is to balance the effects of an ever-changing environment with the capacity of a predetermined set of resources. It is also critical to manage organizational transformation and create strategic opportunities. In marketing,

organizations strive to maximize shareholder returns by building client connections that are mutually rewarding and gain an advantage in customer value identification, communication, and delivery.

The purpose of a strategic marketing plan is to increase value for the most profitable categories without reducing the importance of client relationships. The characteristic of strategic marketing is an integrated approach that is based on research and feedback. With the use of market research, businesses are able to determine what their customers want, and then they implement an integrated marketing plan to provide it. This approach helps the company reach its goals, especially those that affect the shareholders. Contrast this customer-centric strategy with a sales-based, competitor-centric one, wherein a business aims to generate high sales and long-term profitability by removing its own competitive disadvantages or by taking advantage of its rivals' weaknesses.

### **Strategic business marketing and digital marketing tools**

Make use of social media.. Embrace social media or perish. Supposedly, that's where the magic takes place. The success of several companies has been directly attributable to the rise of social media. At first, it could be scary. Of course. However, if you develop a following, posting on social media will become second nature.

An alternative, more expensive option would be to employ a social media manager. If you're not into it, then be authentic. Keep it real. Share your opinions. List all of your items. Share anything that you think will be beneficial for your audience to know more about you, your company, or your industry.

Instagram, Snapchat, and Twitter all have direct messaging capabilities that you can use to connect with other thriving businesses or to have conversations with people who could be interested in what you have to offer. This marketing is just mind-blowing.

### **Literature Review**

In advertising, the term "digital marketing" refers to the use of both online and offline digital platforms. Digital marketing includes a wide variety of channels, such as websites, social media, radio, television, email, and online search engines and directories. The effects of digital marketing on certain demographics have been the subject of numerous books and articles written by experts in the field. The impacts of internet marketing on youth have been the subject of much debate and study, both in India and elsewhere. The literature review that follows includes the studies and relevant excerpts that pertain to their subthemes.

In an attempt to promote less filtered, more open, and two-way discussion, marketers might use social media networks to speed up their messages. Data acquisition, evaluation, and meaningful understanding are likely to be accomplished by knowledgeable purchasers. Through social media, marketers are able to reach out to and incorporate every single customer. Therefore, it is easy to gauge the feeling and level of commitment towards a particular product. While gender prejudice may not exist when it comes to access to social media, there is proof that product searches vary by gender. Consumers conduct research, collect relevant data, and use it to make legitimate product comparisons. The product, the respondents' age, and their shopping habits are all strongly associated. As a result of the vast array of products offered by social media, consumers are starting to approach these platforms with a more analytical perspective. In their haste to obtain a competitive advantage, many companies embrace new technology without thoroughly evaluating their pros, downsides, or return on investment (ROI).

Built a consumer-based brand equity (CBBE) model around Aaker's (1991) four pillars of brand equity: recognition, impression, association, and perception.

EWOM, or electronic word of mouth, is well-suited to the new paradigm shift in brand management from managers to consumers, with an emphasis on perceived quality and brand loyalty. The authors of the study came to the conclusion that in the digital realm, EWOM might only affect one product instead of the whole brand. Though word-of-mouth marketing (EWOM) influences sales, it has little impact on the correct dimensions of brand equity if consumers continue to separate the product from the brand overall.

The importance of happy customers to digital content marketers was highlighted by Andac et al. (2016).

There was no correlation between demographic variables including age, income, gender, spending time online, or frequency of online purchases and customer satisfaction with content marketing. Within the scope of the research, three elements were also found as possibly relevant during the decision-making phase: pre-sale, sale, and post-sale. Content marketing pleasure was not significantly related to gender, income, or purchasing frequency. Despite consumers' lack of familiarity with the word, research shows that they still want content marketing. Conversely, there is a dearth of user-generated digital content and online sharing of digital media. After controlling for factors like gender, income, and buying frequency, content marketing satisfaction remained relatively unchanged. Over half of poll takers have heard of content marketing, but three-quarters still don't understand what it is. What matters is that the material is captivating enough to make the consumer want to buy the product and have the qualities to convert them into paying customers; it is not necessary if people understand what content marketing is. Finally, company should be able to retain and attract new customers with the help of content marketing.

### Search Engine Optimization

Search engines are only one of several websites where people browse for things. In June 2012, there were 634 million product searches on shopping websites like Walmart.com, 134 million on sites like Dealttime.com, and 877 million on other price comparison services, according to Baye et al. (2013).

Online auction house eBay. Listed pricing accounted for over 60% of eBay listings, with 70% of those listings being for brand new products. An increase in the amount of clicks received by the store from queries conducted in these other channels can be achieved through search engine optimization (SEO) that targets the store's brand equity rather than search engine rankings. Search engine optimizers might easily minimize the importance of investments in site quality and brand recognition due to the intangible nature of these spillover advantages. The usage of digital marketing platforms by SMEs was studied by Taiminen and Karjaluo (2015). According to the results of this survey, SMEs aren't taking use of the opportunities given by new digital technologies since they aren't utilizing them fully. The results also raise the question of whether small and medium-sized enterprises (SMEs) have understood the fundamental change in communication dynamics brought about by digitalization. It seems like SMEs are falling behind the fast-paced digital development, largely because they don't know what digital marketing is. When it comes to the new digital tools, the majority of the assessed SMEs aren't making full use of them. Utilization of Online and Social Media Marketing in the Field of Business Education (Crittenden & Crittenden, 2015) The instructional technology tool choices of both students and teachers were studied by Buzzard, Crittenden, Crittenden, and McCarty (2011). Teachers preferred using content management

systems (CMSs) for student-instructor communication, but students preferred more "traditional" digital methods, such as websites and email.

### **Researches on digital marketing and its tools and the impact on the audience or users.**

The (2012) work of O'Brien, Czerwinski, Gehrt, Rajan, and Shainesh

With its rapidly developing economy, India undertook the empirical study to examine online buying via the perspective of research on shopping orientations. The consumer panel's chosen online respondents were polled through the use of a questionnaire. This research found that in the Indian setting, there are three types of internet shoppers: those that prioritize value singularity, those who prioritize quality regardless of price, and those who prioritize reputation and recreation. Most Indian online shoppers seemed to fall into the "reputation/recreation" and "quality at any price" categories. On the other hand, early American internet buyers were primarily motivated by price and belonged to the value singularity group. Shoppers who prioritize reputation and leisure have different priorities than those who prioritize excellence at any cost. Their demographics, online habits, and evaluations of website features were almost same, with the exception of their respective employment (managerial vs. clerical). It was fascinating to find out that pricing is not a determinant of Indian consumers' preferences. Consumers' conceptions of shopping have not been fully developed in the emerging Indian economy, according to the study's analysis of shopping orientations and website aspects (security/responsiveness and design/assortment). This study paved the way for future research on online purchasing behavior among Indian consumers by linking attitudes about online shopping with a wide complement of variables. It opens the door for a flood of future research. This cross-sectional study might be greatly enhanced with longitudinal research to track the changing perspectives of Indian customers on the market as this emerging market expands and their level of education increases.

Janda (2008) looked at how four primary factors—virtual experience, privacy, security, and credibility—influence the tendency to shop online. Researchers evaluated the effects on male and female individuals to investigate if gender modifies the impact of internet fears. As part of its empirical evaluation, this study considers the present theory of online marketing to determine the effect of key customer concerns on the likelihood of making an online purchase. The approach made use of quota sampling to choose a representative cross-section of age groups for the consumer population through hand-delivered surveys. In order to reach out to the survey's non-student respondents online, 22 students majoring in marketing research were recruited. Participant quotas were used to symbolize different age groups. Finally, it yielded an appropriate sample of 404 individuals, comprising 208 females and 196 males. They were online for about 5 years and had ages ranging from 18 to 78. Using Confirmatory Factor Analysis, we checked how well the four constructs' measurements held up. This model postulated five associations, the fifth of which was the gender effect. Men and women alike are wary of making purchases on the internet owing to concerns about safety and the quality of the virtual experience. Concerns regarding privacy and the veracity of online information have a greater effect on the purchase likelihood of female consumers. Gender is thus characterized as a mediator in this context. The results of this study have important ramifications for websites that cater primarily to female users or target women specifically. Websites that collect personal information from their users should disclose their security measures. In a nutshell, this study helps marketers understand and predict how customers will shop online.

The study's narrow focus on certain aspects of the internet is one of its main limitations. Future research can easily broaden its focus to incorporate a more representative sample of the population and other relevant characteristics,

such as lifestyle and personality. Similarly, research can be carried out to analyze how internet-related worries affect buying habits in various service or product categories and countries going through different economic stages.

### **Objectives of the study :**

1. To find out what kinds of items are available and what kinds of things customers demand.

Two, research the various solar power industry competitors and their effects on the market.

Third, learn the ins and outs of social media marketing for products.

### **Research methodology**

The methodology of this survey is based on exploratory research. We have created a survey to find out how B2B organizations employ digital marketing.

To put it simply, research is the act of methodically collecting data with the purpose of answering a question. The fact that it is a process with distinct steps leading up to a finished good makes it systematic. The methodology or framework used to arrive at the results of a structured investigation is already defined.

A methodology is a set of rules or principles that researchers often use to gather and confirm information about a specific issue. Various branches of science have contributed to the development of their own unique sets of research methodologies.

### **Research methodology**

Is the infrastructure it offers researchers enough to get their jobs done?

It explains how the researchers set out to accomplish their research goals and overcome obstacles, and it explains how they derived conclusions from the data they gathered. The paper outlines the parameters for the research activity, including the next steps, success criteria, and progress monitoring procedures. Especially relevant in the modern information age, it teaches students to think critically and scientifically, how to discipline themselves to see things objectively, and how to do research that will add to human knowledge.

### **Data derived from primary sources**

The phrase "primary data" describes information that is collected by conducting interviews, surveys, or experiments with real individuals in the field. It is collected with the express intention of being used in the study project, using primary sources.

Questionnaires were the primary means of gathering information for this research.

- **The survey has twenty-five randomly selected participants.**

Primary data is essential for this study's analysis, interpretation, conclusion, and proposal. It will help get good results, to put it plainly.

Data acquired from archival sources

Primary data is newly collected information; secondary data is information that has already been obtained from other sources. Secondary data is more convenient than main data in many ways: it is free, takes less time to collect, and may even be available when primary data isn't.

Primary and secondary sources are mostly utilized in this study to acquire a basic comprehension of the organization and its traits. Additionally, information on digital marketing platforms will be gathered.

Data has been gathered from research and websites.

Investigational framework

A research design is a plan for gathering information, measuring it, and analyzing it. It's the big picture approach you use to make sure all the parts of the study fit together properly and answer the research question.

## DATA ANALYSIS AND INTERPRETATION

Age group

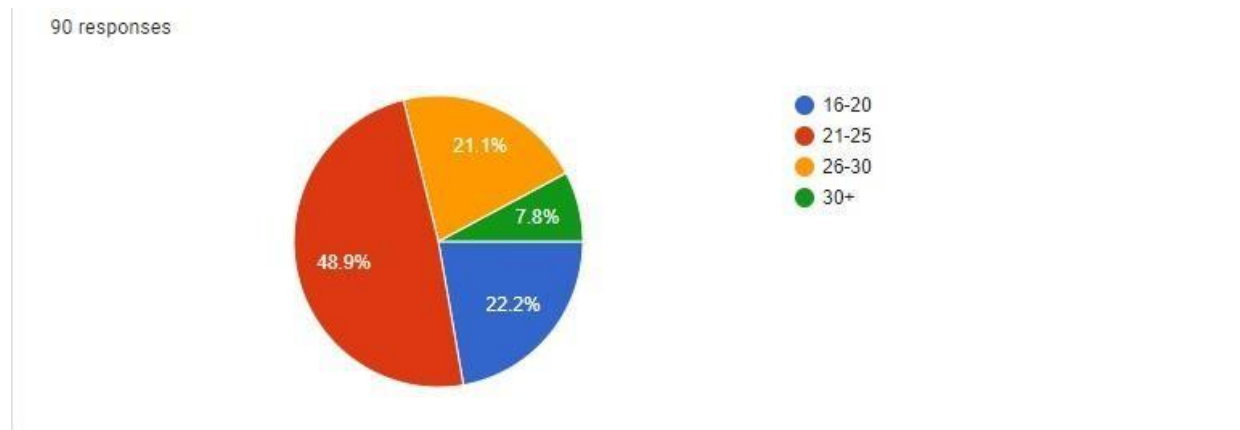


Fig 1 Interpretation

The figure 1 shows the division of age group among the respondents.

Here 22.2% respondents are of age group from 16-20 and 48.9% respondents are of age 21-25. 21.1% respondents are of age 26-30 and 7.8% are of age 30+

What do you think? What is the biggest challenge solar panel face?



90 responses

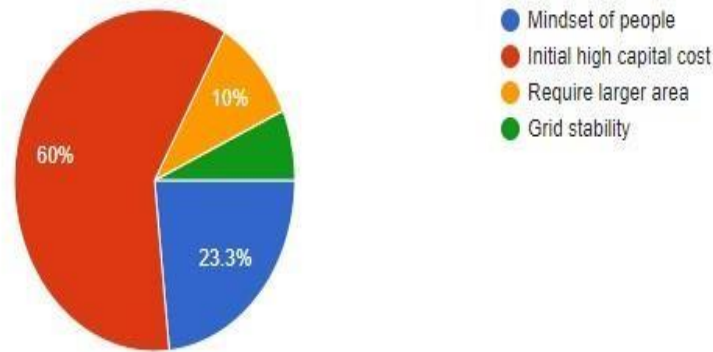


Fig 2 Interpretation

The respondents are cognizant of the challenges solar panels face in the present day, as seen in Figure 2. A quarter of the public finds that people's mindsets are a problem. Initial investment is the most critical consideration for 60% of people who took the survey. One in ten persons think that solar panels need more room. Six percent of people also think it has to do with the reliability of the power system. Please indicate on a scale from one (very improbable) to five (highly likely) how likely you are to suggest solar panels to loved ones.

90 responses

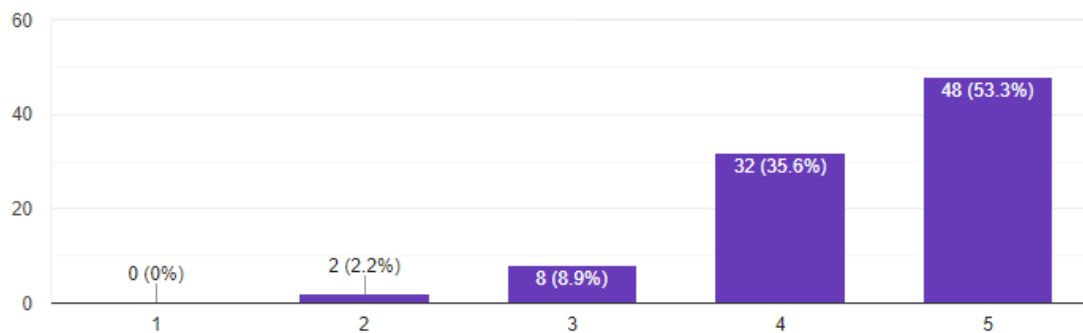


Fig 3

Interpretation

As in figure 3 respondents have been asked on a scale of 1 to 5 like would they recommend solar panel to their friends and family. 53.3% people give it five stars. 35.6% people give 4 stars. 8.9% people give it 3 stars. 2.2% people give it 2 stars and 0% people give it 1star

Would you compromise on quality in favour of cost-effective solarproducts?

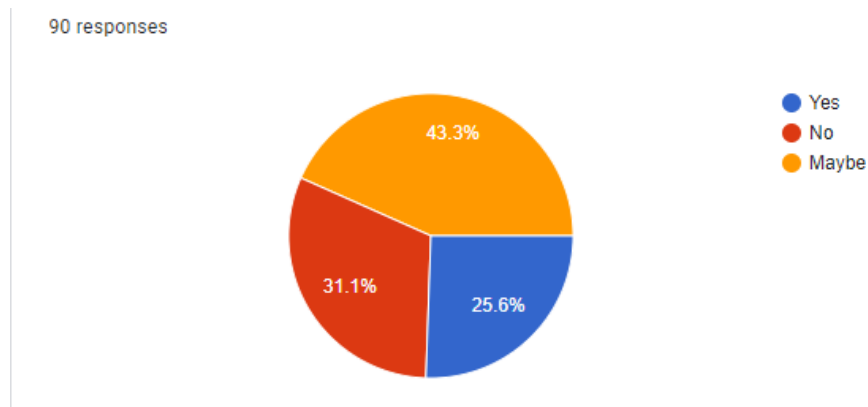


Fig 4  
Interpretation

Figure 4 shows that the question is asking whether people will compromise on quality in order to get solar items at a lower price. With regard to the question of whether they will compromise, 25.6% made the statement. Thirteen percent of respondents have said they will not budge, while forty-three percent are unclear.

### CONCLUSION:

Electrons can be shifted by light energy in some semiconducting materials. This photovoltaic effect has the potential to enable large-scale electrical generation. Still, a lot of space is needed to satisfy power needs because solar PV cells aren't very efficient right now. Solar power is the only renewable energy source that has the potential to supplant the world's current non-renewable energy supply, although it would necessitate at least 500,000 square kilometers of land. In an effort to ensure that all homes have access to sustainable energy, game-changing companies like Peacock Solar are aiming to reduce the price and increase the availability of solar panels. The International Energy Agency (IEA) has identified four significant shifts in the global energy system; three of these shifts show a fresh perspective on renewable power. They point to a paradigm change where renewable power and efficiency in energy use are the new frontiers. First, renewable energy is becoming more popular and affordable. In 2016, solar photovoltaic (PV) capacity expansion was the fastest of any generation source. New PV panels were 70% cheaper in 2016, wind was 25% cheaper, and batteries were 40% cheaper compared to 2010. The rising electrification of energy sources should be considered next. Electricity was nearly as expensive for consumers around the world in 2016 as oil goods were. China, the largest energy consumer in the world, is also shifting to a more sustainable energy mix and an economy focused on services. When it comes to power generation, solar power is quickly becoming the most cost-effective option in many nations, including China and India. As a result, it is dominating power markets worldwide. Peacock Solar contributes to the dissemination of information regarding renewable energy using online video sharing platforms and social media platforms such as YouTube, Facebook, Instagram, and Twitter. Several online advertising campaigns are now underway to raise solar energy's profile and encourage more purchases.



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