



Investigating Key Performance Indicators of Advertisement Goals of modern organisations adopting Digital Marketing

Dr. Jithin Benedict

Asst. Professor, Albertian Institute of Management

Dr. Mahalakshmi Sankar

Asst. Professor, Albertian Institute of Management

Anand S Sudesh

Student, Albertian Institute of Management

Abstract: With direct marketing at its core, digital marketing has become a specialised field during the past ten years. Brand marketers now have a greater number of direct and indirect channels of communication with their target customers as a result of the rise in the number of personal devices and their use. Participation in social networks has increased dramatically in recent years.. This is doubly important when looking at the startup ecosystem where companies usually have more limited budgets, because in many cases, internet marketing is relatively inexpensive and is considered a strong point for startups. On the other hand, today's digital world is challenging traditional marketing, and virtually no presence in the digital space comes at the cost of a serious reduction in marketing outputs and the continued superiority of competitors. Obviously, in such an environment, digital marketing becomes a priority for companies and various manufacturing and service companies. But evaluating the performance of digital marketing and defining appropriate performance indicators is a bit difficult due to the relative novelty of this concept and its different atmosphere from traditional marketing.

For this reason, the key Performance Indicators of Advertisement Goals of modern organisations adopting Digital Marketing are analyzed and their importance is determined. Understanding the importance and priority of indicators can lead businesses to make more accurate decisions.

Keywords: Digital marketing, Digital marketing role, Digital marketing tools .

I. INTRODUCTION

In the digital age, marketers face new difficulties and opportunities. The use of electronic media by marketers to market their goods or services is known as digital marketing. Digital marketing is a term used to describe advertising campaigns that are displayed on a computer, phone, tablet, or other device. The development and widespread use of technology and Internet technologies have transformed the way society communicates, both in daily and professional life. The same applies to the business of companies operating in modern (digital) conditions. The Internet has become a key component – or, one could say, a

strategic weapon in that it represents one of the most significant technologies of the twentieth century. On the other hand, in rapidly evolving business environments, precise analysis and accurate planning can be key to the selection of the “right” strategies for IT investment and the implementation of any new technologies. Ross, Weill, and Robertson; Ritter and Pedersen; and Pearce and Pearce have demonstrated that the best companies go beyond routine processes and digitalize their capabilities in order to distinguish themselves from their competitors.

II. LITERATURE REVIEW

It is already established that marketing becomes a major success factor, helping companies to identify and meet specific customer needs. Various trends have emerged regarding this topic, one of the most relevant currently being so-called “digital marketing”.

Aini and Hapsari (2009) define “digital marketing” as "market activities, including branding using a variety of web-based media such as blogs, website, E-mail, AdWorks, or social networking".

There are different tools in digital marketing (Lal, 2018), including:

Search Engine Optimization (SEO): to ensure the visibility of a website in the unpaid results of search engines. The goal of SEO is to position the company's website on the first search page.

Content Marketing: focus on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, and ultimately drive profitable customer actions. The uniqueness of this tool is to deliver high-quality content related to the company's products or services that will lead its audience to start the action of purchase.

Social Media Marketing (SMM): the use of social media platforms and websites to promote goods or services. The specificity of these platforms is that they enable a two-way response, which involves feedback from the receiver to the sender.

Email marketing: Clarification of the message and content that resonates with the purpose of a dedicated emailing campaign.

Use of these tools provides companies with a set of capabilities that could be exploited for their growth strategy. Bianchi and Mathews (2016) highlight several key capabilities that digital marketing enables, such as online promotion, online sales, post-sale online service, market research, and purchase contracting. Moreover, digital marketing provides a way to reach potential customers around the world, enabling cheap promotion of a company in international markets (Lituchy & Rail, 2000), and, at the same time, as a way to strengthen existing relationships due to the ease of communication with customers, suppliers, or partners.

This type of marketing provides a variety of benefits for companies. Verchaval (2016) highlights that the main advantages rely on its attractiveness of cost, which is affordable for many. Digital marketing is more accessible than other traditional marketing methods, such as television, radio, or printing. In addition, it increases the ability to control, optimize, and correct campaigns by providing great flexibility and dynamism, enabling customized and precise segmentation (Verchaval, 2016). Moreover, Clarke (2008) expresses that, "even when the goods need to be delivered physically, enterprises could use the Internet to sell their products directly to the customer, to discover potential customers, to bid online for procurement contracts or to be part of business-to-business (B2B) Internet exchange".

SMEs and Digital Marketing

In this research work, SMEs are defined as companies with a number of workers between one and 100. Micro-enterprises count as five or fewer employees, small companies as between six and 30 employees, and medium-sized companies as between 31 and 100 employees. Any company with a number of employees greater than 100 is classified as a large enterprise (MEIC, 2019).

Méndez (2003) states that SMEs “have been listed in the developing world as very important organizations for the economy in general and for society in particular because of their potential to generate employment, for their ability to produce income in weak sectors, for expanding the base of the private sector, for contributing to reducing the concentration of economic power, and for their contribution to the national product”. After conducting a study of the use of digital marketing channels within SMEs, Taiminen and Karjaluoto (2015) determined that the most widely used digital marketing tool is Search Engine Optimization (SEO), followed by email and social network campaigns in second and third place respectively. However, they also perceived that companies of this size have not extensively adopted digital tools within their marketing processes, and that the use of more advanced digital channels, such as companies’ online promotion and blog generation, remains at a low level.

Parra-Penagos & Rodríguez-Fonseca (2016) emphasize that the need for training is born from changes in a company’s external environment, which leads to the quick adaptation of workers to these new trends. Thus, any training method will be considered as part of the above described categories. Each of these methods have different characteristics, so it is recommended to choose the one that best suits a company’s needs.

According to the OECD (2018), understanding international business opportunities, obtaining information on the location of relevant international markets, or characterizing international market entry opportunities are the biggest challenges that SMEs face when expanding internationally. The choice of entry mode is highly important as it deeply influences the overall strategy of these small organizations (Cui et al., 2011). This problem can also be accentuated by difficulties in international representation (Crick, 2007).

Thus, a study by Qurratu'Aini and Hapsari (2019), showed that digital marketing has a positive and significant impact on SMEs, thereby improving the chance to identify greater opportunities to participate in the exporting world through the use of digital marketing tools and strategies. A relevant digital marketing strategy can thus be seen as a lever to overcome some of the difficulties internationally-oriented SMEs encounter by providing them access to a broad range of valuable information on the foreign markets they are targeting.

Business Development using online marketing

Selling capability and also the success of business depends on market development. The rapidly rising power of process, the excellence with selling and internal marketing is avoided quickly. As need to change their issue, therefore on obtaining probabilities with in virtual market the knowledge based mostly. These days, businesses area unit going for numerous ways in which to plug their merchandise. Before the start of the net, businesses creating a shot to plug their merchandise through normal marketing strategies. But presently the total state of affairs has changed dramatically. Whether or not it's a little business or an organization sector, all out there's creating a shot to plug their business through the net. The net has been established to be one in each of the foremost price effective ways in which for promoting product or service. Arrival of the new economic era marked by e-commerce will deeply have a control on human existence and development. With this reality, corporations need to be compelled to finish the marketing ways in which to satisfy the improvement to the worldwide location of the market, in addition to a part of their aggressiveness within markets. There is hardly any platform a bit like the net which will bring you such a good result because of exhibiting your product or service on the planet screen. Otherwise you're not reaching a substantial amount of web traffic for your electronic computer. Web traffic may be a very important half for the action of your electronic computer on the World Wide Web. Websites that area units receiving a good amount of quality traffic area units gaining good business. If your electronic computer can gain good and quality traffic then the patron conversion rate will enhance. On the alternative hand you will be receiving a good amount of business deals. Over the years, article writing has given the online world many potentialities to plug businesses to their desired height.

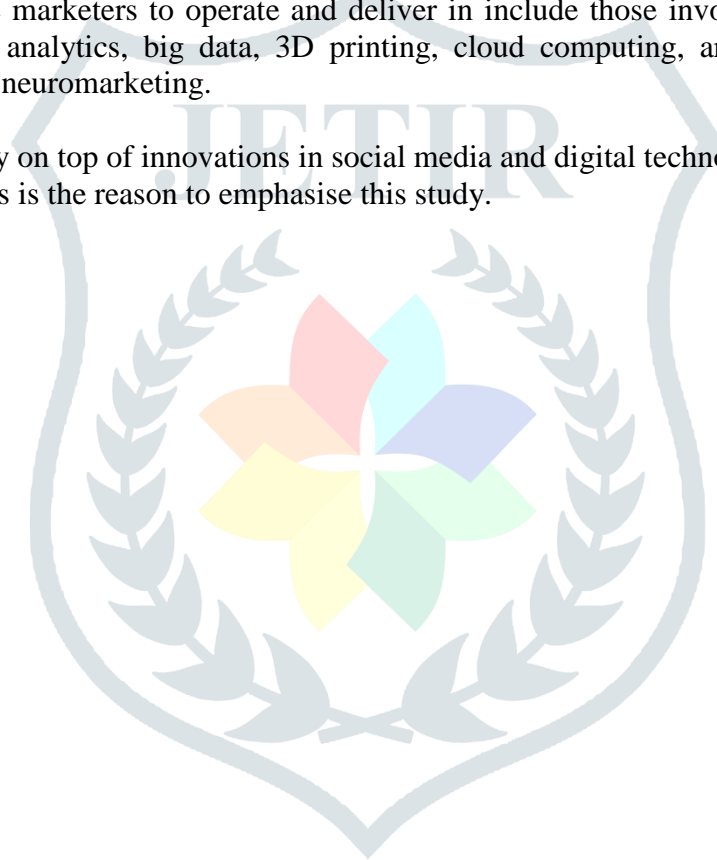
Advertisements can appear in a variety of formats, such as social network postings, paid social advertisements, online videos, display ads, and search engine marketing. This study has described various forms of digital marketing, their effectiveness and their impact.

Utilising a digital strategy, it's critical to capitalise on the internet world with an online advertising presence, by developing a brand, by offering excellent customer service that attracts additional potential clients, and more.

With the use of a digital marketing strategy, you may engage with current clients and potential customers by using digital channels like social media, pay-per-click advertising, search engine optimization, and email marketing. As a consequence, you may increase brand recognition, deliver a top-notch customer experience, attract new clients, and more.

One sort of marketing that is frequently employed to advertise goods or services and connect with consumers through digital means is digital marketing. Internet marketing is just one aspect of digital marketing, which also includes offline channels. Mobile devices, social media marketing, display ads, search engine marketing, and many other types of digital media are all in digital marketing. New techniques in order to recognise and interact with the new client as well as the evolving and technologically enabled marketing environment. As marketing becomes more digital and as technical advancements continue, marketers face new opportunities and challenges: The most fascinating and difficult areas for future marketers to operate and deliver in include those involving mobile marketing, the Internet of Things, analytics, big data, 3D printing, cloud computing, artificial intelligence, and consumer neuroscience/ neuromarketing.

It is quite difficult to stay on top of innovations in social media and digital technology due to how quickly they are developing. This is the reason to emphasise this study.



| SLNo | Title of the article/ Website | Authors | Year of study | Major discussions |
|------|--|--|---------------------|---|
| 1 | Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study | Afrina Yasmin, Sadia Tasneem, and Kaniz Fatema | 2015 | Study looks into how digital marketing can be used to attract customers and how the brand is interacting with the customers. |
| 2 | Location-Based Mobile Marketing Innovations | Jaegool Yim, Subramaniam Ganesan, and Byeong Ho Kang | 2017 | Speaks about Location-based marketing on mobile devices aims to promote these behaviours as well as increase foot traffic, provide special offers, and foster consumer loyalty. |
| 3 | Influence of Digital Marketing on Brand Building | Dr. S. Yuvaraj and R. Indumathi | 2018 | Talks about the behavioural change of the people, the strategies used by a seller for selling a product. |
| 4 | Digital Marketing: A Review | Dr. Mrs. Vaibhava Desai | 2019 | Explains what digital marketing is and gives an overview of the topic. |
| 5 | Research on Enterprise Digital Precision Marketing Strategy Based on Big Data | Cheng Kong | 2022 | Talks about how machine learning can be used to create statistics on user consumption patterns, analyse that data, and categorise customers in accordance with that data, enabling tailored marketing content promotion. This essay conducts study on big data-based business digital precision marketing strategy. This article examines the current challenges that consumption data sharing is now facing, starting with the actual application. |
| 6 | The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms. | Sufyan Habib, Nawaf N. Hamadneh, and Asif Hassan | 2022 | Looks into how consumer engagement, brand perception, and OTT platform purchase intention relate to digital media marketing (DMM) in the Indian context. Additionally, the researchers will look into how customer involvement and brand perception influence the relationship between digital marketing techniques and OTT platform purchase intentions. |
| 7 | https://mailchimp.com | | | What is Digital Marketing explains in detail about digital marketing. |
| 8 | https://marketbusinessnews.com | | | What is online advertising? talks about the explosive growth of digital marketing. |
| 9 | https://www.investopedia.com | | | Banner Advertising explains what banner advertising is and how it works. |
| 10 | https://www.adpushup.com | | | Gives insight about what in-app advertising is and various Formats of in-app advertising. |
| 11 | https://www.sendinblue.com | | 2022 | Explains what email marketing is, various strategies of email marketing and its elements. |
| 12 | https://www.campaignmonitor.com | | | Give an explanation about the purpose of email newsletter, effectiveness newsletters for growing your business, and its various components. |
| 13 | https://www.investopedia.com | | 2022 | Explains why social media marketing is so powerful, how social media marketing works, and its advantages and disadvantages. |

Table 1: Literature Review compiled by the authors

III. OBJECTIVES

- What are the current, effective methods of internet marketing
- Which internet marketing strategy is most popular.
- To do in-depth research and comprehend the importance of digital marketing tools.

IV. SCOPE OF THE STUDY

The disruption of the market and marketing practices is the most intriguing outcome of the explosion of technology and consumers' easy access to it. Today's consumer is an informed one who has control over the interactive online media, content, and communication process.

The effectiveness of conventional marketing strategies is waning, and consumers have less faith in corporate messaging and brands. The setting and practice of marketing are changing as a result of technology. Marketers are being pushed to work in a more complicated and dynamic environment where they no longer have complete control over the media and the message.

The client is becoming much more critical, shrewd, knowledgeable, and proactive than ever before as a result of a decline in trust. Today's and tomorrow's marketers will need new information, new skills, and

Independent variables

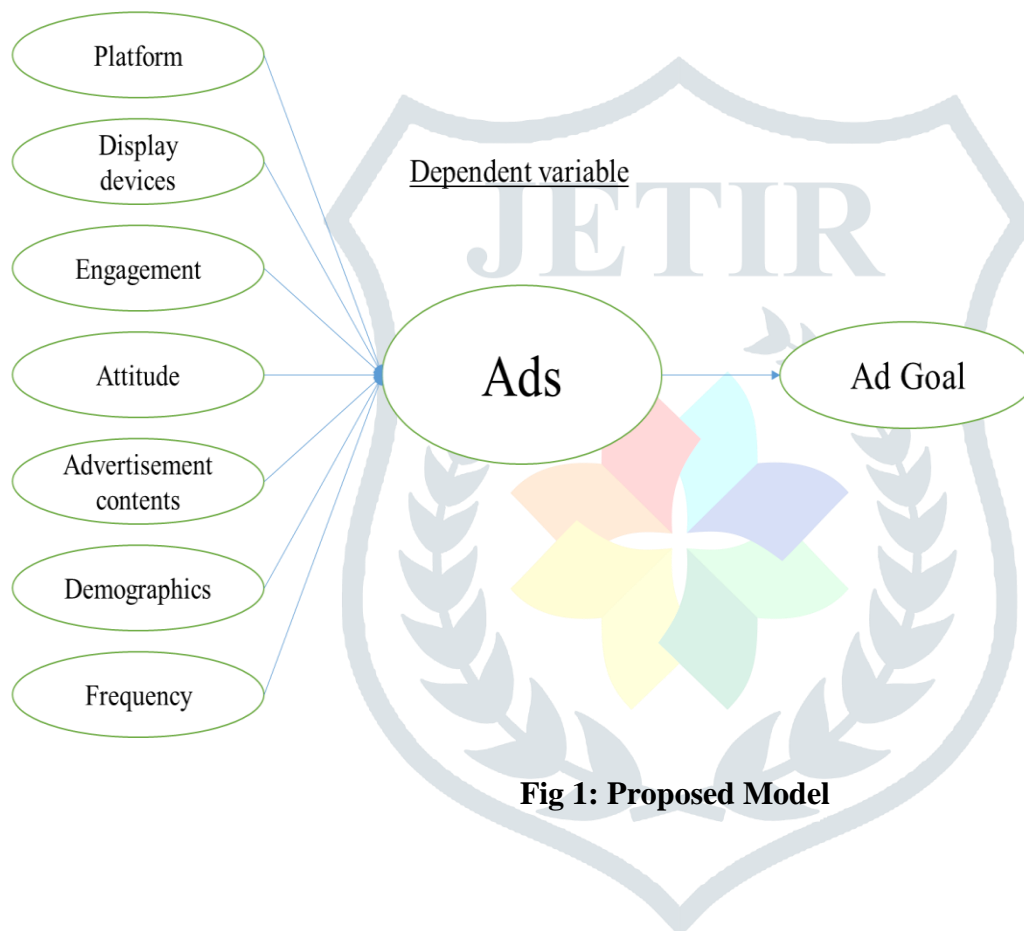


Fig 1: Proposed Model

H01: digital marketing platform has no positive effect on digital marketing goal

H02: engagement of people has no positive effect on digital marketing goal

H03: demographics has no positive effect on digital marketing goal

H04: attitude of people has no positive effect on digital marketing goal

H05: advertisement content has no positive effect on digital marketing goal

H06: frequency has no positive effect on digital marketing goal

H07: display devices has no positive effect on digital marketing goal

VI. RESEARCH METHODOLOGY

The current study examines the idea behind digital marketing, its applications, and the linked, responsible actions. This research design was chosen due to its versatility in identifying the safest, smartest, and most efficient digital marketing plan. This study used secondary knowledge, including digital media frameworks used in other industries, to generate new ideas, theories, and viewpoints that will help transform the current growing sectors into ones that are smarter and more competitive.

Methodology is the result of a methodical and theoretical review of the many approaches to determine whether or not a given approach is appropriate for use in a given field of study. Concepts like paradigm, theoretical model, stages, and quantitative or qualitative procedures are frequently included. Both primary and secondary data sources are used to conduct this investigation.

VII. DATA ANALYSIS

Correlations

| Correlations | | | |
|--|---------------------|----------------|----------------|
| | | DVCOMPUTE D | PLCOMPUTE D |
| DVCOMPUTED | Pearson Correlation | 1 | -.404** |
| | Sig. (2-tailed) | | .000 |
| | N | 112 | 112 |
| PLCOMPUTED | Pearson Correlation | -.404** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 112 | 112 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Table 1: Correlations between digital marketing goal and platform

So, HA0 is Accepted.

| Correlations | | | |
|--------------|---------------------|----------------|----------------|
| | | DVCOMPUTE D | EGCOMPUTE D |
| DVCOMPUTED | Pearson Correlation | 1 | -.022 |
| | Sig. (2-tailed) | | .820 |
| | N | 112 | 112 |
| EGCOMPUTED | Pearson Correlation | -.022 | 1 |
| | Sig. (2-tailed) | .820 | |
| | N | 112 | 112 |

Table 2: Correlations between digital marketing goal and engagement

Since the P value is not less than 0.05 the statistical relationship between digital marketing goal and engagement is not significant. R value is found out to be -.022 which shows that there is a very weak relationship and they are negatively correlated. So, if there is any change in engagement there is not a significant change in marketing goal. There is no significant relationship between these two variables. So, HA0 is Accepted.

| Correlations | | | |
|---|---------------------|-------------|------------|
| | | DEMCOMPUTED | DVCOMPUTED |
| DEMCOMPUTED | Pearson Correlation | 1 | -.218* |
| | Sig. (2-tailed) | | .021 |
| | N | 112 | 112 |
| DVCOMPUTED | Pearson Correlation | -.218* | 1 |
| | Sig. (2-tailed) | .021 | |
| | N | 112 | 112 |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | |

Table 3: Correlations between digital marketing goal and demographics

Since the P value is not less than 0.05 the statistical relationship between digital marketing goal and demographics is not significant. R value is found out to be -.218 which shows that there is a very weak relationship and they are negatively correlated. So, if there is any change in demographics there is not a significant change in marketing goal. There is no significant relationship between these two variables.

| Correlations | | | |
|--|---------------------|------------|------------|
| | | ATCOMPUTED | DVCOMPUTED |
| ATCOMPUTED | Pearson Correlation | 1 | -.566** |
| | Sig. (2-tailed) | | .000 |
| | N | 112 | 112 |
| DVCOMPUTED | Pearson Correlation | -.566** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 112 | 112 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Table 4: Correlations between digital marketing goal and attitude.

Since the P value is less than 0.05 the statistical relationship between digital marketing goal and attitude is significant. R value is found out to be -.566 which shows that there is a very weak relationship and they are negatively correlated. So, if there is any change in attitude there is not a significant change in marketing goal. There is no significant relationship between these two variables. So, H_{A0} is Accepted.

| Correlations | | | |
|--|---------------------|----------------|----------------|
| | | ADCOMPUTE D | DVCOMPUTE D |
| ADCOMPUTED | Pearson Correlation | 1 | .290** |
| | Sig. (2-tailed) | | .002 |
| | N | 112 | 112 |
| DVCOMPUTED | Pearson Correlation | .290** | 1 |
| | Sig. (2-tailed) | .002 | |
| | N | 112 | 112 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Table 5: Correlations between digital marketing goal and advertisement content

Since the P value is less than 0.05 the statistical relationship between digital marketing goal and advertisement content is significant. R value is found out to be .290 which shows that there is a relationship and they are positively correlated. So, if there is any change in advertisement content there is a significant change in marketing goal. There is a significant relationship between these two variables. So, HA1 is Accepted.

| Correlations | | | |
|--|---------------------|----------------|----------------|
| | | FQCOMPUTE D | DVCOMPUTE D |
| FQCOMPUTED | Pearson Correlation | 1 | .761** |
| | Sig. (2-tailed) | | .000 |
| | N | 112 | 112 |
| DVCOMPUTED | Pearson Correlation | .761** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 112 | 112 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Table 6: Correlations between digital marketing goal and frequency

Since the P value is less than 0.05 the statistical relationship between digital marketing goal and frequency is significant. R value is found out to be .761 which shows that there is a relationship and they are positively correlated. So, if there is any change in frequency there is a significant change in marketing goal. There is a significant relationship between these two variables. So, HA1 is Accepted.

| Correlations | | | |
|--|---------------------|----------------|----------------|
| | | DDCOMPUTE D | DVCOMPUTE D |
| DDCOMPUTED | Pearson Correlation | 1 | .746** |
| | Sig. (2-tailed) | | .000 |
| | N | 112 | 112 |
| DVCOMPUTED | Pearson Correlation | .746** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 112 | 112 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Table 7: Correlations between digital marketing goal and display devices

Since the P value is less than 0.05 the statistical relationship between digital marketing goal and display devices is significant. R value is found out to be .746 which shows that there is a relationship and they are positively correlated. So, if there is any change in display devices there is a significant change in marketing goal. There is a significant relationship between these two variables. So, HA1 is accepted.

VII. CONCLUSION

Many businesses now consider using digital channels for marketing to be crucial to their overall strategy. There is now a very affordable and effective way for small business owners to sell their goods or services. Digital marketing is limitless. The corporation can advertise the company and its goods and services, digital billboards, and media, including social media, SEO (search engine optimization), videos, content, e-mail, and much more. If user demands are prioritised, digital marketing may be more successful. Similar to how "Rome was not built in a day," digital marketing results won't appear without effort and experimentation (and error). All digital marketing initiatives should be centred around the guiding principles of "test, learn, and develop." To determine the optimal strategy for improving digital marketing success, businesses should develop creative customer experiences and targeted media tactics.

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