



“A Study On Digital Marketing And Its Impact On Revenue Generation At Samartha RMC.”

Prof. Dr. Sanket L. Charkha¹ · Mr. Onkar G. Dhere²

Savitribai Phule Pune University

¹+91 9767419373, charkha.sanket@gmail.com

²+91 7972494205, onkardhere7@gmail.com

Abstract:

Digital marketing offers higher conversion rates resulting up to 2.8 times better revenue growth for business with digital marketing strategies. In today's competitive digital world, taking your business forward might be challenging. Here is the deal: Digital marketing plays a major role to increase your sales. I have taken Marketing as a specialization with the internship title of “A Study On Digital Marketing And Its Impact On Revenue Generation”. Samarh RMC is well known organization of Ready Mix concrete in Vadgaon khurd. It is located in Vadgaon Khurd, Gate NO.2&3/2, Vadgaon Khurd, Tal.-Haveli, Pune. It basically manufactures Ready Mix Concrete. They provide this Ready Mix Concrete to various private organizations or to private individual persons for construction of house and buildings, etc. In this plant all machines are available for testing the concrete.

Revenue marketing is marketing working with sales to attribute their campaigns directly to revenue and engaging with leads even after sales reps take them over. A revenue marketing system involves a major shift in focus for the team and the prioritization of a lot more targeted and goal-oriented marketing tasks.

Key Words: Digital Marketing, Revenue Generation, Readmix Concrete, Sales

Introduction:

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

One of the most crucial questions a business can ask is how do we increase revenue through investment in digital? Increasing revenue can be done in many ways digitally. Shopping, paid search, display, and retargeting are the most widely used form of pay per click (PPC) or cost per click (CPC) advertising techniques.

Marketing learns which campaigns, channels and messages deliver revenue in addition to clicks or leads, so they can optimize ROI. Last but not least: the customer always receives the most relevant communication. This allows them to move faster through the funnel or speed up their decision to abandon.

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, tv and radio advertisement.

The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), accurate targeting and excellent reporting.

Types of Digital Marketing:

In normal outbound marketing, we will use pull and push marketing strategy. Like that in digital marketing also pull and push are types.

In push digital marketing the marketer sends a message without the recipient actively seeking the content, such as display advertising on websites and news blogs. Email, text messaging and web feeds with customized Contents can also be classed as push digital marketing when the recipient has not actively sought the marketing message.

Push marketing allows you to target your demographics and use your marketing dollars to promote your product to the people you know are interested in what you have to sell. A push marketing campaign can be more expensive when it comes to upfront costs, so you really need to be sure that your marketing is going to reach the right people at the right time. Behaviour targeting is good example for push digital marketing.

In Pull digital marketing includes blogging, email marketing, social media, info graphics and other forms of visual messaging and search engine optimization (SEO). A pull marketing campaign also includes public relations or other ways of reaching out to potential or already realized customers who you want to keep engaged. While a pull marketing campaign can be less expensive to get started, you will incur costs in other ways. For example, if you are running a social media campaign, you will need to hire someone to manage your social media and respond to people who leave comments or ask questions.

Social media gets people talking and that has a major impact on sales. Pull marketing also requires a greater investment in time, but it gives you more ability to entertain your customers and educate them about your company. But don't get confused by seeing Email in push and pull, there is a difference. If marketer is sending emails with customized content or banners to specific group of customers is push digital marketing. If marketer is sending emails with the same content or banner to all customers is pull digital marketing.

Objectives:

- 1) To make a study on digital marketing and its impact on revenue generation.
- 2) To study different types of tools/technologies that are used in digital marketing.
- 3) To understand various Challenges in Digital Marketing.
- 4) To know the efforts which are needed for Good Digital Marketing.

Scope of the project:

- 1) To understand the digital marketing models.
- 2) To understand marketing effectiveness.
- 3) To understand how digital marketing campaign's takes place.
- 4) To understand how digital marketing agencies works and generating revenue.
- 5) To understand how digital marketing has impact on revenue generation

Limitations of this project

- 1) The time span for the project is limited.
- 2) This revenue generation model completely with reference to Odigma.
- 3) Time of campaigns for some client is more than three months.
- 4) Advertising expenditure of some companies is confidential so it can't be revealed.

Literature Reviews**Identification of Digital Marketing Channels and Platforms:**

Digital transformation, driven by technological advances and changing customer requirements, is stimulating the use of digital marketing. 11% of Swiss organizations regard digital marketing as a key investment area as part of their overall digital transformation strategy, with over one third of Swiss organizations currently investing in new sales and marketing tools. Unfortunately, there are implementation gaps between Swiss small and medium-sized enterprises (SME) and large enterprises (LE). In short, SME are lagging behind LE and generally do not use digital marketing tools, channels, and platforms. Barriers that prevent SME from adopting higher digital marketing tools are cultural change, limited resources/high costs, technology, and expertise. The objective of this study is to close the knowledge gap and provide SME with an overview of the most important digital marketing tools based on a literature review in order to leverage the opportunity of digital technology in the marketing discipline and reduce the distance to LE. The literature review identified nineteen relevant articles. These articles include 162 citations of tools, channels, platforms, and methods, which can be used by SME to close the knowledge gap and thus take advantage of a new, digital marketing portfolio. The twenty-four unique digital marketing tools are presented based on a comparative analysis, with the eleven most often cited tools being defined and described. Potential for further research was identified.

The Study on Digital Marketing Influences on Sales for B2B Start-Ups in South Asia

South Asia has seen a digital revolution in recent years. The number of persons who use the internet has risen drastically. They use it for shopping, social media and online sales. However, there exists a literature gap as far as the effect of outbound digital marketing in B2B markets is concerned. The research builds a model based on brand and consumer interactions in Indian B2B markets using a vector autoregressive model to systemically analyze the cost and outcome of digital marketing efforts by the start-ups operating in South Asia. The multivariate time series analyzed in identifying simultaneous and consistent impacts by the start-ups. We use Vector autoregressive model as it allows us to analyse the relationship among the factors as it changes over time. The research finds evidence for the conceptual framework in South Asian markets. The results prove that sales are greatly influenced

by digital media, and outbound marketing efforts, predominantly word of mouth, has a huge impact in building a brand image as it spread over in the social media platforms. It is observed that the digital marketing strategies and consumer interaction are the same across South Asia, but its effect varies from country to country within South Asia thus suggesting a need of developing a new strategy in digital marketing for B2B markets.

The impact of the COVID-19 pandemic on the creative industries

The creative industries overall have faced many short and long-term challenges as a result of the pandemic, such as redundancies, bankruptcy, event cancellations, and so on. Different countries introduced many different governmental and private support measures (e.g., job retention schemes, one-off grants and funding) to leverage the long-term economic and social impacts of the COVID-19 pandemic. An analysis of the way different countries have responded to the COVID-19 pandemic could assist in developing further measures to offset the loss of income in the creative industries.

Recent studies have examined the economic effects of the COVID-19 pandemic on small businesses and the self-employed. These studies have focused on either the transformation of traditional business models or on the mechanisms underlying changes in employment patterns and customer engagement. However, despite the socio-economic significance of the creative industries in terms of their economic and social footprints and their employment contribution research into the impact of the COVID-19 pandemic on this sector is rather scarce.

The research design and methodology is presented as follows

Data collection:

The task of data collection begins after a research problem has been defined and research design has been chalked out.

While deciding about the method of data collection to be used for the study, the research should keep in mind two types of data viz. Primary and Secondary.

The task of data collection begins after a research problem has been defined and research design has been chalked out.

While deciding about the method of data collection to be used for the study, the research should keep in mind two types of data viz. Primary and Secondary.

Sources of data:

- a) Primary Data.
- b) Secondary Data

Primary data:

The observation method is the most commonly used method. Data pertaining to digital marketing process

and most of information is collected from project guide in the company. Questionnaire method is also very widely used in order to give a structure to the entire study.

Secondary data:

Secondary data is collected from already existing sources in various organization brochures & records.

Secondary data for the study were collected from the magazines, websites & other previous studies. To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources. Secondary sources were magazines, websites, books, office executives, and company data.

Types of Directory Submission Ways

1. Automated Directory Submission: –

In this way of submission many software and tools are used to submit directories it will save time and with the help of automated huge amount of submission done in short time.

2. Manually Directory Submission: – It is done by manually and it will take lots of time to do directory submissions.

Process of Directories Submissions

1. Open a Directory Site
2. Click on Submit Link
3. Choose your link type like Reciprocal Link Free, Regular Link Free and Featured Lifetime Link.
4. Fill your Site Title
5. Fill your Website URL
6. Fill Owner Name
7. Fill Owner E-mail id
8. Fill if you Choose Reciprocal Link
9. Fill Website Description
10. Choose Category related to your Site
11. Then Click on Submit Link

Then Confirmation Message will Display for your Submission and you will received a confirmation mail you must confirm it by clicking that link some sties send confirmation mail some doesn't send it.

Monetary term in Digital Marketing:

Cost –Per- Action (CPA): Cost of advertising based on a visitor taking some specifically defined action in response to an ad. “Action” include such thing as a sales, transaction, a customer acquisition or a click.

Cost- Per -Click (CPC): Cost of advertising based on the number of clicks received.

Cost- Per-Thousand (CPM): The standard unit for buying or selling Internet advertising. The thousand stands for ‘thousand advertising impression or views’.

Pay- Per- Impression: Online advertising where an advertiser pays a pre-agreed price each time a user clicks on their advertisement. The cost for the click is often negotiated through auction, with ad placement determined by the relative size of the bid, as well as other factors.

Pay-Per-Inclusion: Search engine marketing programs that guarantee web site listing for specific keyword search term for a fee.

Pay-Per-Lead: Paying to acquire leads from an outside party at a set rate or amount per lead.

The Benefits of working with a digital agency:

Agencies owned by large media or holding companies can provide the following benefits:

- 1) Diversity of capabilities from co-owned media properties.
- 2) Built-in sister agency relationships and priority referrals.
- 3) In-network efficiencies.
- 4) Working with a specialty or boutique agency offers unique benefits as well, including:
- 5) More granular channel strategy and tactical expertise.
- 6) Client access to agency decision makers and top personnel.
- 7) Lower spending minimums
- 8) Various surveys showing that spending of companies on digital marketing is increasing every year, here is survey says

Technical Aspects of problem:

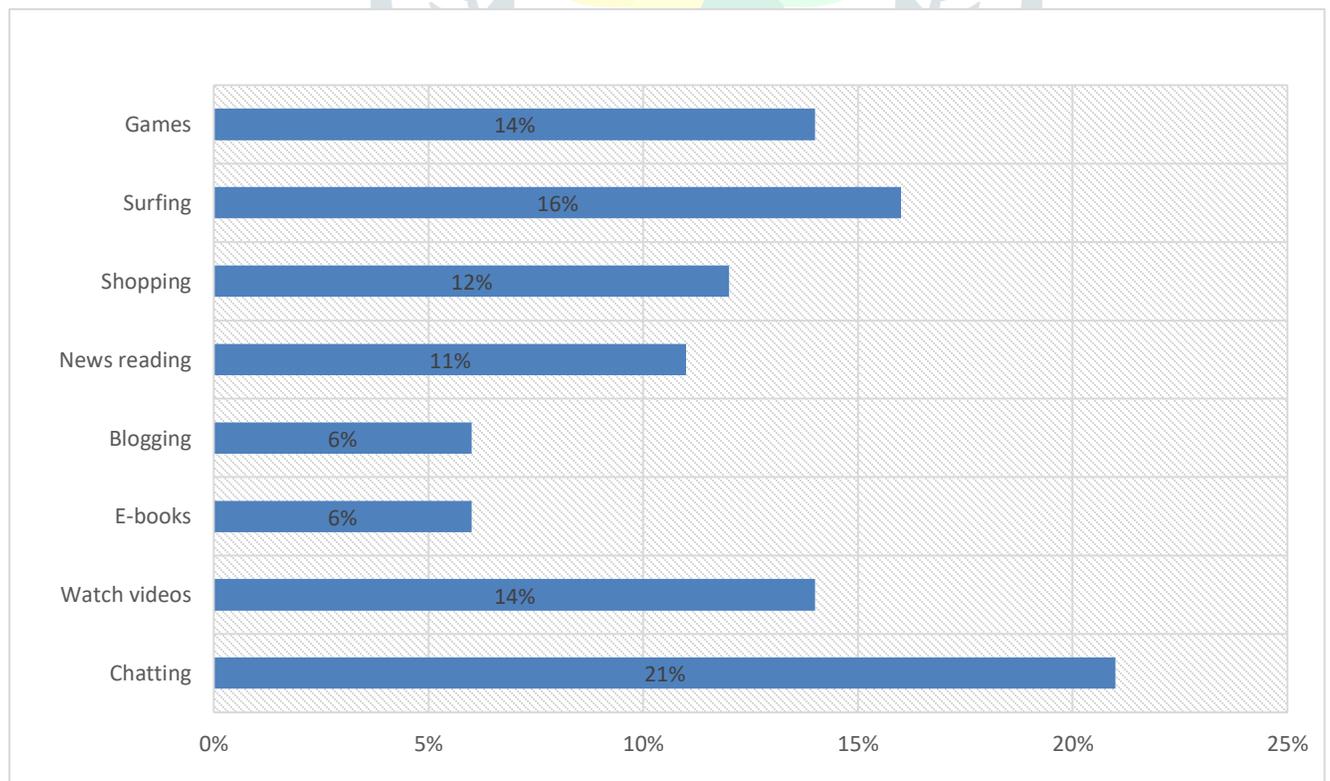
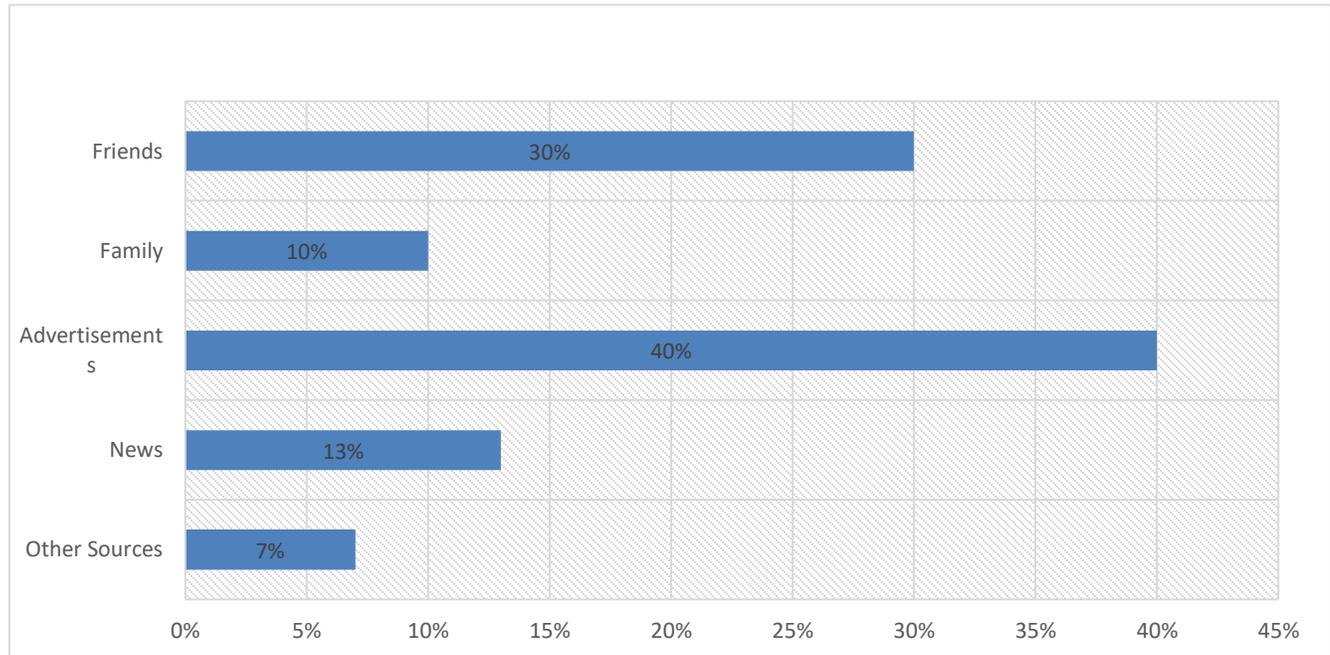
- 1) Finding the online presence of the client.
- 2) Understanding why it is so weak.
- 3) Identifying what solutions would be better for particular client.
- 4) How to improve their presence, etc.

Managerial Aspect of the problem:

- 1) To define SWOT for the client.
- 2) To define their requirements and the corresponding solutions.
- 3) To define the gap analysis for the client.

Business Aspect of the problem:

- 1) To find better business opportunity for ROW.
- 2) To resolve the client’s problem in terms of ROI.
- 3) Competitive benefits and bets pricing offering



What's driving the need for this role? Marketers are increasingly dependent on technology to:

- 1) Design the customer experience across many channels social, mobile, commerce and website.
- 2) Integrate data from an increasing number of sources, including internal data (such as transactions or onsite search) and external data (estimated household income) to get a better understanding of customers.
- 3) Support marketing campaigns and programs, such as a mobile app, paid search marketing and social marketing.
- 4) Hiring marketing technologists will help you achieve your tactics. But you need a senior-level executive who can guide your customer experience strategy across many channels and match marketing technologies to the organizational goals.

Conclusion:

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians. Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's.

More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers. Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers.

Digital platforms help to increase the impact of brand recall in target groups. Importance of digital presence increasing importance of digital agencies, so they making money through digital advertising raising of digital marketing consciousness making money for digital agencies by which they are booming and making more money with small investments. I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies

References:

1. Yasmin. S. Tasneem and K. Fatema, "Effectiveness of digital marketing in the challenging age: an empirical study," Journal of International Business Research and Marketing, vol. 1, no. 5, Apr., pp. 69-80, 2015.
2. Bhagowati and D. M. Dutta, "A study on literature review for identifying the factors impacting digital marketing," International Journal of Sales & Marketing Management Research and Development, Aug., vol. 8, no. 3, pp. 1-8, 2018.
3. <https://act-on.com/blog/digital-marketing-7-essential-channels/>
4. <https://neilpatel.com/what-is-affiliate-marketing/>
5. <https://neilpatel.com/what-is-seo/>