

A Research Paper on Client Satisfaction Through Digital Marketing in Delhi NCR

*Ms. Mahima Narula

** Dr. Sahab Singh

* Management Scholar at Dept. of Management Studies (MBA IVnd Sem.), Dronacharya Group of Institutions, Grater Noida, UP,

** Associate Professor & Head at Dept. of Management Studies, Dronacharya Group of Institutions, Grater Noida, UP.

Abstract

The pace of progress keeps on being quick with digital channels continually developing in volume and quality. More individuals invest more energy online in Delhi consistently, and the digital tools and sites they use assume an ever-developing role in their lives. Accordingly, which pushes an organization to embrace digital marketing for their endurance in industry. As a result, with the made digital marketing methodologies customer satisfaction level is accepted to raise too and, it is thus, a marketing type which should be centred around precisely by brands or organizations. The broad objective of this study is to learn the impact of digital marketing on client satisfaction, Delhi/NCR. However, the current situation of economy in 2020, cannot be denied which is prevailing due to the coronavirus crisis. Thus, this paper explains its upcoming issues for the businesses and how we can bravely deal with the multifarious challenges posed by this present crisis. This is along these lines, on the grounds that the point isn't to sell in digital marketing but to keep in contact with potential clientele by which the overall GDP could reach at least at the same erg that it was three months back.

Key Words: *Digital Marketing, Growth, Social Media, Client Satisfaction.*

1.1 Introduction

Developments of digital technologies have made it imperative for companies to have a rethink on how they conduct their business since consumer's adoption of digital technologies is alarming. The pervasive nature of digital technologies requires a new approach to marketing and a new understanding of clients and their consumer satisfaction. Each business association's prosperity relies upon the satisfaction of the clients. At whatever point a business is going to begin, clients consistently come "first" and afterward the benefit. Those organizations that are succeeding to fulfil the clients completely will stay in the top situation in a market.

Also, we can see this year 2020 the coronavirus crisis has affected the entire economy in the world, and Delhi "The Heart of Our Nation" also has not been untouched.

Current situation is showing that Businesses will be battling the impact of pandemic on multiple fronts for months to come. But once things start to come under control, what's next? Where's the path to business renewal and growth and how is a company's business strategy impacted by this crisis? However, it's very difficult to predict where new risks and complexities will come from. So, every organisation should ensure that they are offering complete support, equal to their fiscal worth.

As without the client, a business association would not exist. So, as to build the quantity of the clients, advancement of consumer satisfaction's is significant.¹

1.2 Literature Review

(Andag, Akbiyik, & Karkar, May, 2016) The study explored in regards to the impacting buyers with content marketing is the principle objective. With conveying overview from Süleyman Demirel University situated in Isparta were utilized as tests and an investigation of the inquiries having a place with content advertising observation and the

consumer loyalty scales in content showcasing were led. As per exploration outcome, it is seen that the precise and solid substance made by organizations constructs high fulfilment on clients.² (Rajarajan & Vetriveeran, October 2016) The paper clarified that online marketing is a cutting-edge method for directing the business. The hypothetical structure examines in a nutshell about the impacts of client maintenance on consumer loyalty. To comprehend the consumer loyalty level of online cuddlier client customers, used quantitative information with the assistance of online review.³ (Rathore, Pant, & Sharma, January 2017) The study concludes how the Indian market has changed itself from the traditional way of doing business to modern method. This involves the rapid growth of digital channels of marketing. It includes SEO, SMM, SEM, Email Marketing and, many more. The business which able to adopt itself to the marketing strategies and keep themselves updated is the only one who successes in the current industry.⁴ (Bhat, March 2018) Finds profitable effects of social advertising for a business and social change can be huge. Hence, it's one of the significant instruments for business. The examination finishes up improvement is possible through increase in social promoting's idea of opposition at the intervention, theme, thing, and brand levels.⁵ (Yogesh & Sharaha, 2019) Exploring about the favoured developing media choices utilized for advertising. It is done to look at the viability of online advanced media publicizing and furthermore about rising media choices utilized for advertising. The study concludes to helps private companies, for example, new businesses to effectively receive and execute digital marketing as a methodology in their business strategy and to perceive the value of digital marketing in the serious market.⁶ (Silvia, 2019) The investigation objective is to explore why social media and digital marketing is critical to do marking and promoting exercises of late, and what are the best possible strides for doing as such. The portrayal depends, particularly for Millennials period, clarifying the means of doing computerized and online campaign, while likewise depicting The Hook Canvas Model by Nir Eyal for the most recent marvels. The information utilized in the examination incorporate through interview, observation, and library inquiry. The aftereffects of the investigation show that effort of these are not just valuable to make brand mindfulness and draw in the clients yet in addition critical as far as valuation.⁷

1.3 Improving Client Satisfaction Through Digital Marketing

Client satisfaction is a vital piece of helping your business acquire more deals and persistent clients. However, there are many strategies of digital marketing like Search Engine Optimisation (SEO), Affiliate Marketing, Display Marketing and other are below:

Presently, there are five digital marketing strategies for client satisfaction which are the following:

- ✚ **Use social media marketing** to enquire for response straightforwardly with your crowd. you can urge individuals to rate and audit you via web-based networking media. For instance, Facebook, Instagram or Twitter and many more.
- ✚ The significance of consumer satisfaction is that you keep clients returning. By **Generate personalized email marketing content**. They need to feel unique and feel like they're not simply one more deal for your business. With this, you can make a one of a kind encounters for your clients.
- ✚ **Plan an easy to understand website** This is the place your crowd will buy your items or look at your administrations. It keeps not only the individuals on your page longer but also, keeps your website on SERP which in technical terms is healthy according to google algorithm terms so they can become more acquainted with your image and business. In this way, you are also fulfilling the other digital marketing tactics known as SEO, which is also important ingredient.

Figure No: 1.1



Source: <https://www.webfx.com/blog/marketing/customer-satisfaction/>

- ✚ Take **the Practice of paid advertisements to recruit the right personnel** because the workers assume a major job in the client experience. Thus, there are the three paid promoting alternatives which are PPC ads, Job board ads, Social media ads to assist you with accomplishing better up-and-comers
- ✚ Individuals look for data on the web consistently. **Make content that meets client's requirements** It makes an open door for you to impart important data to your crowd and drive them to your site.⁸

1.4 Research Methodology:

The present study is **Exploratory and Descriptive** in nature.

1.5 Objective of the Study:

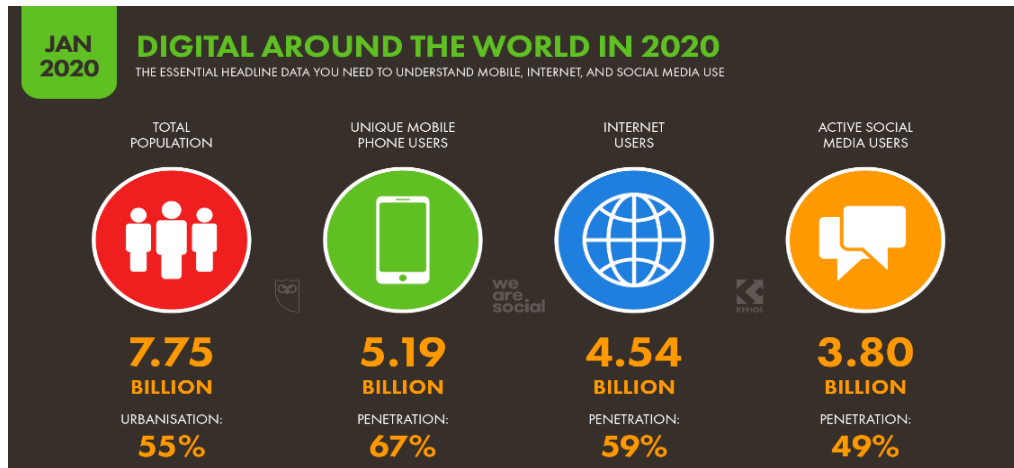
To Study the satisfaction level of clients regarding the digital marketing services in Delhi NCR.

1.6 Why Digital Marketing?

Digital marketing is immense, and it's not leaving at any point in the near future. With regards to the eventual fate of digital marketing in India, the extension is simply going to get more splendid in the up and coming years. A cell phone has become a need for everybody.

According to the GlobalWebIndex finding this would be future of digital marketing! 2020 **the essential headline numbers Digital in 2020:** Digital's role in our lives has arrived at new statures, with more individuals investing more energy accomplishing a bigger number of things online than any time in recent memory before. The number of individuals around the globe utilizing the web has developed to 4.54 billion, an expansion of 7 percent (298 million new clients) contrasted with January 2019. Worldwide, there are 3.80 billion web-based social networking clients in January 2020, with this number expanding by in excess of 9 percent (321 million new clients) since this time a year ago. Internationally, more than 5.19 billion individuals currently utilize cell phones, with client numbers up by 124 million (2.4 percent) over the previous year.

Figure No: 1.2



Source: <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media>

Thus, the normal web client currently goes through 6 hours and 43 minutes online every day. That is 3 minutes not as much as this time a year ago, yet equals to over 100 days of associated time per web client, every year. In the event that we permit approximately 8 hours per day for rest, that implies we right now spend in excess of 40 percent of our familiar presences utilizing the web.

The essential motivation behind why organizations embrace digital marketing is on the grounds that it is an outcome situated or result- oriented method of marketing. You can become acquainted with where each penny is spent and the specific or exact numbers as far as traffic, conversions, the pages with the most noteworthy transformations of leads and the channels bringing in this traffic.

With more than 1.5 lakh occupations being made in India because of advanced advertising, there couldn't be a superior time to turn into this incredible way of promoting strategy.⁹

1.7 Conclusion

Constant developing Digital Market in India is an evident that the Digitization is occurring with a fast. online shopping is turning out to be increasingly well-known step by step with the expansion in the use of most recent technology. Youth of India is particularly technology cordial. Cell phones are likely to stretch around 3 billion units around the world. So as more individuals utilize advanced mobile phones, tablets and other cell phones, the capability of mobile market keeps on developing. The client is searching and looking through additional on web to locate the best deals structure the venders around India. Understanding client's requirement for internet selling has become challenge for advertisers. Studies demonstrated that email marketing have the most noteworthy critical beneficial outcome on client satisfaction.¹⁰ In any case, organizations whose site have quality substance are positioned higher in SERP and are better situated in accomplishing prevalent performance by method for consumer satisfaction.

The examination presumes that it is hard to isolate clients from their cell phones and gadgets consequently, the main alternative accessible for business is to have the digital presence to satisfy them. If the clients get satisfied, at that point clearly the business develops. This shows digital marketing is creating new open doors for advertisers to pull in the clients through digital platforms and a high noteworthy effect on client satisfaction. At last, the digital marketing gives organizations with securing existing clients and it would be wise to, attract and gain new potential ones.¹¹ Finally, As per our opinion we would like to say in very brief that every business manager or CEO must be ready to bounce back and return stronger and smarter. This needs to bring all the leaders to rethinking of their marketing strategy for making clients satisfy and increase their stake in GDP.

References

- <https://core.ac.uk/download/pdf/161421179.pdf>¹

- https://www.researchgate.net/publication/300083574_Customer_Satisfaction_Factor_in_Digital_Content_Marketing_Isparta_Province_as_an_Example²
- <http://apjor.com/ijrp/downloads/2710201613.pdf>³
- <http://data.conferenceworld.in/MIMT/P107-115.pdf>⁴
- <https://annals-csis.org/proceedings/icitkm2017/drp/pdf/24.pdf>⁵
- https://www.researchgate.net/publication/335175024_DIGITAL_MARKETING_AND_ITS_ANALYSIS_-1⁶
- <https://researchleap.com/importance-social-media-digital-marketing-attract-millennials-behavior-consumer/>⁷
- <https://www.webfx.com/blog/marketing/customer-satisfaction/>⁸
- <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media>⁹
- <http://ijrmb.com/vol4issue3SPL1/suginraj.pdf>¹⁰
- http://www.oaijse.com/VolumeArticles/FullTextPDF/61_OAIJSE_IMPROVING_CUSTOMER_SATISFACTION_THROUGH_DIGITAL_MARKETING_IN_THE_NIGERIAN_DEPOSIT_MONEY_BANKS.pdf¹¹

