



Digital Marketing Strategies to Increase Profitability

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Abstract : The changing environment and technological developments have changed the direction of consumption, business practices and advertising media. The invention of the Internet has taken marketing to a whole new dimension, leading to the emergence of digital marketing. The importance of digitalization and online presence involves businesses in fierce competition to attract customer attention.

This research paper focuses on solving the problems posed by Professor Amplification Or, a manufacturer of high-quality amplifiers, guitar pedals and cables in Finland. To provide answers to the survey questions, "How can Mad Professor Amplification Oy implement appropriate digital marketing strategies to enhance stable revenue growth?" Digital marketing for companies during the survey process. Approaches, theoretical material, and information are discussed in the next chapter. The scope of the investigation is limited to the analysis of data collected in-house. Interviews and surveys are the main survey methods chosen to collect supporting information. External views of authors, literature, and other valid sources complement such articles with the research method of choice. The strengths and weaknesses of the company's digital marketing strategy were revealed by analyzing the current situation, but found to be inadequate. The author proposed an action plan to improve the situation. Contains recommendations for optimizing social media channels and using content marketing.

IndexTerms – Digital Marketing, Social Sites, Email Marketing, Profitable

I. INTRODUCTION

The world is continually changing and therefore the perception of your time is influenced by it. There are not any more adjacent regions of the planet. You don't must travel for months on to satisfy your family, meet someone, or anticipate letters. With

Internet Access, all this will be through with just some clicks. Of course, the web may be a very familiar "material" embedded in modern human life sort of a mushroom. Mushrooms board harmony with the roots of the tree and produce many benefits to all or any players during this game.

It's hard to mention exactly what's happening within the world of dates, but it helps to alter the globe and move time faster than during this rapidly Changing environment, many of us haven't got time to give some thought to buying or visiting a store.

As a result, online shopping is a quick trend. They may be run from anywhere with internet access, saving shoppers time and energy, reducing the stressors of the and helping to copy other activities and purchases. the net and online shopping itself have detached an entire new field with a marketing perspective, developed strategies, and offered them in many variations. With this , digital marketing has become as a part of the web as television and radio. Within the field of the net, it's filled with clever and practical advertising tools that are actively used today. This has created a highly competitive environment for the companies striving to require the lead on the net. Not only has the days changed since the arrival of the Internet, but there also are customers. As results of globalization, their habits, interests, lifestyles, needs and desires have evolved in many directions. Faced with the new trends of companies couldn't ignore the evolving consumer buying behavior. Therefore, Internet usage is validated and tracked by making Digital Marketing more efficient and targeted. the most important challenge comes from retailers. this is often because, unlike tech and innovation companies, they sell products without developing new products (especially if the corporate sells only online). True isn't easy for manufacturers either. to make sure the distinctiveness of the, you would like to search out a thanks to improve both the merchandise and therefore the quality of the. It explains in why every company must handle digital marketing in how. Observing the instrument market, it became clear that competitors have to have excellent photos on the web. Most potential customers search, rate, and compare the information available on social media, websites, blogs, and forums. to several other companies available on the net.

Therefore, an honest image can only be built using the correct "tools" like digital marketing, which is incredibly important to the music industry. Apparently, a bit involvement in social media marketing.

2.Review of Literature

The commissioning company – Mad Professor Amplification Oy utilizes about the foremost effective digital marketing tools and, finally, to implement marketing tools, to analyse Mad Professor Amplification effectiveness in this field, determine the foremost suitable methods for the corporate to represent itself online and to supply objective recommendations and suggestions on digital marketing strategy supported the particular situation, theoretical and practical research results. The steering pointer of this work is that the Research Question, which is formulated as follows: “How can Mad Professor Amplification Oy implement proper digital marketing strategies to enhance stable sales growth?” have an explicit digital marketing strategy serving its longterm goals; consequently, the end result of the research should provide the applicable one. detain mind that Mad Professor has to be stable and consistent Digital marketing strategies should be good to attain that goal.

3. Research Objectives

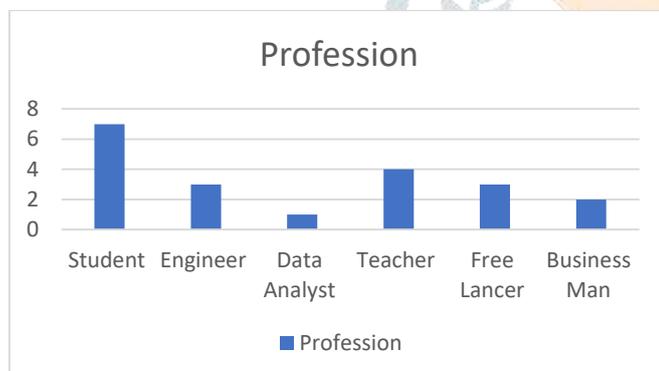
1. Scope of Digital Marketing
2. How Organisation can Digital Market their Products or Services at Lower Prices
3. How to Market Effectively in Market
4. Mass Reaction towards Marketing Digitally

4. Research Methodology

Interviews and surveys were finished corporate workers additionally as partner companies like distributors, dealers, and agents as a part of primary research. additionally, there was an ongoing interaction with a pair of important people within the case company, usually through emails, if any clarifications or proper information on various subjects were required. Because the research is targeted on providing company-tailored solutions, a digital marketing action plan, and highlighting the most important and most important topics to listen to, it's going to be described as objection based.

5. Data Analysis And Interpretation

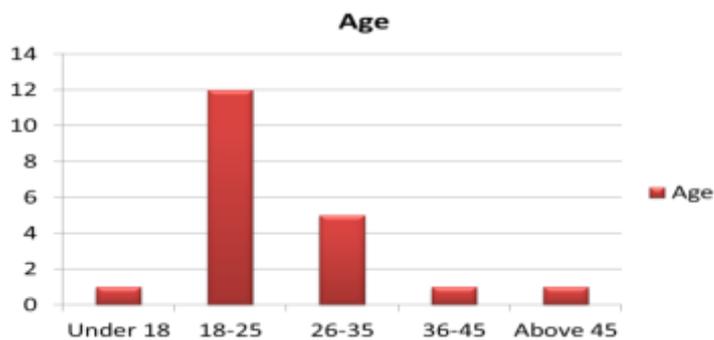
Your Profession



INTERPRETATION

The above Bar Diagram shows us the percentage of the professions of the respondents. As it shows that there are 7 students, 3 Engineer, 1 Data Analyst, 4 Teachers, 3 Free lancers and 2 Business Man out of total 20 respondents From Delhi-Noida

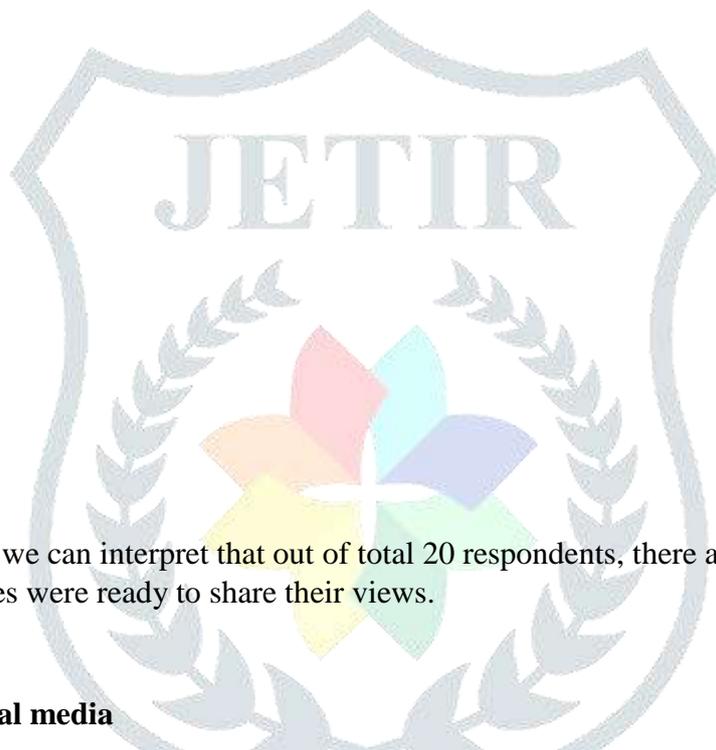
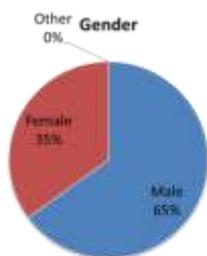
Present Age



INTERPRETATION

From the above Bar Graph, we can interpret that from our respondents mostly are from the age group:18-25, They are the ones having active Social Media Accounts

Gender



INTERPRETATION

From the above pie chart, we can interpret that out of total 20 respondents, there are 65% Male and 35% Female. As Majority Males were ready to share their views.

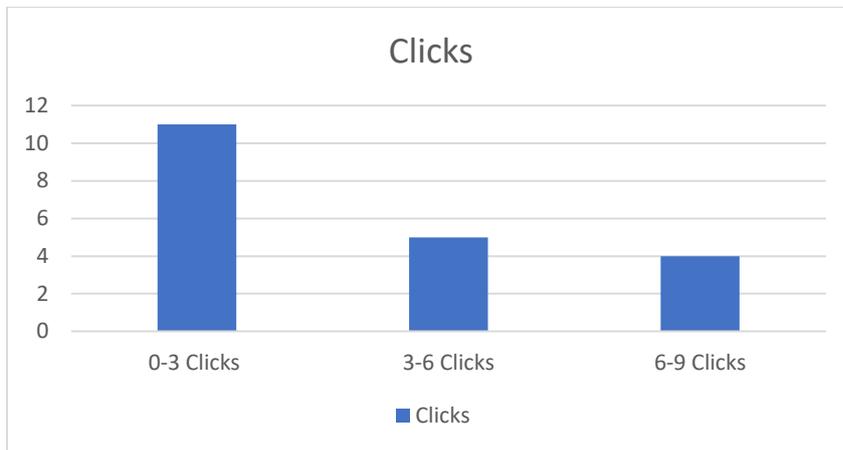
Time You Spend on social media



INTERPRETATION

From the above bar graph, we can say that 3 respondents spend 0 to 2 hours a day on social media, 6 spends 2 to 4 hours, 7 spends between 4 to 6 hours while 4 people spends 6 and above hours on social media.

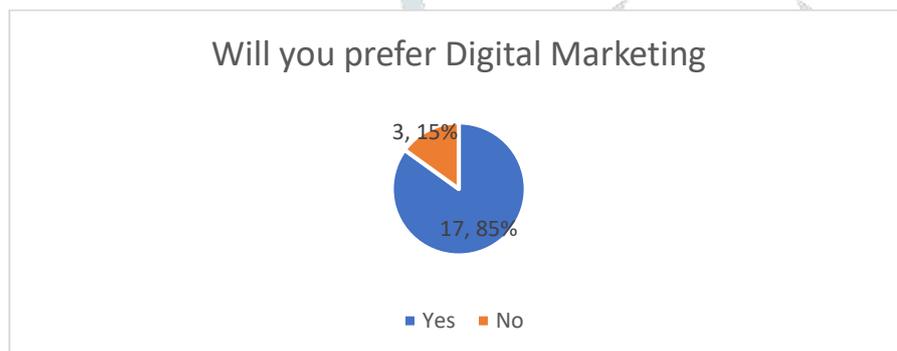
No. of times Clicks an Add in a Day



INTERPRETATION

From the above Bar Graph, we can clearly see that 11 people clicks in the frequency of 0-3, while 5 in the frequency of 3-6 and 4 in the frequency of 6-9

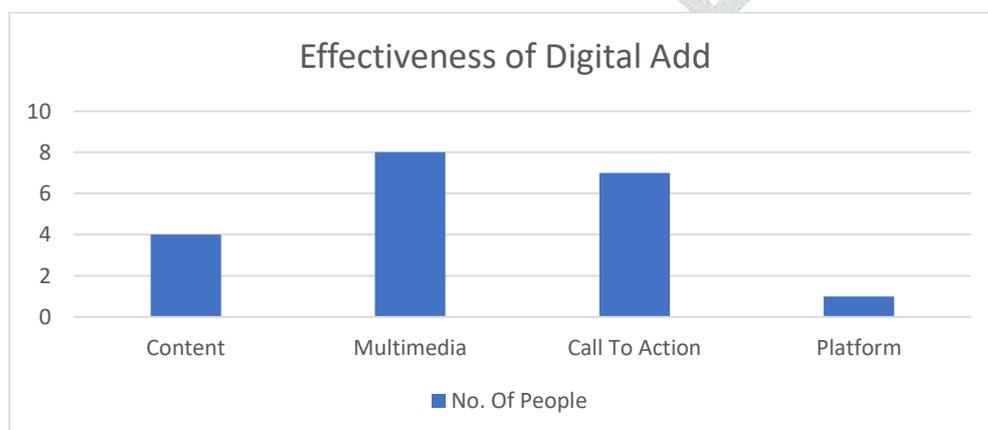
Will you prefer to use Digital Marketing, If you come across to use it



INTERPRETATION

From the above Pie Chart we can see that out of 20 , 17 said yes to Digital Marketing that is around 85% of the total.

What makes Digital Marketing More Effective



INTERPRETATION

From the above Bar Graph, we can see that when it comes to effectiveness of a Add on social media 4 thinks that content is important, 8 thinks that the multimedia that we use is important, 7 thinks Call to actions plays an important role while only 1 think that the platform used for advertising is important.

6. Findings and Conclusion

- During this entire Research we come across that most of the social media users were of he ages 18 to 25 who were students.
- They all were active users on the various social medias platforms and for few this was source of income too.
- 85% of the people were happy with the emerging change in the field of Marketing as we are shifting from old school type to latest emerging way of marketing to increase the profitability and can target the potential consumers.
- People were happy to click on the various adds that pops up over the social media platforms only when they find it interesting or useful to them.
- The amount of time spent on the various social media platforms is good as the internet usage in India is changing miraculously.

ACKNOWLEDGMENT

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