



Examining the Role of Digital Marketing in Driving Sales Revenue

ASHUTOSH PANDEY (2101330700033)

SURAJ KUMAR SINGH (2101330700180)

Students of MBA Department (FINAL YEAR)

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

Greater Noida Uttar Pradesh, 201308, INDIA

Abstract

Even though India has the fastest-growing major economy in the world, it is still commonly referred to as the country of villages. There is potential for growth in the digital advertising industry in India right now. The field of digital advertising is predicted to experience exceptionally rapid expansion in a country with a booming economy. Growing digital marketing tendencies are having a huge effect on the advertising industry. The digital advertising market in India has expanded to cover most industries. E-Marketing has several practical uses, including search and cataloguing, online banking and payments, and content management. Because of the reach of digital advertising, any and all consumers and companies everywhere in the world are now prospective clients and partners. In contrast to traditional marketing, which typically relied on an organization's internal resources, digital marketing is increasingly being handled by external vendors such as dedicated digital marketing agencies. The revenue models of organisations like Soft Gains Technologies are profoundly affected by their use of digital marketing to generate income. Digital marketing firms like Soft gains technologies profit off the money that businesses spend on digital advertising. It's well-known for making global business communication and transactions possible at any time and in any place. Digital advertising, social media advertising, and search engine marketing are all growing in popularity as a result of the rapid pace of technological advancement. Advertisers use digital marketing to get their wares in front of consumers. The use of digital marketing strategies is

essential in today's competitive marketplace.

Introduction

In this context, "digital selling" refers to the acquisition and commercialization of information, goods, and services via computer networks or the Internet. The Internet and electronic commerce technologies are dynamically changing corporate structures, revenue streams, customer bases, and supply chains across the whole economy. Each sector of the New Economy is witnessing the emergence of novel business models. One estimate puts the online travel industry's contribution to total web commerce in Bharat at around 76%. Today, airline and third-party websites are both used to purchase tickets. Online retailers have gained their customers' trust by providing fast shipping and secure payment options. Even online classifieds have made a successful transfer to the web, with marriage and employment at the forefront. There has been a recent trend among online retailers to promote a wider variety of product categories, including those related to natural philosophy and white goods. Increasingly, models are placing a

premium on intangible assets like relationships, information, people, brands, and systems. Despite the fact that the internet is a problematic innovation, more and more consumers are beginning to see the benefits of doing their shopping online. Internet and other digital technologies, including personal computers, mobile phones, and other digital media and platforms, are all part of digital marketing. Search engine optimisation (SEO), search engine marketing (SEM), content marketing (CM), influencer marketing (IM), content automation (CA), campaign marketing (CM), data-driven marketing (DM), e-commerce (e-commerce), social media (SMM), and social influencer marketing (SIM) are all components of modern digital marketing campaigns. Television, mobile phones (SMS and MMS), call-back, and on-hold mobile ring tones are all examples of non-Internet channels that supply digital media that can be used for digital marketing.

Objective

- ✓ Researching the effects of digital marketing on Noisa's bottom line.
- ✓ In order to evaluate the digital marketing approach,
- ✓ Examining the digital marketing industry's prospects and difficulties

Literature Review

Due to its vastness, unfamiliarity, and complexity, digital marketing research is important. Companies want to begin digital marketing but are unsure of where or how to begin. Facebook, Twitter, Google, and other social media corporations have successfully altered customers' worldviews in recent years, which has sparked a revolution in a wide range of industries.

For this, we used a quantifiable, wide-ranging customer network, complete with reliable data and real-time feedback on the quality of our services. The use of social media and other forms of digital advertising have become increasingly commonplace over the past several years. A growing proportion of people's time online is being spent on social networks. Users are also using a variety of online communication formats, including as Blogs, YouTube, Myspace, Instagram, and Facebook, to spread the word about a product or service and get in touch with other customers, who are often viewed as a more reliable source of information. By 2015, experts predict that worldwide online advertising revenues will top \$10 billion. Revenues in India are currently forecasted at Rs.80 cr. and are projected to increase six times more over the following five years. The Internet is widely used in India across a variety of industries, from transportation to education to banking to insurance to credit cards to fast fashion to home goods to business services and travel. It is estimated that the banking, fast moving consumer goods, and insurance industries provide a combined 45% to the entire advertising budget. While the automotive, travel, and retail industries contribute 37% of all advertising income, the financial services sector contributes only 12%. Pepsi, Kellogg's, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans, and Sun Silk are among the most popular products in India, followed by automobiles. The early adopters in the fields of finance and information technology are also boosting their spending. Google, Yahoo, Microsoft, AOL (America Online Launchers), and Overture account for nearly 60% of global income. About 90% of Google's income is generated from advertisements. Major online spenders in India are flocking to portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com, etc. An article titled "Indian Companies Using Digital Marketing for Competitive Advantage" appeared in the October 2014 issue of Economic Times.

This article reports that a study by Adobe and the CMO Council has found that an increasing percentage of Indian marketers are using digital marketing to get a competitive edge. The study found that when it comes to relying on digital marketing to provide them an edge over the

competition, India is ahead of the pack. In India, 96% of marketers believe digital marketing will help them gain an edge in the industry. According to the study, only Australia (at 97%) has a higher literacy rate in the Asia-Pacific region. Seventy percent of Indian marketers compared to 59 percent of APAC believe that a growing internet population is the primary driver of adopting digital, but fewer Indian marketers believe that customer preference and digital dependence drive the adoption of digital and that digital can engage the audience.

Need of the study

Typically, a company called an advertising agency handles promotional activities. To create, organise, and implement advertising campaigns on behalf of their clients, advertising agencies are service-based businesses. An advertising firm works to sell a client's goods or services without any influence from the customer themselves. Overall marketing and sales promotions for a client can also be handled by an agency. Full-service ad agency are one type of advertising firm.

- ✓ Advertising firms
- ✓ Organisations with a Focus
- ✓ Office-based advertising firms
- ✓ New media firms, often known as digital media firms,

Findings of the Study

The most important results of the study are as follows. When it comes to the number of people who use YouTube, the Republic of India ranks sixth. Indians spend about 14 hours each week online, significantly more than watching TV. According to estimates, by 2020, the value of India's online advertising business will have surpassed a billion rupees. Lifestyle, the desire to attract the opposite sex, purchasing power, family history, the consumer's employment status, the consumer's educational attainment, the influence of Western society, and so on are all examples of elements that might affect a consumer's purchasing decisions. Nearly 950 million people in India use mobile phones, and at least 50 million of those

people have access to the internet on their phones. Over 500 million people in India have Facebook profiles, compared to more than 90 million websites. More than twelve billion outgoing messages and eight million incoming ones are sent every day using WhatsApp. In addition, the number of people shopping online in the Republic of India is growing as a larger percentage of the country's internet users shop online. The vast majority of today's youth have access to digital media, according to the survey, but they are not being properly guided on how to use it. While most sectors in the Republic of India's economy are seeing a ten to twelve percent slowdown, the digital marketing sector is experiencing a thirty percent increase in revenue. Republic of India has a lot of potential, but it also lacks people who are hot and great in Digital marketing. The Government of India is looking for skilled digital marketers. The World Health Organisation plans to seize this revolutionary opportunity. India has the means to improve the existing condition and make progress towards a brighter future. It's just a matter of bringing out the best in the talent. Today's marketplaces, in order to meet the demands of the Consumer sector, invest much in studying young people and their shopping habits. As consumer tastes evolve and the market moves at an ever-increasing clip, most cutting-edge innovations rapidly become outdated. Invention is the death of invention. Because technology is constantly evolving, what we consider cutting edge now is likely to be outdated tomorrow.

Figures and Survey Result

I have performed a little survey to gauge basic knowledge about digital marketing and the topics covered. Figure 1.1, As can be seen in 90%+ of the general public has at least a passing familiarity with digital advertising.

Are you familiar with Digital Marketing?

63 responses

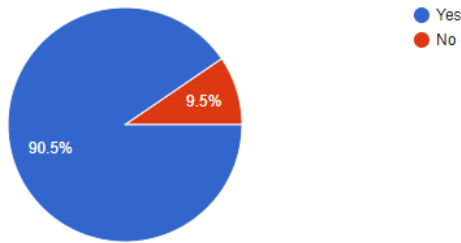
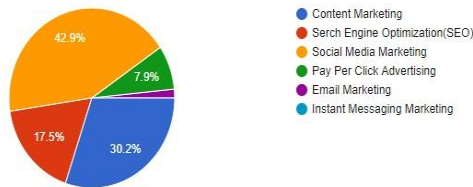


Fig. 1.2 As may be observed in social media advertising is becoming more visible to consumers.

What type of Digital Marketing have you seen most?

63 responses



Which is More Cost Effective.

63 responses

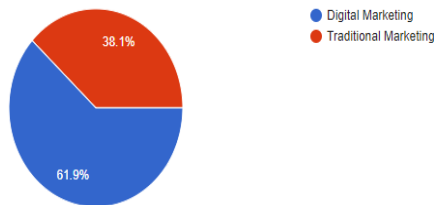


Figure .3 The results of the survey indicate that digital marketing is quite inexpensive.

Conclusion

Finally, the couturier's purchasing habits, financial resources, product expertise, etc., have a greater impact on the customer and their family's purchasing decisions. The National Policy on Young People in Asia estimates that a third of the region's population is comprised of people aged 15 to 29. They make up a significant portion of the Asian market. Knowing the millennial generation's scientific background is essential for future business success. There are a variety of threats and difficulties that digital marketing agencies face as a result of the industry's rapid growth, which has had far-reaching consequences on the economy and advertising in particular. In light of the ever-changing shopping habits of today's young, businesses will soon shift from a purely client-oriented marketing strategy to a Technological Customer-oriented promoting strategy in an effort to hold on to this generation and seize the

potential market.

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