



The Application of Virtual Marketing Strategies to Increase profits of the Organization

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ABSTRACT

Profit Making is the one and only motive of any business organization. Organizations make use of various techniques to market and promote their product or service. One technique among them is virtual or digital marketing. The development of technology has changed the ways of doing business and which in turn has also changed the way of making profits. Emergence of digital marketing has pushed the firms to face tough competition along with increasing customer expectations and drastic change in customer preferences.

This research paper has made an attempt to find out how the profits of the business increase drastically with the help of digital marketing strategies.

Keywords: Profit, Virtual Marketing, Organization

INTRODUCTION

The marketing of product or services using digital channels to reach the consumers is known as digital or online marketing. The key objective of digital marketing is to promote brands through various forms of digital media. Digital marketing also makes an attempt to extend beyond internet marketing to include channels that do not require the use of internet. Digital marketing is a collective term which is used where marketing meets internet technology and other forms of new media. In this fast changing world, people have no time to think

about their purchases or even of visiting actual stores. This led online shopping to grow faster. It saves the time, effort of the buyer and enables him/her to get it done from any corner of the world through the internet access. This helped the internet and online shopping to completely open their horizons in the field of marketing evolving different types of strategies. It even gave birth to competitive environment for the companies to face tough competition and gain web leadership. Digital marketing changed the customers along with their needs, habits, interests, lifestyle, wants also took other direction under the star of globalization. Due to the changing consumer behaviour the firms couldn't ignore and thus strived in making digital marketing more efficient.

OBJECTIVES OF THE STUDY

1. To find out the opportunities available to the marketers in marketing through social networking sites.
2. To study the scope of social networking sites to be used as a marketing tool.
3. To study the scope of internet to be used as a marketing tool.

RESEARCH METHODOLOGY:

This study is conducted based on both primary and secondary data. Primary data here is conducted in the form of personal interview. Secondary data here is collected from books, journals, websites and annual reports.

SAMPLE SIZE

Sample size here collected is 54 in number. People belonging to all age groups were interviewed.

LIMITATIONS OF THE STUDY

1. Time constraints are the main limitations of this study.
2. This study is restricted only to Mangaluru city and hence opinion of others cities may differ.
3. Responses collected here are too less for this research.

PRIMARY DATA

The lists of questions asked during personal interview are as follows

Introduction to the Interviewee

While preparing answers to these questions, please consider your own perspective and honesty as the main factors, because it has the biggest impact on the results of the research.

General Questions

1. What do you think about digital marketing?
2. What do you think about importance of digital marketing in terms of business and buying behaviour? Please, explain your opinion.

Personal Questions

1. How active are you in social media?
2. What social media are you using in your everyday life?
3. How important is digital marketing and availability of information in the Internet for you as a consumer?

Questions related to Company

1. What are social media channels used by your company?
2. How often do you update company pages in different social media?

3. What is the impact of digital marketing on the company's business?

INTERPRETATION

General Questions

1. Through digital marketing, customers can be aware of wide range products. They can also compare the products with regard to pros and cons. It is one of the effective ways of advertising products.
2. If someone needs something, they can go online, find exactly what they're looking for, and have it in just one day. Or, if someone is curious about a product or service, he or she can research online, read reviews from other buyers, and watch product demos before making a purchase.

Personal questions

1. Consistently active on social media, because being active on social media keeps you updated and reminds you of various new products and gives us a gentle reminder that the products may suit our requirement. this means that when it comes time for us to make a purchase, we will be provided with list of alternative products and the company name will be fresh in their mind.
2. Social medias that are used on a regular basis are Facebook. Facebook has been a top social networking site, since its inception in 2004. then comes Twitter, which is the next best thing after Facebook. Apart from these two WhatsApp, Instagram, YouTube and Pinterest that are highly used.

3. There's no denying the significance of the internet. society has benefitted in many ways thanks to the connectivity it provides and the power that comes with acquiring knowledge without delay. Coupled with the recent—and monumental—shift to mobile, the internet is a utility engrained into our everyday lives.

Internet marketing maximizes the value that comes with reaching consumers through digital media. As you engage more people, you grow your brand awareness, and you draw more visitors to your website, but internet marketing doesn't just benefit you - it's also beneficial for consumers. In many ways, it's a perfect scenario for a mutually beneficial relationship.

Questions related to company

1. Companies use

- Google Analytics — www.google.com/analytics. ...
- Keyword Planner — [adwords.google.co.uk/keyword planner](http://adwords.google.co.uk/keyword-planner). ...
- Peek — peak.usertesting.com. ...
- Mail Chimp — www.mailchimp.com.
- Buzz Sumo — buzzsumo.com. ...
- Moz Learning Center — moz.com/learn/seo.

2 Majority of the respondents mentioned in the interview that they do the maintenance of their company's page once a month so that the customers are updated regarding monthly offers.

3. More affordable methods of reaching a wider audience. Everyone's online, so more people are seeing your ads. Again, it's that simple. More of a variety of easily accessible marketing outlets, Low Cost for Operations, 24/7 Marketing, Better Sales

Relationships, Time-Effective Marketing, Continued Marketing Campaign, Ability to Multitask and much more.

FINDINGS

- 1) The social networking strategy should be flexible enough to adapt new developments.
- 2) The reviews and complaints raised by the customers on the SNS should be effectively managed and proper actions should be taken and it should also be communicated to the customer.
- 3) The promotional offers during season should be displayed on the SNS on regular basis, so that large number of customers is captured.
- 4) It is suggested that offline and online marketing strategies be brought into alignment to prevent mixed messages and to promote the availability of the online forums for interaction.

SUGGESTIONS

Following are the suggestions

- 1) To update the Company page weekly rather than monthly so that they are kept in touch with the company.
- 2) Companies must build a strong trust within the customers regarding virtual marketing by genuine products.
- 3) Companies need to provide timely delivery of the products or services to their customers.
- 4) Proper security with regard to online payment must be looked after.

CONCLUSION

Online Marketing is a powerful weapon to win the war of competition since it targets the factual audience and promotes business. Modern

technology has changed a lot. Besides the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their customers through the internet. However, the conclusion of digital marketing is a useful term because digital marketing requires nothing but certain skills to utilize the digital technology. After acquiring the above knowledge, you may take the risk to invest in the digital marketplace. This is a growing field of business. So, do not neglect the opportunity that digital marketing offers to you. Digital marketing may fulfil all your dreams within the short span of your life. Digital marketing is a place where anybody can make his or her career without so much effort. Only you should have to keep patience to get your desired goals.

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