

Role of Digital Marketing Strategy

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Abstract: *Recently, digital marketing has emerged as a transformative strategy in the landscape, offering businesses a direct and engaging way to connect with their target audiences. This study explores the role of digital marketing strategies in business enterprises. While traditional marketing methods have dominated digital markets for decades, the rise of social media penetration and local digital influencers has presented fresh opportunities for business to build brand awareness, drive customer engagement, and enhance credibility. This study aims to fill the gap in the literature on the role of digital marketing strategies in business enterprises. The objective of the study is to understand the significance of digital marketing strategy on enterprises and also to explore the Impact of digital marketing in business. The study employs conceptual background of digital marketing strategy. The findings suggest that digital marketing, when aligned with local culture, language, and community values, significantly contributes to customer trust and business growth. Business enterprises also faced challenges such as limited internet access and connectivity, lack of high-speed internet, limited budgets, etc. The study concludes that localised digital marketing has strategic potential as a cost-effective and impactful tool for rural entrepreneurs' development.*

Keywords: Digital Marketing, Influencer Marketing, Entrepreneur, Digital Marketing Strategy

