

The Effectiveness of Digital Marketing Tools in Building Long-Term Customer Relationships

Ravi Hemant Kujur¹ and Dr. Divya Sahu²

¹Research Scholar, Department of Commerce

²Research Guide, Department of Commerce

NIILM University, Kaithal, Haryana, India

Abstract: *Based on strategic management, loyalty marketing is a marketing strategy where a business employs incentives to expand and keep its current clientele. marketing initiatives aimed at encouraging repeat business from a certain firm. Email marketing, social media marketing, video marketing, content marketing, mobile-optimized websites, SMS text marketing, SEO, blogging, customer reviews, and websites are some of the digital marketing strategies employed in India to foster consumer loyalty. The well-known coffee brand Bru from HUL is the subject of a case study. Bru, the leading coffee brand in India, aimed to reward devoted customers for their purchases and re-engage its current clientele. This case study examines how the Hindustan Unilever company used free mobile airtime incentives to attract its target market of young women, creating a valuable database via digital airtime reward marketing.*

Keywords: Digital Marketing, Customer Loyalty