

# A Study on Digital Marketing : The Use of Social Media and Artificial Intelligence

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**Abstract:** *Digital marketing is the component of marketing that uses the Internet and online based digital technologies to promote and advertise products and services. Digital marketing often makes use of technological devices like computers, laptops, tablets and phones and it uses platforms such as Instagram, Facebook and YouTube. It is very crucial to use digital marketing because connecting with the target audience at the proper time and proper place has always been the goal of marketing. This calls for the companies to reach out to them today online, where they are already spending time*

**Keywords:** Digital marketing, social media marketing, online ads, social media, artificial intelligence, search engines.

## I. INTRODUCTION

With advances and growth in technology within the past decades, a new concept and commercial practice known as “digital marketing” has emerged. Today, the internet may be used to promote products, services, goods, and even information and ideas. The use of digital marketing facilitates consumer shopping. Knowing what a seller’s target market wants makes marketing so much simpler. The difficulty is getting the appropriate information about the appropriate products to the appropriate customer. Digital marketing can help with this. Marketers may easily target the relevant audience with the right advertisement of products that they may require thanks to data mining. More than anything else, this is what makes digital marketing successful. Sales can be significantly increased by identifying and targeting the proper audience. Tools can be used to analyse data and make recommendations for more effective marketing strategies. This helps in the promotion of goods by merchants. Some of the most popular digital marketing tools are : social media, SEO (Search engine optimization), affiliate marketing, landing Page Tools, email Automation Tools, visual Design Tools, content curation Tool, and PPC (pay-per-click). Digital marketing often works in the form of advertisements or any other form of promotion. Digital marketing involves use of social media.

### 1.1 IMPORTANCE OF DIGITAL MARKETING

- **Connection:** Because it connects a firm with its clients when they are online and works in all industries, digital marketing is crucial. When companies appear on Google through SEO and PPC, on social media through social media marketing, and via email through email marketing, it connects them with ideal customers.
- **Reach:** Nowadays, a large number of individuals use the internet to pass their time. They are searching the internet for your stuff while doing so. Maximizing your internet presence is essential if you want to take advantage of this large audience base. Digital marketing enters the picture in this situation. Reaching the appropriate audience at the right moment is the foundation of digital marketing. Therefore, in order to increase audience reach, one must first build a compelling online store with simple navigation.
- **competes with large corporations:** One of the most important aspects of digital marketing is competitor analysis. The activity is necessary to stay competitive, especially with rapidly expanding businesses like Myntra, Amazon, Big Basket, and Walmart. Businesses also make an effort to push the limits of multichannel marketing, which includes PPC, SEO, social media, and numerous other platforms.
- **Increases Brand Awareness for small businesses:** Digital marketing benefits companies greatly. Large businesses employ digital marketing to maintain their position in a cutthroat industry. On the other hand, tiny

businesses employ online marketing to break into a booming industry and build brand recognition among major corporations.

- **Increases Sales:** The ability to track real-time CRO (Conversion rate optimization) metrics is one of the primary benefits of using digital marketing. The information can be used to understand the overall percentage of searches that result in leads for product purchases. Some of the popular avenues for connecting with people and getting high conversion rates are PPC, Social media marketing, SEO services, and affiliate marketing.
- **Digital Marketing Strategies are Cost-effective and Faster:** Being cost-effective is one of the top concerns for every organisation. Digital marketing, in contrast to traditional marketing, is economical. Additionally, small businesses recognise the value of digital marketing because it yields quicker results at a significantly lower cost.

## II. ROLE OF SOCIAL MEDIA IN DIGITAL MARKETING:

Social media provides a business or company with more new visitors, customer engagement, increased conversion rate, and most importantly customer retention to make the existing customer buy more from a particular business or brand. Social networking can indirectly help you rank higher in more queries even though it is not a direct element in search engine rankings.

- **Improved Marketing Strategies:** Since social media makes it possible for individuals to connect with one another more efficiently than ever before, it has become a close-fitting necessity for everyone. Social media offers marketers and small companies a window into everyone's life.. Small business owners and marketers can enhance their various marketing strategies, such as email marketing, by using the user information they can get through social media. Businesses may simply learn about peoples' interests and updates so they can tailor their marketing efforts.
- **Improved Brand Awareness:** One of the best digital marketing platforms is social networking, which may greatly improve your company's visibility and brand recognition. A strong social media presence can help you develop consumer trust and loyalty as the majority of buyers research products online and on social media platforms before making final purchasing decisions.
- **Improved Customer Satisfaction:** For improved customer service, use social media as a two-way communication channel where you can speak and listen to your target audience.
- **Increased Sales:** Customers are more likely to use your services or make purchases from your online store when you are easily accessible to them.

## III. USE OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING

Using previous data, artificial intelligence applications in digital marketing can determine what content is most likely to keep users returning to the site. A given service's most likely clients are identified by AI, which also examines the characteristics of unsubscribing users as a whole. AI is increasingly widely used in the field of digital marketing as well, working behind the scenes to improve pay-per-click advertising, personalise websites, provide content, forecast behaviour, and more..

- **Chatbots:** A chatbot is a piece of software that can conduct conversations (or "chat") and use AI to decide how to respond. When searching for information on a website, you might have used a chatbot. **Predictive and Targeted Content:** AI may be used to acquire more information about potential clients and customers in addition to using chatbots to respond to inquiries, and it can then utilise that information to forecast future behaviour and provide more specialised content.
- **Content Creation:** Effective marketing calls for a lot of time, which is needed to produce high-quality content. By producing part of that content for you, AI can be of assistance. The articles can be hundreds of words long and read as though they were written by a real person.
- **Image Recognition Technology:** The last AI technique that companies can employ to enhance customer experience is image recognition software.

**IV. RESEARCH METHODOLOGY**

**INTRODUCTION:** Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic to spread awareness. In a research paper, the methodology section allows the reader to critically evaluate a study’s overall validity and reliability, thus helping them to decipher the knowledge. Research methodology. The sources of data used in this research paper are both primary and secondary data

- **Primary data:** primary data consists of original information gathered from a sample size of a selected few respondents residing in Mumbai, India.
- **Secondary data:** secondary data consists of information that already exists and that was collected in the past for some other purposes.

This research paper includes a mixture of both the primary and secondary data in order to get the most accurate information.

**DATA ANALYSIS**

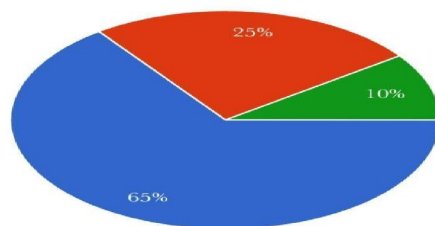
Data analysis is the process of working with data to extract pertinent information that can be utilised to inform decisions. Simple data analysis tools like frequency average and percentage are frequently included. Data analytics is vital to improving your organisation because it is used to produce reports, conduct market research, unearth hidden insights, and improve operational needs.

- **Percentage:** To make it simple to examine the data gathered, responses from respondents are represented in tables in a precise manner.
- **Graphs:** Graphs are graphical representation of the data collected in their tabular form.

**V. DATA ANALYSIS AND INTERPRETATION**

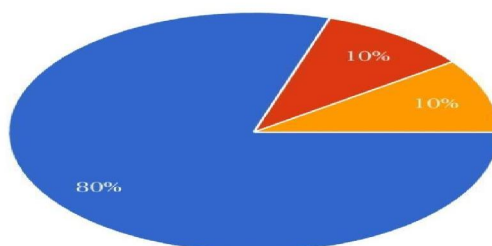
A survey has been conducted to retrieve information in the form of pie charts. The below provided pie charts are primary data.

How do u think digital marketing has helped businesses?  
20 responses



- 1. Helped businesses reach more audience
- 2. Gave a new platform for promotion
- 3. Allowed customers to directly contact business using ppc
- 4. Creative approach towards advertising

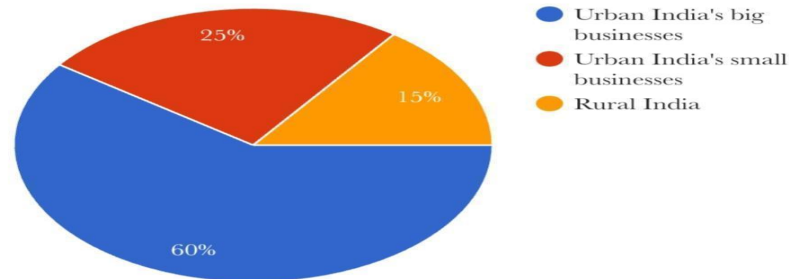
Do u think social media has a brought changes in marketing?  
20 responses



- Yes, Positive changes
- Yes, Negative Changes
- No

Who do you think digital marketing favours the most?

20 responses



### VI. CONCLUSION

In India, there has been a significant shift toward digitalization. . Most target markets can be reached because social networks are used by such a diverse group of people. According to a study, more consumers are using social media (such as Twitter, Facebook, MySpace, and LinkedIn) and relying on them when making purchasing decisions. Promotion through these platforms has therefore become crucial.

In this study, we found that digital marketing techniques like search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, social media marketing, social media optimization, email direct marketing, display advertising, e-books, optical discs, and games can be very beneficial for businesses. Vogus (2011) found that major corporations view social media platforms as strategic tools, and some organisations are even hiring staff to manage their social media accounts. According to Mangold and Faulds (2009), social media should be treated seriously and as a crucial component of an organization’s integrated marketing strategy.

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