

To Study Impact of Digital Marketing

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Abstract: *An expanding IT sector led to many businesses using the Internet as their advertising platform wanting to have control over promotion. The materials and it are more reliable, flexibility. Internet usage is growing in importance. Clients' one-stop shop for locating their needs and desires. This study is intended to gauge the importance of online advertising efficacy in terms of perception of advertisements, recollection of advertisements and frequency of clicking advertisements for purchases. As the IT sector expanded, many businesses turned to the internet as their advertising platform of choice because of its better dependability and flexibility. Customers are increasingly using the internet to find the products they want and need. This study was created.*

Keywords: Digital Marketing

I. INTRODUCTION

Advertising is a type of verbal engagement that convinces the customer to make a purchase decision and provides statistics to the audience. When data are presented in a lighthearted manner, they are generally well received. As a result, we can refer to marketing as an infotainment concept. The Marketing Mix gave rise to the concepts of marketing and marketing. The goal of marketing mix, also referred to as the "4 Ps of advertising and marketing" (i.e., "Product, Price, Place, Promotion, and Marketing"), is to draw customers' attention to the products and services so they will choose to purchase them. A commercial may be seen going all the way back inside of historical times. Accordingly, advertising is any form of paid non-public presentation and promotion of ideas, products, or offerings through a recognised sponsor.

Says marketing legend Philip Kotler Marketing encompasses important skills like the dissemination of facts and persuasion in addition to its economic and social effects (Norris 1984). Modern day marketing and advertising are the most important methods for promoting products and services and are also utilised for verbal communication.

This younger generation makes reference to localised statistics and verbal communication. Even the internet and websites on it provide useful services to customers who can manage their resources well. In the current environment, the internet plays a significant role in the customer's purchase decision. Researchers in advertising and marketing claim that the Internet has become "mainstream" and that, for the most part, the online and offline worlds are mirror images of each other (Hoffman and Novak, 1996). In order to provide advertising and marketing messages to attract customers, online marketing and marketing in the form of promoting use the internet and the global internet.

II. REVIEW OF LITERATURE

Internet marketing is described as "Applying Digital technologies that form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a market)" by Dave Chaffey in 2002 client lifetime and a multi-channel purchasing procedure) by enhancing our customer providing integrated services based on knowledge (of their profiles, behaviour, value, and loyalty drivers) tailored messaging and internet services catered to their specific need. Chaffey's Definition emphasises that it should not be used in place of relationship marketing. Electronic marketing is not driven by technology but by the business concept. First, a growing body of e-commerce literature uses sociological views to investigate how social factors may affect community members' participation in communities; we extend this line of investigation by examining a different set of outcomes, according to Bagozzi and Dholakia's (2002) study measures, specifically, how users of community websites view and respond to advertising. Second, By utilising the following strategies, we connect sociological elements in online communities with advertising reactions establishing that the

group's intentions to accept online advertising are included and confirmed Community perceptions of the advertising are influenced by the community. This group's application In this setting, intention viewpoint is innovative defines a method via which community members show that you are open to advertisements in online groups.

III. RESEARCH ANALYSIS, FINDINGS AND TERMINOLOGY

1. Accessibility and prompt service: One of the biggest benefits of the internet in this digital age is the tremendous ease of advertising a business online. The internet is easily accessible, allowing users to easily access markets anywhere in the world. As a result, buying items from across borders now results in lower transportation costs.
2. Restrictions on expenses and revenue (ROI) Online advertisements are paid either by the number of clicks or impressions. An advertisement's effectiveness and cost per click increase with the number of clicks it receives. You will not be charged if your ad is not clicked on. Online advertising campaigns can be cancelled at any moment and don't require a minimum expenditure. Online advertising enables you to monitor outcomes in real-time, increase budgets for the most lucrative goods, and cut costs for ancillary or unproductive charges.
3. Effective dialogue: Through social networks, forms, or email, internet advertising makes it simple.
4. Constant marketing. Unlike traditional media, which typically only affects the same person once or twice. Your audience can be impacted by internet advertising media as many times as required to produce a conversion.
5. They enable excellent budgetary control : Small and medium-sized businesses can start advertising on networks for just \$1 per day, which is an appropriate alternative. But they also provide big multinationals with enough possibilities and promise for them to spend millions of dollars in temple for people to relate to your brand and share their opinions of your items.

DATA COLLECTION METHOD

The source of data in this research paper are both primary and secondary.

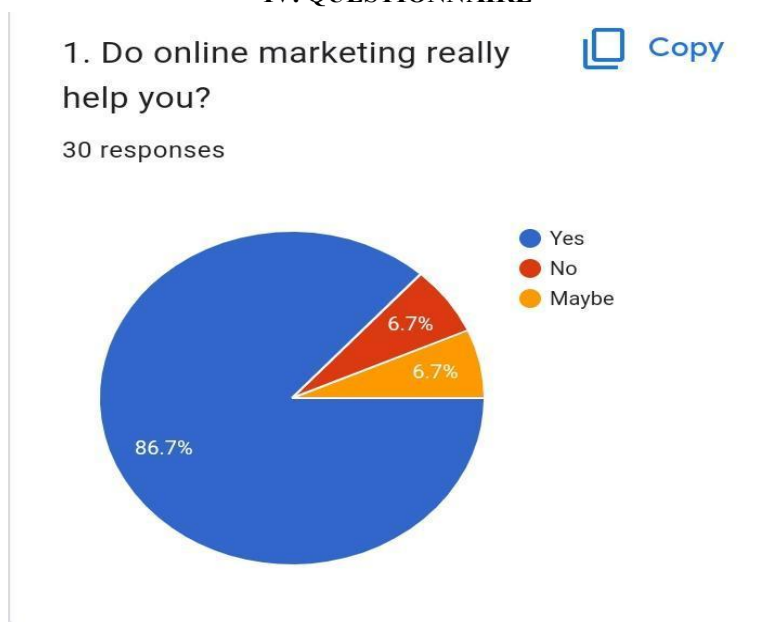
Primary data :primary data consist of original information gathered from a sample size of 30 residing in Mumbai.

Secondary data :secondary data consist of data already gathered and presented on web.

DATA ANALYSIS:

For analysing the data simple tools like goggle forms are used we have data analysis of 30 people on how the responses are submitted

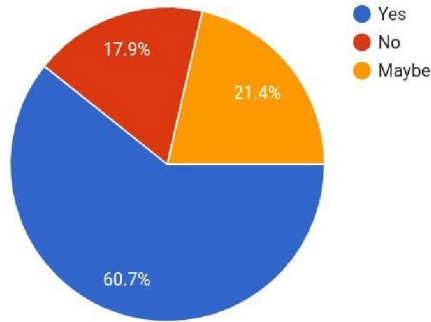
IV. QUESTIONNAIRE



2. Is social media marketing better for B2C or B2B BUSINESS?



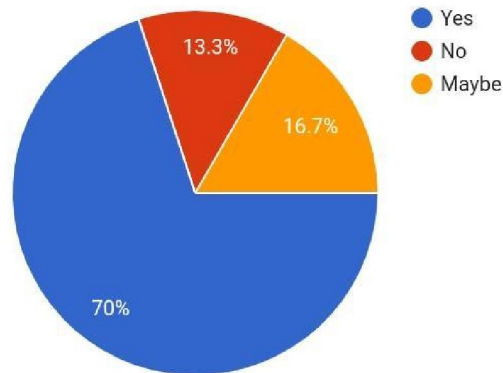
28 responses



3. Is youtube really important for marketing?

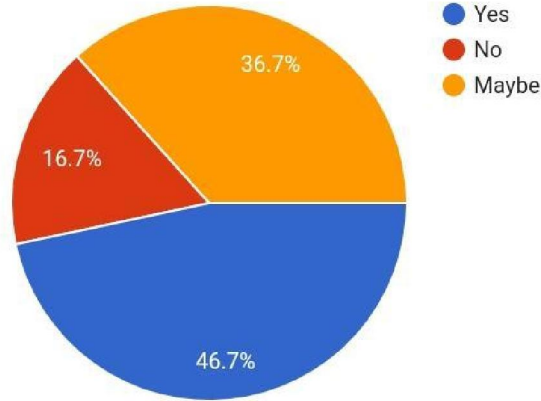


30 responses



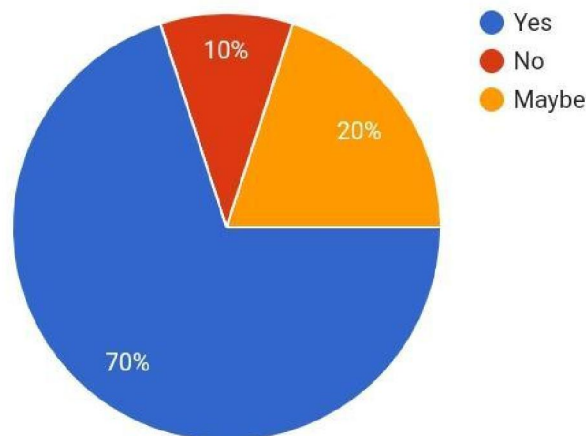
4. Is email marketing still important?

30 responses



5. Isn't social media marketing taking the place of email marketing?

30 responses



IV. CONCLUSION

In conclusion, there are a lot of benefits and drawbacks to online advertising. I firmly feel that overall, the benefits outweigh the drawbacks. Online advertising takes your business to a new level and reaches a much larger audience because it enables your ads to be viewed globally. Due to its inexpensive price, it enables small businesses to invest in online marketing while lowering their initial marketing expenses. Internet users may enjoy more services because to its broad breadth, which also makes it a suitable place for shopping. Compared to other conventional purchasing techniques, such as travelling to a store to pay bills, it enables customers to make better use of their time. The internet has been helpful in this regard.

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