

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

I. INTRODUCTION

India is fast moving nation towards market and this movement has been faster with the demonetization of the Indian currency in the last quarter of year 2016. With it various digital payment authorization schemes has been launched. Digital market requires digital ratification and marketing strategies. Digital marketing has turn out to be critical part of approach of many companies. At the present time, still for small business entrepreneur at hand have an tremendously economical and experienced method by using digital marketing to market their products or services in the society. Digital marketing has increased in last a few years in India. People have different views about it. But the fact is this digital marketing has tremendous potential to increase in trades provided businesses should have knowledge to implement it in right way. (Launch Marketing 2018), digital marketing emerges as a solution to the challenges of business transformation and technology in the modern era. Through the utilization of social media platforms, companies can run marketing campaigns that are more interactive and strictly engage with consumers (Roshen.,2023).

II. REVIEW OF LITERATURE

Mr. Nandkishor Premchand Singade(2014) Importance Of Digital Marketing Digital marketing is the element of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

M. Sunil Manohar Subbaiah , C S Harsha Vardhan Reddy M. Rajesh Naidu (2017) The Role of Digital Marketing In India this paper explore the influences social marketing, word ads, banner ads, video Advertisement etc. Like other forms of market, internet marketing has its benefits & pitfalls. The ability to exactly target consumers & to measure the effectiveness of marketing strategies are the major advantages of online marketing. On this paper The Role of digital marketing play vital role in business for growth. And also if any changes occurred in product we have to change easily and it create more awareness rather than traditional marketing. So it play major part in product awareness (i.e especially in New product introducing).



Khaled (M.K) Ismail Alshaketheep (2019) the Significant of Digital Marketing in the recent Era This paper attempted to emphasize the significance of digital advertising in the fresh age. Marketing, ' internet marketing ' or ' web marketing. 'Over time, the word digital marketing has increased in popularity, especially in some nations. Online marketing is still prevalent in the United States, web marketing in Italy, but digital marketing has become the most common word in the United Kingdom and around the world. Digital marketing is a separate category of marketing that places and sells products using technology.

Significance of the Study:

Digital marketing is increasingly vital for enterprises due to technology; it allows businesses to connect validly with all types of consumers through local influencers who understand their culture and preferences. Digital marketing is a significant strategy for business because it helps build brand awareness, credibility, and customer engagement cost-effectively. It allows entrepreneur to tap into digital' present spectators and influence their social media presence to reach new customers and determination transformations.

Objectives of the Study:

- The main objective of this study is to examine the role of digital marketing strategies in ' enterprises. Keeping this goal in view, the following specific objectives have been set for the study.
- To understand the significance of digital marketing strategy on enterprises.
- Impact of digital marketing in business.

Digital Marketing- An Overview:

Digital marketing is a marketing strategy that revolves around engaging influential individuals on social media platforms to recommend a brand's products or services to their followers. This approach on social media creates platforms for user interactions and feedbacks. Digital marketing also called online marketing is the promotion of brands to connect its potential customers using the internet and other form of digital communication. This includes not only email, social media, and web-based advertising but also text and multimedia messages as a marketing channel. Digital marketing is based on relationships, rather than on transactions. Digital marketing can help in dominating the search. It is an effective marketing tactic that capitalizes on the popularity and credibility of digital marketing influence in order to maximize brand exposure, stimulate audience engagement, and drive conversion. Influencers are individuals who have garnered a significant number of followers on popular social media platforms like Instagram, YouTube, and TikTok. They are naturally experts in a particular position or have personality that has helped them build a loyal following. Influencers can be celebrities, industry experts, or everyday people who have built a significant online presence. They use their platforms to create and share content with their followers, including photos, videos, and blog posts. Brands can leverage the influence and popularity of influencers to promote their products or services. The goal of digital marketing is to tap into the trust and engagement that influencers have established with their followers to increase brand awareness, drive engagement, and ultimately drive sales. By collaborating with influencers, brands have the opportunity to expand their reach to a broader audience, enhance brand recognition, and cultivate trust among their intended target audience. The process of influencer marketing typically involves four steps: identification, outreach, collaboration, and measurement.

Digital marketing focuses on developing, promoting, pricing, and distributing products and services specifically tailored for rural consumers, aiming to satisfy their needs and achieve organizational goals. It's a two-way process involving exchanges between urban and rural markets, with a significant portion of the activity being urban marketers selling products to rural consumers. This includes goods like pesticides, FMCG products, and consumer durables, as well as agricultural inputs.

III. TYPES OF DIGITAL MARKETING

There are some types which should be following under digital marketing.



Search Engine Optimization (SEO)-

SEO is the method to making digital sit visible on online search engines like Google, Bing, and so on. The activity of a SEO adept to improve a business' site in such a way, that it sites higher in the search results and not remain covered up in insignificance of the second page of Google. This expands the measure of natural traffic on the site. Web optimization significantly uses the intensity of sites, websites, recordings, and info graphics. There are different methods of drawing closer SEO so as to create qualified site traffic.

Pay per Click (PPC)- PPC is a strategy of coordinating traffic towards the site by the methods for paid advertisements on web indexes. As the name endorses, the trademarks need to pay the promotion distributor each time somebody clicks on the advertisement. One of the most significance stages for PPC battles is Google Ads, which permits brands to pay (per click) for top openings on the indexed lists page of Google. There are different channels to run PPC battles, some of which are Facebook, Twitter, supported messages on LinkedIn, and so forth.

Content Marketing: Content marketing manages the formation and development of significant material as blog entries, recordings, info graphics, bullet point articles, and so forth to draw in with the current and planned clients, improving brand faithfulness, producing brand mindfulness, site traffic development, and lead age. A powerful substance technique incorporates channels, for example.

Blog Entries: A blog entries, also known as a blog post, is a part of writing and distributing informative online journals and articles in the business blog set up authority. It's a dynamic form of content that's regularly updated and provides a platform for sharing information, opinions, and experiences with abusiness groups.

Video Content :video content marketing is the strategic mode to use of video to promote a brand, product, or service. It involves creating and sharing video content across various digital channels like websites, social media, and email to engage audiences, builds brand awareness, generate leads, and drive sales.

Social Media: Social media marketing is a technique of digital marketing focused on using social media platforms to connect with spectators, build brand awareness, and promote products or services. It includes creating and sharing content, engaging with users, and using data analytics to measure campaign performance and refine strategies. The significant online life channels where a brand's essence is an unquestionable requirement are Facebook, Twitter, Instagram, LinkedIn, Snapchat, and Pinterest.

Email Marketing: Email marketing is the process of sending and receiving commercial messages, majority of people, using email. It's a form of digital marketing that uses email to attract, engage, and retain customers. Business use email marketing to promote products or services, share updates, build relationships, and drive sales. The email battles may incorporate substance, for example, blog memberships, bulletins, subsequent meet-ups on the leads, occasion advancements.

Affiliate Marketing Affiliate marketing is a performance-based marketing strategy where affiliates promote another companys offerings through their own platform, gaining a commission by advancing others' (or company's) items. Vendors discover an item you like, raise it to other people, and procure a bit of the benefit for every deal that business make.

IV. IMPACT OF DIGITAL MARKETING ON BUSINESS

Increment in brand recognition: Today, the modern era the people utilizes online life phases. It makes digital based life that creates consumers attention and keep them interested to purchase and familiar with brand.

Generation of leads: Digital media leads generation is the process of identifying attracting, and transforming online usere into prospects for a business. The technique utilizes online channels, tactics, and strategies such as advertising, email campaigns, social media, or even offering downloadable content through a landing page. The most common strategy is to direct traffic to a business's website and acquire the contact information of prospects through forms.

Support in deals –digital marketing techniques can get great business and build up for a brand. Support refers to the helps to sales teams and associates to effectively promote and sell products or services through various promotional activities. support in deals marketing include: creating marketing campaigns, developing sales content, providing product training, generating leads, and analyzing sales data.



Involvement of customers and audience: Digital marketing is open door or brands honestly interface with customers. Customer media put into choosing a product or service and customer how they fun have doing it. Like motivation, involvement is a customer's feeling on the inside. It makes a person think about and explain their choice.

Customer communication: In digital stages and web based life in process of using channels to interact with customers, build relationship, and drive business goals. Communication empowered modest and moment correspondence between the brands.

Content distribution –content distribution refers to the process of disseminating content to target audience by various channels, including owned media, earned media, and paid media. Effective content distribution helps to increase brand awareness generate leads and sales,, and establish a strong online presence.

Customer information in digital marketing, customer information is vital for creates experiences and effective campaigns. With the assistance of innovation, organizations can follow the information of the clients. The examination of the information can assist your business with getting to realize client's preferences and inclinations. In view of this, you can settle on fundamental business choices. State, you need to present another item and afterward you allude to client data.

Encourage information Digital marketing offers a stage to arrive at clients in an imaginative manner. When there is a hardened rivalry in the market, having a creative methodology encourages brands to stick out.

Scope of the Study:

The study covers significance of digital marketing strategy on enterprises operating in Shivamogga district.

V. CONCLUSION

Digital marketing has been the most influencing business model for all sectors. Digital marketing presents a transformation approach to reaching and engaging with audiences in todays interconnected world. Enterprises deal with limited resources, low brand visibility, and infrastructural challenges, influencer marketing offers a cost-effective and ethnically booming approach to reaching and engaging local audiences. However, the use of local influencers as individuals with strong community ties and integrity allows digital marketing build trust, drive word-of-mouth awareness, and establish a meaningful brand presence. Based on the study, when digital influencer strategies are tailored to reflect local values, languages, and consumer behaviours, they become powerful tools for business growth. However, digital marketing have t also navigate challenges such as digital illiteracy, inconsistent internet access, and a lack of formal training in digital marketing. In conclusion, Digital marketing also gives businesses access to a larger audience than traditional marketing channels due to its ability to reach people across the globe.

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