



INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

(Peer-reviewed, Refereed, Indexed & Open Access Journal)

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 5.828 (SJIF 2022)

DIGITAL MARKETING STRATEGIES IN TODAY'S ERA

Sakshee Mansukhbhai Patel

Student, BBA.III,

V. P. Institute of Management Studies & Research,
Sangli (Maharashtra, India)

DOI No. **03.2021-11278686** DOI Link :: <https://doi-ds.org/doi/10.2022-27372793/IRJHISIC2203075>

ABSTRACT:

Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The purpose of digital marketing strategies is to attract the customers and allowing them to interact with the brand through digital media. This study focuses on the importance of digital marketing strategies for both marketers and consumers.

KEYWORDS: Digital Marketing, Consumers, Social Media, Brand.

1.1 INTRODUCTION OF THE STUDY:

Today, if you use the internet, you've probably already encountered digital marketing without even realizing it. Today's era of Internet has opened a gate of vast variety of opportunities for businesses. Using social networks, one cannot only share a private picture of one's birthday but also earn customers for one's business and reach them conveniently. The speed and ease with which the digital media transmits information and help boost a business is amazing. At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products.

While modern day digital marketing is an enormous system of channels to which marketers simply must onboard their brands, advertising online is much more complex than the channels alone. In order to achieve the true potential of digital marketing, marketers have to dig deep into today's vast and intricate cross-channel world to discover strategies that make an impact through engagement marketing. Engagement marketing is the method of forming meaningful interactions with potential and returning customers based on the data you collect over time. By engaging

customers in a digital landscape, you build brand awareness, set yourself as an industry thought leader, and place your business at the forefront when the customer is ready to buy.

1.2 TOP 3 EFFECTIVE DIGITAL MARKETING STRATEGIES:

1. Start with Quality Web and Mobile Sites:

In today's competitive environment, having both high-quality online and mobile sites is critical. And when we say quality, we're talking about things like speed, design, user interface, and security. It's not enough to have a website that just provides information or sells a product or service. Websites must be optimized for both PC and mobile devices, considering mobile devices account for 51% of all internet browsing. Mobile web design should be simple and responsive, with larger links to account for the fact that customers are using their fingers to click.

2. Maintain a Social Media Presence:

Although most small company owners recognize the value of social media, it is all too easy to overlook it during busy situations. Being realistic about the time you have for social media is one of the keys to sustaining your social media presence. An out-of-date social media profile will not be useful to customers. If you just have time to manage one account, pick a platform that works for your company and stick to a posting schedule. You can post memes with witty captions to boost your engagement rate with your audience. Posting memes show that you are up to date with current events and that you are aware of your market and customers. After all, memes are really quite popular. It's important to post regular, focused, and engaging content for your customers so they begin to consider your business an active and helpful source of information.

3. Focus On Google My Business:

Make it simple for visitors to discover your company by using a service called "Google My Business". This service will help you create and verify your brand/business, so your business information can be shown on google maps. Google will display all of your contact information, including your location. This can assist potential consumers in contacting and navigating to your business.

1.3 REVIEW OF LITERATURE:

- 1) **Hossain et al (2020)** has given the opinion that increasing number of shopping channels has also influenced consumer behaviour, creating a more diffused consumer shopping experience.
- 2) **Mandal (2019)** has explained Companies should be sensitive to privacy and the concerns of consumers as they develop their advertising strategies and build long-

term customer relationships

- 3) **Shirisha (2018)** has stated that digital marketing is the fastest e-Commerce solution available. We can buy or sell fast in this marketing strategy. You can reach out maximum audience or customer with the help of digital marketing and you can do that fast. It really plays an important role in modern commerce system. This system makes our business faster and more accurate. Digital marketing is infinitely more affordable than traditional offline marketing methods. But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one. This paper made an attempt to highlight the importance of digital marketing in the new era.

1.4 OBJECTIVES OF THE STUDY:

1. To study the awareness of digital marketing strategies in today's era.
2. To give suggestions if any, to improve Digital marketing strategies in today's era.

1.5 SCOPE OF THE STUDY:

1. The scope of the current study is limited to the digital consumers of the Sangli city.
2. The study is conducted to improve the online marketing presence of today's generation in the country.

1.6 IMPORTANCE OF THE STUDY:

1. Promoting brand and engaging people with the company's brand is real challenge for professional marketers. Company's expenditure on online advertisements is meant to boost sales and also keep people engage with their brand over online media and thereby generating huge positive word of mouth for the product and brand.
2. This survey will examine how online marketing can be converted into strategic advantage for the business.
3. This study will focus on how online market can be clustered or segmented, who are possible prospectus and how they can be targeted.

1.7 RESEARCH METHODOLOGY:

1.7.1 SAMPLE SIZE: Random population of 50 respondents were taken to know the opinion of the customers.

1.7.2 TOOLS USED: Google Form was used to collect required information.

1.7.3 SOURCES OF DATA COLLECTION:

Primary data: A structured questionnaire was in the form of Google form.

Secondary data: The secondary data for this study has been collected from articles, projects, books, as well as Internet.

RESULTS & DISCUSSION:

1. The organizations should provide timely actions in updating the variety of styles, trends in Fashion from time to time and to avoid shortage and shifting of customer's attention Toother brands.
2. Feedback system should be maintained in order to rate the different opinions of the customers so as to increase brand perception regarding products of the company.

CONCLUSION:

The research and practice of digital marketing strategies is improving with the advancement of technology. The advancement in technology fosters multifaceted opportunities for consumers and at the same time poses unpredicted challenges for the marketers. Whereas, It can be seen that digital marketing is the way to go for business which hopes to capture global interest on its products. As such, digitally it may not be easy to sustain but with the emergence of social media tools, such as Facebook, Twitter or Instagram etc. consumers as well as various organizations can achieve best. By the spread of various social media platforms and getting recommendations from their connections can assist the consumers in making active decisions about purchasing.

BIBLIOGRAPHY:

Books:

1. Gupta Seema, (2018) 1st Edition, Digital Marketing, McGraw Hill Education Private Ltd (Digital marketing strategies).
2. Ahuja Vandana, (2018) 7th Edition, Oxford University Press.

Website:

3. <https://www.marketo.com/digital-marketing/> (Introduction).
4. [https://shodh.inflibnet.ac.in:8080/jspui/bitstream/123456789/8564/4/04_review%20of%](https://shodh.inflibnet.ac.in:8080/jspui/bitstream/123456789/8564/4/04_review%20of%20)
5. Review of Literature.