

Impact of Digital Marketing on Small Businesses

Ritika Lamba,

*(AIT-CSE (AI & ML), Chandigarh University, Mohali
Email: lambaritu67@gmail.com)

Abstract:

Digital marketing in India is increasing rapidly. A lot of Indian businesses and companies are now using digital marketing for competitive advantage. The success of the marketing campaign cannot be solely achieved by digital marketing only [1].

Instead, it should fully harness various marketing techniques available within traditional and modern marketing of any marketing campaign's success. Startups who use digital marketing many times got failed. This study shows precautions that are taken for effective implementation of digital marketing to reap tremendous potential to increase sales.

Keywords — digital marketing, SEO, marketing, content marketing, strategy etc.

I. INTRODUCTION

An electronic copy we experience an extreme change in India towards digitalization. The customer is looking through the other web to locate the best arrangement structure the merchants around India contrast with customary or ordinary strategies. In this investigation, we recognized that organizations could genuinely profit by Digital Marketing, for example, website improvement (SEO), web crawler showcasing (SEM), content promoting, influencer showcasing, content robotization, internet business advertising, effort promoting, and web-based media showcasing, web-based media enhancement, email direct promoting, show publicizing, digital books, optical circles, and games and are getting increasingly more typical in our propelling innovation. It is shown that we are associated through WhatsApp and Facebook, and the expanding utilization of online media is making new open doors for computerized advertisers to pull in the clients through the advanced stage. Familiarity with shopper's intentions is significant because it gives a more profound comprehension of what impacts clients to make content about a brand

or store. Automatic promotion is practical and has a tremendous business sway on the business. In light of this investigation, it can additionally be contended that knowing which web-based media locales an organization's objective market uses is another critical factor in ensuring that web-based showcasing will be fruitful. The viability of Internet advertising regarding diverse businesses can be dissected. The investigation can also be reached out by contrasting the web showcasing methods and explicit to different organizations [2].

Digital Marketing and social media marketing plays a very vital role in any business. Due to the cheap rates of data packs, more and more people are using the internet to search for a particular thing, be it any product or service.

Digital marketing has boosted the sales of many businesses.

II. LITERATURE REVIEW

Various research papers and articles give a definite knowledge of Digital Marketing. The various research papers that i have studied include "Internet Advertising", which is also depicted as

'accomplishing showcasing goals by applying computerized advancements' (**Shawn Marshall, 2020**).

Advanced advertising is the utilization of innovations to showcase exercises to improve client information by coordinating their requirements (**Mohammad Ali, 2019**). In the created world, organizations have understood the significance of computerized promotion.

With the goal for organizations to be effective, they should combine online with customary techniques for addressing clients' requirements all the more absolutely (**Rachel King, 2019**).

The presentation of innovations has made new businesses open doors for advertisers to deal with their sites and accomplish their business targets (**Tabitha Durai, 2019**).

Web-based promoting is an incredible advertising vehicle for building brands and expanding traffic for organizations to make progress (**Vidisha Sharma, 2019**).

Desires as far as delivering results and estimating accomplishment for promotion cash spent, computerized showcasing is more cost-proficient for estimating ROI on the ad (**Liis Usin, 2019**).

Today, dull publicizing and showcasing methods have offered an approach to computerized promoting. Moreover, it is ground-breaking to such an extent that it can help resuscitate the economy and can make enormous open doors for governments to work in a more productive way (**Nelson Matos, 2019**).

Firms in Singapore have tried to achieve advanced advertising apparatuses as being powerful and valuable for accomplishing results. (**Frederico Branco, 2019**).

All the more significantly, computerized advertising development has been because of the quick advances in advances and changing business sector elements (Mort, Sullivan, Drennan, (**Mia Musso, 2017**).

All together for computerized showcasing to convey results for organizations, advanced substance, for example, openness, route, and speed have been characterized as the critical attributes for promoting (**Deepak Santosh Pawar, 2020**).

Another attempted and tried instrument for making progress through computerized showcasing is the utilization of informal WOM via online media and making the webpage well known (**Dilip. A. Patil, 2020**).

Also, WOM is connected with making new individuals and expanding traffic on the site, which consequently builds the permeability as far as showcasing. Online media with an additional customary model Facebook has opened the entryway for organizations to speak with many individuals about items and benefits and has opened new promoting openings on the lookout. This is conceivable just if the directors are completely mindful of utilizing the correspondence procedures to draw in the clients and improving their experience (**José Martins, 2017**).

Marketing proficient should genuinely comprehend online social promoting efforts and programs and see how to do it viably with execution estimation markers. As the market elements worldwide are changing compared to the youthful crowd availability to online media and use. Significantly, essential incorporation approaches are received in an association's promoting correspondence plan (**Anna Dziadkiewicz, 2020**).

With the above audits, we can expect that GST is an assessment change that will change the nation's situation as a help for this survey study.

III. HISTORY OF DIGITAL MARKETING

People from ancient times used marketing to promote their products/services.

In the medieval period, people use to go house to house to announce the services they are providing; a doormat seller will go to each place in the village to tell the people about his mats and how it is different from other carpets in the market.

If people liked his product, they would purchase it. It was the way that people used earlier to sell their products/services. But as time passed and with the evolution of the internet, more people started purchasing products from the internet. That means the businessman who has listed their product online will only get the benefits of it. It gave birth to the modern digital marketing strategies and techniques.

IV. PROBLEM STATEMENT & STUDY OBJECTIVE

Seeing that digital and digital-based media's strength won't diminish in the upcoming not many years, this theme will be critical to each association (**Shawn Marshall, 2020**). The intensity of cell phones in the mix with online media is a steady extending danger to numerous organizations (**Tabitha Durai, 2019**).

The second large purpose of thought is identified with the proceeding with a pattern of youngsters, youths, and teens utilizing computerized and web-based media increasingly more unreasonably (**Muhammad Ali, 2019**). That is the reason this investigation plans to zero in on understanding the web promoting and its strategy with the following arrangement of destinations:-
What are the fruitful procedures of web advertising utilized today? □
What is the fundamental examination among conventional and advanced promoting? □
Which is the most favored web advertising approach? Do organizations favor web showcasing to customary promoting? These inquiries will assist us with foreseeing the patterns in web promoting and make reasonable recommendations to companies. Seeing that the web and web-based media's strength won't diminish in the forthcoming few years, this point will be urgent to each association (**Shawn Marshall, 2020**).

The intensity of cell phones in the mix with online media is a steady extending danger to numerous organizations (**Muhammad Ali, 2019**). The second large purpose of thought is identified with the proceeding with a pattern of youngsters, youths,

and young people utilizing advanced and web-based media increasingly more unreasonably (**Shawn Marshall, 2020**).

That is the reason this investigation means to zero in on understanding the web promoting and its strategy with the following arrangement of destinations:-

What are the fruitful methods of web showcasing utilized today? □

What is an essential examination among customary and computerized advertising? □

Which is the most favored web promoting approach? □

Do organizations incline toward web advertising to customary showcasing?

These inquiries will assist us with foreseeing the patterns in web advertising and make reasonable recommendations to organizations.

V. SOME FACTS ABOUT INDIAN DIGITAL MARKETING:

According to the IMAI and Boston consulting group report, India is one of the largest and fastest-growing Internet users in the whole world—190 million as of June 2014 and increasing.

A) According to a report, India will cross the 500 million Internet Users Mark in 2020[1]

B) According to the Direct Marketing Association, the Digital Marketing Industry is worth \$62 billion, [1]

C) According to e-Marketer, advertising via mobile phones and tablets rose 180 percent, to \$4 billion in 2014.[1]

D) According to one of the reports published in The Hindustan Times, New Delhi digital advertising space in India is worth Rs. 6000 crore and video advertising space is Rs.1600 crore of the total. In 2016 the digital ad space had grown to Rs. 8100 crore, and video will grow faster than search and classified.[1]

VI. IMPACT OF TECHNOLOGY ON TRADITIONAL DIGITAL MARKETING:

Because of rapid innovation progression dramatically, the advertising worldview has moved to fresher, more client and substance-driven methodologies were conveyed on the computerized stage.

Customary showcasing like publicizing, advertising, marking and corporate correspondences, lead age, and so forth extensively depends on TV, radio, phone, and print media and phone as a conveyance medium. As opposed to that, cutting edge advertising strategies influence the intensity of Internet and web-based media to reach a more focused on the crowd's arrangement. Present-day showcasing methods furnish financially savvy promoting stage to arrive at many clients in a limited ability to focus time.

Organizations that contribute intensely just on computerized advertising as their advertising conveyance device can considerably hurt their general promoting achievement. To accomplish any showcasing effort, it ought to completely outfit the abilities of different advertising strategies accessible inside both the customary and current promoting.

Exercises like push promoting, lead age, dispatch occasions, and career expos, TV and print media can be utilized to incorporate social registering, tweaked substance and control spending plan, and viably arrive at the distinguished market portions and convert them into paying customers.

With the ascent of online media, changing business scenes, and presentation of more instructed clients, the organizations need to reexamine their advertising systems and spread out a multi-channel promoting plan that cautiously spreads out an ideal blend of both the cutting edge and customary procedures most appropriate for the business.

VII. IMPACT OF COVID_19 ON SMALL BUSINESSES

The COVID-19 is undoubtedly one of the most important world events of our lifetimes, presenting unprecedented challenges to several industries,

governments, and other people worldwide. The global pandemic (COVID_19) remains a health and humanitarian crisis, and therefore the business and economic impact has been deep and much-reaching. Monetary services corporations, especially, have the chance to assist shoppers and businesses weather the economy worsening and navigate the present storm.

Many small-scale businesses have deteriorated during this pandemic, and it has hugely impacted the economy of our country. People who were using traditional marketing strategies for their business are the ones who are hugely affected.



Fig 1: Impact Analysis of COVID-19 [4]

However, on the contrary, there is much other business that flourished during this pandemic, and the most common aspect for all those businesses was that they were online. We're using all the latest digital marketing techniques to remain in the market and to generate revenue out of it.

A) Some Common Mistakes made in planning strategy for content:

You are not analyzing the market's competition and blindly working on your ideas.

- The usage of various software like sprout social for content scheduling should be done as it helps in pre-planning of the content that will go live.
- The Use of various competition analysis software like social potato helps determine whether the techniques we are using are working fine.
- It also helps generate a monthly report of each account, thus giving us a brief idea of the strategy that we were using and how fruitful it is.

· Use of appropriate hashtags plays a very crucial role in social media. After adding the caption, hashtags boost our post's engagement and reach the target audience.

VIII. USE OF APPROPRIATE CONTENT STRATEGY:

Content strategy plays a very crucial role in the marketing of services/products digitally.

We should use the appropriate strategy online to market your product and to establish your business digitally.

There is much software available online to help you plan the appropriate content strategy that can boost your small-scale business's growth.

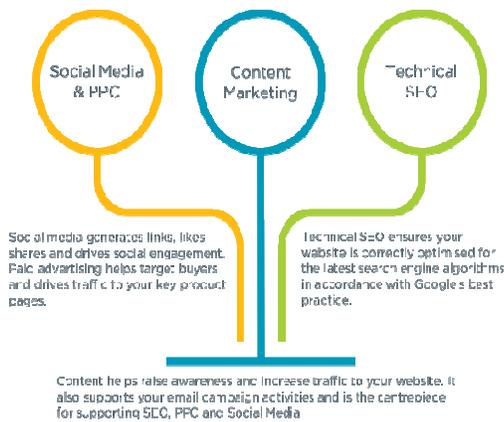


Fig 2: Social Media Content Strategy & Branding. [5]

Content strategy planning is very crucial that will boost the revenue and thus helps in generating the required engagement.

IX. REASONS FOR FAILURES OF DIGITAL MARKETING IN STARTUPS:

Likely explanations behind the disappointment of computerized showcasing in new companies are as the following:

1. Measuring the Cost per Acquisition:
2. An enormous percent of entrepreneurs neglect to characterize critical measurements and don't put important structure, including utilizing pertinent instruments to quantify their advanced promoting efforts.

3. The whole focal point of quantifiable is on expanding reach as far as perspectives and guests. While space is essential, however, it's not adequate. Envision if your site gets more than twofold the traffic of your rivals, yet on the off chance that your site changes are not exactly 50% of your competitors - you would, in any case, be having lower returns than your opponents.

4. Notwithstanding the focus on expanding your site reach, focusing on the whole client channel to meet your definitive goals is the way to utilize computerized media. Accept that Digital Marketing has a place with the Technology Department: countless startup organizers don't accept that automatic advertising is a showcasing capacity. However, they treat it as an innovation piece.

5. Albeit computerized promoting use innovation for reasons, for example, quantifiable or scaling up, it's as yet an advertising capacity.

6. Anticipating from a specialized group to accomplish computerized advertising is an undeniable formula for disappointment.

7. This issue isn't restricted to new businesses; even huge enterprises are likewise the casualties of such treatment of computerized promoting. Feel that re-appropriating is the arrangement: Assuming that rethinking will deal with start to finish execution is one reason for the high disappointment pace of office customer.

X. HOW TO RESEARCH FOR APPROPRIATE HASHTAGS:

Hashtags play a very crucial role in getting the desired reach.

Researching for the appropriate hashtag for your post and content is essential and should be done with utmost care.

There is much online software that provides the hashtags related to each topic you want to post.

Algorithm(Steps) to research the hashtags:

- 1) Go to your search engine
- 2) Type the tophashtags.com
- 3) Open the first URL in the shown result.

- 4) Now write the topic on the software search bar available in the dashboard.(Example- Interiors)
- 5) Click search option and you will see a number of hashtags sets available.
- 6) You can use any one of them and also can add more to the list relevant to business(Example: you can add company’s hashtag for originality of work)
- 7) Now you can create a personalized excel sheet for this.

Examples of various software include bestshstg.com, tophashtag.com, and many more. Then you can make a personalized excel sheet as shown below

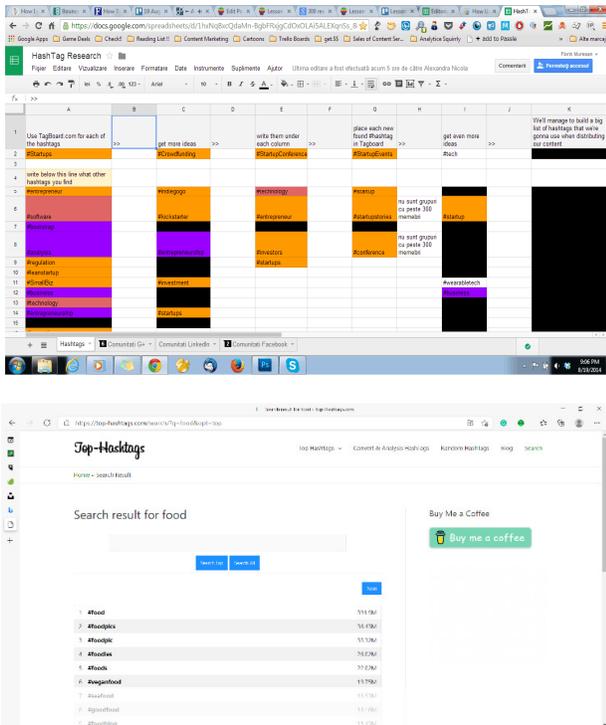


Fig 4: Top hashtag dashboard

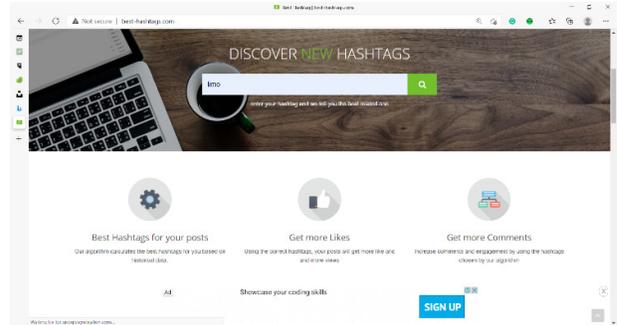


Fig 5: Best hashtag dashboard

However, there is a traditional way also that you can use to get more engagement to get more reach through hashtags. You have to open your web browser and search for a particular keyword on the topic you will post; you will see plenty of posts and the idea of reach that the particular hashtag can generate through the space hashtags shown.

Try to use hashtags that are not very popular and lying in the middle range of 1 million to lakhs of reach, as these hashtags will help to get a better reach than the rest of them.

XI. SCHEDULING POSTS:

Schedule your post for various social media handles so that you never miss posting something that you have to on your social media accounts.

There are many software used for scheduling, e.g.: Sprout Social, Hoot suit, buffer etc.

Algorithm for post scheduling:

- 1) In the search bar type sprout social or Hoot-suit(I prefer these two software’s but it totally depends on you which scheduling software you want to use.
- 2) Now create your account by clicking on sign up option.
- 3) Now select a suitable pack according to the need of your business.Hoot-suit is quite affordable as compared to other scheduling software’s.

4) Now you are all set just click on add profile option and add all the social profiles like LinkedIn, Pinterest, Facebook & Instagram etc
 5) Now you can add post and video there schedule them and you are all set to go.

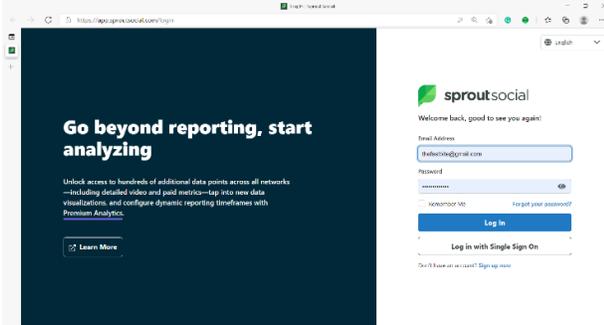


Fig 6: Sprout social

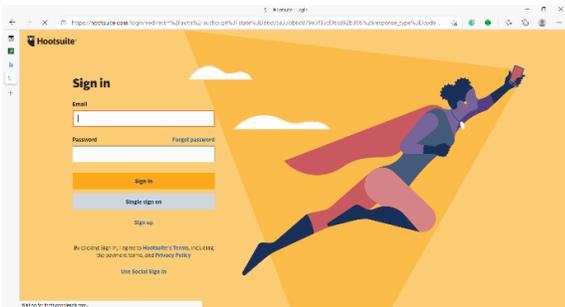


Fig 5:Hootsuit dashboard

Using the software an individual can also track the reports of their social media account etc.

XII. FINDING STOCK IMAGES:

While creating post for the social media account one should use the appropriate images which are not used by the competitor and is appropriate for the profile.

To solve this problem one can use stock images from various sites that provides stock images for free and some with paid subscription.

Example: Envato elements, Unsplash, Pixbay etc

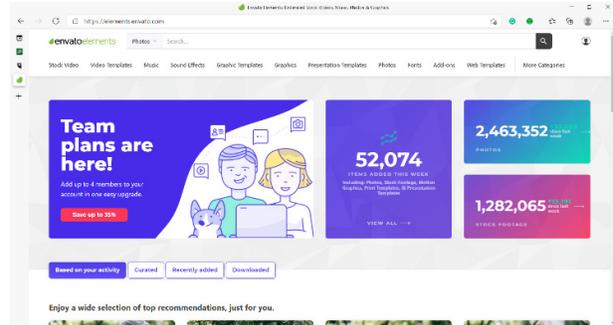


Fig 7:Envato elements dashboard

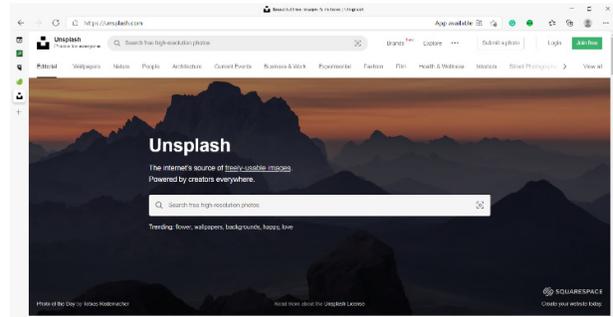


Fig 8: Unsplash dashboard

XIII. CONCLUSION:

In this the problem study was that:’Impact on sales on business due to digital marketing and traditional marketing techniques”.

We carried out the study and I did a detailed analysis of the digital & social media marketing and its impact on sales of an organization.

According to the study carried out I concluded that digital marketing can greatly impact the sales of an organization and also helps in building brand value of the organization and thus helps in improved sales of the organization both in store and online.

XIV. REFERENCES:

- [1] Deepak-Verma: A critical View of Digital Marketing (https://www.researchgate.net/publication/328253026_A_Critical_Review_of_Digital_Marketing)
- [2] https://www.researchgate.net/publication/303163963_Digital_Marketing_in_Indian_Context
- [3] <https://www.ijrs.net/archive/v6i2/ART2017664.pdf>
- [4] Source(<https://www.bing.com/images/search?q=digital+marketing+impact+on+startups&form=HDRSC2&first=1&tsc=ImageBasicHover>)
- [5] Source([https://www.bing.com/images/search?view=detailV2&ccid=PH4hgMJJa&id=11334B1A836DEDCE117D3268FDC1AACCBC09AC01&thid=OIP.PH4hgMJJa6XOX19mjt9PMAwHaFW&mediaur=https%](https://www.bing.com/images/search?view=detailV2&ccid=PH4hgMJJa&id=11334B1A836DEDCE117D3268FDC1AACCBC09AC01&thid=OIP.PH4hgMJJa6XOX19mjt9PMAwHaFW&mediaur=https%253A)

- 3a%2f%2fwww.impactdigital.marketing%2fwp-content%2fuploads%2f2015%2f07%2fDigital_Marketing_Strategy-1030x744.png&expw=744&expw=1030&q=digital+marketing+impact+on+startups&simid=607998920574903658&ck=C1BC70B875C1E0287DB349D2BB056CBE&selectedIndex=122&FORM=IRPRST&ajaxhist=0)
- [6] Source(<https://th.bing.com/th/id/Ra05eacb25f7b5db1312f042991889d067rik=OwGrjA511DhpcA&riu=http%3a%2f%2fwww.squirrly.co%2fp-content%2fuploads%2f2014%2f08%2fScreenshot-2014-08-19-21.06.44.png&ehk=h%2fn1bu9FijYMBpRbCZotj54tJPHEFcJiARKF81UwDFc%3d&risl=&pid=ImgRaw>)
- [7] P.S(<https://www.ijsr.net/archive/v6i2/ART2017664.pdf>)
- [8] Digital marketing tactics strategies(<https://mikekhorev.com/12-effective-digital-marketing-tactics-strategies>)
- [9] Digital Marketing tactics strategues(<https://mikekhorev.com/12-effective-digital-marketing-tactics-strategies>)
- [10] Digital Marketing Techniques that are evrgreen(<https://blog.markgrowth.com/7-digital-marketing-techniques-that-are-evergreen-57ffdaf90349>)
- [11] <https://onpassive.com/blog/boost-sales-power-effective-5-digital-marketing-techniques/>
- [12] Digital Marketing Techniques to generate successful leads(<https://geeksflame.com/digital-marketing-techniques-to-generate-successful-leads/>)
- [13] Tips on how to plan content strategy for your business for online selling(<https://www.business2community.com/content-marketing/8-steps-to-an-effective-content-strategy-02360930#:~:text=%20Create%20an%20effective%20content%20strategy%20in%208,a%20blog%20post%20in%20minutes.%20For...%20More%20>)
- [14] Software to generate hashtags(<https://best-hashtags.com>)