

Digital Marketing

Impact of Digital Marketing in a Sme

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ABSTRACT

In this digital world, digital marketing is a global trend. The digital marketing trend is growing day after day with the concept of internet marketing that is turning into an important platform for Digital Marketing. This research paper describes a research framework in digital marketing that outlines strategies in the marketing process as well as the effectiveness of the marketing process and the impact of various technological tools and social media platforms. The electronics such as digital billboards, mobile devices, tablets and smartphones, gaming consoles and many other gadgets that help the digital brand. This paper focuses on the importance of digital marketing and the differences between digital and offline marketing and the efficiency of technological tools and social media platforms on success of digital advertising methods.



I. INTRODUCTION:

The term "**Digital Marketing**" refers to targeted, quantifiable, and interactive advertising of goods or services through the use of digital technologies to reach, convert, and retain viewers.

How is digital marketing different from traditional marketing?

The traditional marketing method involved companies advertising their products or services in print media, radio and Tv, advertisements, business cards, posters and many other similar means in which the Internet or social media were not used for advertising. Traditional marketing policies had limited accessibility to customers and the scope of customer buying behaviors.

Difference between Traditional marketing and Digital marketing

Traditional marketing	Digital marketing
<ul style="list-style-type: none"> The medium for communication is usually phone calls, letters and e-mails. 	<ul style="list-style-type: none"> Communication channels are mainly social media websites, chat and email.
<ul style="list-style-type: none"> More time is required to develop, prepare and launch a campaign. 	<ul style="list-style-type: none"> There is always a quick way to develop an online campaign and make changes in the course of its development. With digital tools, the campaign is simpler.
<ul style="list-style-type: none"> It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service. 	<ul style="list-style-type: none"> The content is also available to the general public. It is then done in order to reach the specific public by using search engine techniques.
<ul style="list-style-type: none"> It is a conventional way of marketing; best for reaching local audience. 	<ul style="list-style-type: none"> It is best for reaching global audience.
<ul style="list-style-type: none"> It is difficult to measure the influence of the campaign. 	<ul style="list-style-type: none"> It is smooth to measure the influence of the campaign through analytics.

4. Types of Digital Marketing You Should Consider for your Business:

The four most significant forms of digital marketing are essential to any business. It's crucial to focus on a variety of digital marketing strategies. The most successful digital marketing tactics involve a multi-channel strategy.

1. Content Marketing:



The art of content marketing involves using a narrative with useful information to increase brand awareness and brand recognition among your target audience. The effects of content marketing are long-lasting, and your target market is well-informed and ready to act profitably. Instead of posing, the secret to a successful content marketing strategy is to develop relationships with the target audience. Building relationships with potential customers and evolving into a partner rather than an advertiser are the goals of content marketing. It means that content marketing is frequently incorporated into inbound marketing plans through a content strategy that focuses offering the target audience useful content.

2. Search Engine Optimization (SEO):



The process of using natural methods to rank highly on search engines is known as SEO. It is a natural way for search engine results pages to drive traffic to your website. It plays a role in

turning that traffic into quality leads as well, so it doesn't just stop at getting people to your website.

Three categories are commonly used to classify SEO, as follows:

a) On- page SEO:

It simply involves boosting a web page to focus on a particular search query and perform well in search results. Various tasks, including keyword research, content creation, and keyword optimization, can help you achieve this.

b) Off- page SEO:

By connecting it with other reputable websites, it is designed to improve a web page's reputation. You can influence search engines to trust the content on your website by doing this. This improves your website's standing and reliability with search engines. Link building is the process of creating backlinks to your website by tying its content to those of other high-quality websites.

c) Technical SEO:

Usually, it is done to offer a wonderful user experience. It is typically accomplished by concentrating on your site's indexation, crawlability, crawl speed, and mobile friendliness.

Although many people now believe that SEO is no longer effective in the B2B market, the truth is that more than 70% of B2B purchases start with a general search. Therefore, in order to reach a larger audience and achieve high search engine rankings, your SEO strategy should place more of an emphasis on producing quality content and building quality backlinks. Even though SEO is getting more difficult every day, it is still one of the best B2B channels.

3. Search Engine Marketing (SEM):



It is a paid strategy to promote the brand by dominating search engine results. Pay-per-click (PPC) marketing and paid search are other names for this tactic. It requires a number of tasks, including setting up the ads, optimizing the ads,

establishing a budget, and most crucially, placing the ads. SEM can be done on a variety of search engines, but it is primarily done on Google. Google offers Google Ads, a type of paid advertising, through its search engine and its affiliates.

The most successful marketing tactic in the B2B sector is SEM. It has an immediate effect, and as soon as your campaign is launched, you can see your ads appearing on SERPs. By using SEM, you will have the freedom to specify your target market and to filter them according to factors such as age, interests, location, habits, and more. SEM is more effective for B2B because you can monitor ROI.

4. Social Media Marketing:



By posting content that is relevant to your target audience, you can increase traffic to or attention on social media websites. Facebook, Instagram, Twitter, YouTube, LinkedIn, Reddit, and Snapchat are a few of the well-known social media platforms.

Each platform has its own set of guidelines for marketing your good or service, and each one calls for a different strategy and approach. A simple image will enable you to reach a larger audience on a different platform even if your blog content is perfect for that platform. Additionally, some platforms only support video content. It's critical to understand your audience so that you can tailor your content to them. Due to the enormous growth of social media, B2B businesses are now marketing their services and products on social media sites like LinkedIn rather than traditional

broadcast media. They can interact with their customers more effectively and build enduring relationships thanks to this channel.

Scope:

The impact of digital marketing on small businesses is highlighted in this study.

The goal of the study is to determine whether or not small, medium-sized firms or new organizations that are already implementing digital marketing are actually affected by it.

The sample for this study will be composed of literate businessmen who have previously implemented digital marketing strategies for their companies.

By distributing questionnaires to Individuals, main data for this study would be gathered.

Objectives of the study:

- To study Impact of Digital marketing on small Business.
- To study whether Digital marketing is really helping SMEs to reach their target customers.
- To identify the various types of business using social media for marketing.

Purpose:

The goal of this project is to develop a model for how SMEs can implement branding by investing in how branding is applied in a SME. This means that when developing and enhancing a brand, we will pay particular attention to elements that are crucial for SME. This project's primary goal is to demonstrate how digital marketing aids SMEs in expanding their operations.

Hypothesis:

Based on objectives of the study, the following hypotheses are formed. Digital marketing has an effect on performance and expands the market for small businesses. Additionally, due to digital marketing, there is an influence. Small firms can achieve their goals and target customers.

Research Methodology:

The methods and process involved in each phase of the research approach are described. The study's goals, sample strategy, data collection techniques, and statistical tools used are all included in this research project. This work's intricate methodology had been systematically outlined. The process according to each of the objective had been described in this section of the research report.

Sampling Method:

The purposive non probability method had been used for collecting primary data. The sample size is 67 who are aware of Digital Marketing. They have been explained about the objectives of this research work. The level of opinion on Digital Marketing from various perspectives has been analysed. The sample size represents the population and the sample statistic can be used to generalize the result to the population.

Data collection:

We applied the primary data collecting method for gathering the data, where approximately 67 respondents are used.

We have chosen to use primary data collection as our technique of information gathering for this research project. The questionnaire approach was used to get the data.

The survey was created so that each question may be evaluated by respondents according to their level of knowledge by Strongly Agree, Agree, Disagree, and Strongly Disagree on a Liker scale using a 4-point scale.

Type of research:

Primary Research through Questionnaire

Type of data:

- Primary Data

Statistical Tools:

The primary data had been analysed using statistical tools. The tools implemented in this research work are:

- Frequency analysis
- Descriptive statistics
- Bar charts
- Pie charts

Limitations:

- The study's primary data constraint is that it will only provide an inaccurate response by respondent.
- Since the respondent's assumptions and preconceptions are involved, it is impossible to guarantee complete accuracy.
- The study is being done by clients of Dreammine. The study is completed in a limited amount of time.
- The sample size used in the study is very small.

II. REVIEW OF LITERATURE

Dave Chaffey (2002) defines internet marketing as "Applying Digital technologies which

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 multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behaviour, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.” Chaffey's definition reflects the relationship marketing concept, it emphasizes that it should not be technology that drives Electronic marketing, but the business model

Mort et al. (2002) has stated that today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics.

Chaston & Mangles (2003) examined the influence of marketing style on the utilization of the Internet among small UK manufacturing firms. They employed a quantitative methodology to determine whether, in business-to-business markets, the Internet is a technology that will be managed differently by firms that have adopted a relationship versus a transactional marketing orientation. The research was conducted through mailed questionnaires on a sample of 298 UK small firms (manufacturers of mechanical or electronic components / their primary area of activity is business to-business marketing / have between 10-50 employees / not branch plants of British or multinational organizations). Insufficient evidence was found to support the view that relationship-orientated firms, when compared with transaction ally-orientated competitors, exhibit differing perceptions about the nature of online markets.

Wixom & Todd (2005) has explained in his article there are some elements that affect the organic listings such as content, keyword, inbound links, tags and the page rank of a website, and so on. The work of a business is trying to get as high ranking as feasible on the result page and improving those elements concerned.

Mangold & Faulds (2009) has stated that the word-of-mouth is linked with creating new members and increasing traffic on the website, pages or online events which in return increases the visibility in terms of marketing communication.

Facebook, the most popular tool for social communications, has opened the door for marketers to communicate with millions of people about products and services and has opened new marketing opportunities. Ensuring this to be successful it is required for the business to setup effective communication strategies to engage the customers and enhancing their experience on specific product or service.

Curran et al. (2011) have discussed social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer's specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand.

Shankar et al. (2011) in their research determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. “As more shoppers are using social media (e.g., Twitter, Facebook, My Space, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important”.

Hanna et al. (2011) has stated that marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan.

Salehi M. et al. (2012) compares both internet based as well as traditional marketing, digital marketing is more economical and faster way to reach out to buyer directly, and is the ideal way for business to advertise locally or internationally. As the result in case of comparison; both types of marketing can help traders and marketers to do business. Each has advantages and disadvantages. In traditional marketing consumers can see and touch the real goods or service but the domain of effect is low, on the other hand using of digital marketing will exceed the boundaries and introduce goods and services to the demographic of internet users. Also using the internet would be more chipper, faster and convenient for marketing. Approximately the advantages of digital marketing are much more than advantages of traditional marketing.

Yazdanifard R. et al. (2013) in his article digital marketing is an interesting topic especially

for researchers in the marketing field. It is a new way of marketing a product/service globally to the targeted market around the world. This paper introduces a new approach concerning digital marketing in electronic commerce; showing how advertisers need this innovation to be successful. This also relieves marketing managers for more value added tasks such as marketing plans for better development of the company.

Chaffey (2013) has stated that the term of digital marketing is comparatively new yet its impact is huge, intimidating and complicated. Being one of the important tools in promotion mix, businesses are looking for a definite way to start and accommodate digital marketing but they have lack of understanding and implementing it. Now-a-day, social Medias such as Facebook, Google Plus, Twitter, and other social Medias have effectively transformed the attitudes and perceptions of targeted consumers. This Digital marketing was done through assessable wide network of customers with reliable data with real-time feedback of customer experiences. Generally digital marketing is the use of modern technologies to help marketing activities to improve customer knowledge by matching their needs and wants.

Zhang et al. (2013) in their article has stated that blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy.

Stuart E. J. (2014) day by day there is upward growth of online services in regular usages by consumers. However, traditional marketers somehow do not want to admit that the world changed. They are slow in taking advantages of new opportunities presented to them. B2B enhances supply chain process need to pay much attention to real-world business process, adapt automated systems to business behaviour and mingle content and technologies with crucial information systems.

Zenith Raval et al. (2014) in their article has introduced new dimensions with the rapidly changing requirements of the people all over the globe. It has highlighted novel concepts with modernized tinge before the world and thrown a huge bunch of opportunities and facilities. India ranks on third position in terms of internet users all over the globe, which is equally giving a quick rise to the online shopping trend in India. We can see a huge scope in online shopping as it has a great potential to become big in India and of course all over the world too. It saves the wastage of time that

is consumed when one goes for shopping in the store, meeting other different huddles on the way like traffic, vehicle issue, jams, and many others. A common man who hardly gets time to relax on weekends, online shopping would serve as the best option for him as he won't need to plan going out for the items that are easily available online with utmost gratification. The online shopping trend is popping up as a boon in disguise for many small and medium enterprises by giving them golden opportunities to expand and flourish their business and along with joining hands with major Indian online portals to display their products and advertise their services. We can term online shopping as "A hunt of new world where all your searches ends at one destination".

Peter S.H. Leeflang et al. (2014) in their article stated that internet usage continues to explode across the world with digital becoming an increasingly important source of competitive advantage in both B2C and B2B marketing. A great deal of attention has been focused on the tremendous opportunities digital marketing presents, with little attention on the real challenges companies are facing going digital. In this study, we present these challenges based on results of a survey among a convenience sample of 777 marketing executives around the globe. The results reveal that filling "talent gaps", adjusting the "organizational design", and implementing "actionable metrics" are the biggest improvement opportunities for companies across sectors

Afrina Yasmin et al. (2015) in their article has stated that marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms' sales. Additionally, the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analysed with the help of various statistical tools and techniques.

Rajiv Kaushik (2016) in his article digital marketing is rising in India with fast pace. Many

Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Start-ups who use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales.

Santanu K. Das & Dr. Gouri S. L. (2016) has explained in their article the world has transitioned into a digital environment. For today's businesses, it is imperative to have a website and use the web as a means to interact with their customers. There are some successful traditional marketing strategies, particularly if you are reaching a largely local audience, but it is important to take advantage of digital marketing so as to keep up in today's world. Digital marketing is also known as Internet marketing, but their actual processes differ, as digital marketing is considered more targeted, measurable and interactive. It includes Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels that provide digital media, such as short messaging service (SMS), multimedia messaging service (MMS), call-back and on-hold mobile ring tones, e-books, optical disks and games. Digital marketing is a new end 21st century tool of marketing. This research paper describes the different types of digital marketing techniques like SEO, SEM, SMM, PPC etc. This paper addresses importance and risk factors associated with digital marketing. It also gives digital marketing tips for businesses.

Yakup D. & Ibrahim H. E. (2016) this study tries to explain digital marketing periods and advantages, experienced transition and difference between traditional and digital marketing. Abstract-Lately, with the information technology improvements and broad band internet service spreading, speed of access to shopping sites get high. Because of these changes, companies unavoidably entered to digital environment. Thus, while communication rules change, field and definition of marketing changes too. With the development of IT technologies, traditional marketing methods leave sits place to digital day by day. Companies which follow technology can easily communicate with customers interactively while providing products or services. Like in the traditional marketing, in digital marketing, building

well communication with customers, deter mining their needs and requests are crucial. While companies using digital marketing make difference with dual communication, others who don't get involved in this race, become distanced from competition gradually. The biggest advantage of digital marketing is reaching the target audience in right way with using social media and search engines.

P.K. Kannan & Hongshuang Alice Li (2016) in their article has suggested develop and describe a framework for research in digital marketing that highlights the touch points in the marketing process as well as in the marketing strategy process where digital technologies are having and will have a significant impact. Using the frame work we organize the developments and extant research around the elements and touch points comprising the framework and review the research literature in the broadly defined digital marketing space. We outline the evolving issues in and around the touch points and associated questions for future research. Finally, we integrate these identified questions and set a research agenda for future research in digital marketing to examine the issues from the perspective of the firm.

Pineiro-Otero & MartínezRolán (2016) the goal of this research paper was to examine the best digital marketing strategies. This present study revealed several digital marketing strategies that are useful to companies, businesses, non-profits, educational facilities and other professional areas. The literature pointed clearly in the direction of combining technology with many aspects of traditional marketing ideology. The clear difference between traditional marketing and digital marketing as discussed, is the strategic shift between the focus being placed on the customer; as opposed to the product.

D.M. Arvind & Shankar Narayan Rao (2017) in their article has stated that digital marketing has created a huge buzz in today's world. It is very popular in the younger generations, but the middle and the older generations are also not untouched by the wave of its scope. Digital and social media are now becoming the new barometer to gauge the popularity of a campaign before it is released on mass media. To keep up with consumers' digital advances, retailers are becoming savvy, implementing strategies and programs via smart phones, tablets and other digital venues. Digital marketing can take the form of push messaging, in-store digital signage, location-based promotions, email messaging and much more. This paper tries in understanding various aspects of digital

marketing while connecting with younger audience the research is also important to identify Market size, growth and Market Potential of Big Bazaar. The research shows future Scenario of Big Bazaar in current perspective.

S. Nazimsha&M. Rajeswari (2017) this investigation will show the significance of computerized media showcasing in display age focusing on the essential and optional information gathered. Advertising methods where associations can see how a campaign is performing continuously, for instance, what is being seen, how regularly, whatever degree; additionally, bits of knowledge related to bargains transformation and procedures related with it are called progressed exhibiting. Reviews taken obviously demonstrate that individuals lean toward ads as a more powerful strategy for promoting an item. Indian clients require redress data about an item and they search for more information about quality, cost and look for customer reviews before acquiring a thing. Advancements make high impact on a making help in Indian customers. Indian purchasers have a tendency to go online for acquisition. They are pulled in to go online for electronic things and garments. Current examples in Indian youth and young Indians are seeing the T.V programs through online sections. The essential reason may be dull; they can watch programs which they had skipped due to a couple of reasons. Similar things occurring for the day- by -day paper moreover, people support online news doors as they don't need to sit tight for consistently day by day papers.

P.Sathya (2017) has studied the digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondent's opinion are collected to get the clear picture about the present study.

Ahmad Bin Yamin (2017) This study shows the impact of digital marketing on behavioural prospect of consumers of Bangladesh. For conducting this study a sample of Bangladeshi consumers are surveyed to attain their behavioural pattern on digital marketing. Modern day marketing has been going through a radical change. Fast moving marketing trends based on the growth and innovation of new technologies as well as portable communication devices influencing the

customer behaviour significantly. A well designed marketing plan with specific digital marketing tools is the demand in the integrated marketing communication plan for this tech friendly environment. High speed internet connectivity brings massive number of young crowd in social media indicating marketer should be more focused and concentrated in digital marketing tools for effective and efficient targeting of market as well as to achieve other organizational goals.

M.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.

Charles Gibson (2018) has explained in their article the rise in popularity of organizations integrating technology into their marketing strategy, directs attention to the need for an in-depth review of digital marketing strategies. Making a strategic shift to client-centred marketing strategies, provide businesses the opportunity to engage in a new era of innovative marketing practices, that use digital marketing to meet their primary marketing requirements. A literature review of the most effective digital marketing approaches, provide companies with valuable tools to target a larger audience, using a combination of emerging technologies and some aspects of traditional marketing. The present study provided individuals, companies, organizations, businesses and researchers, with digital marketing strategies to increase visibility to their target market.

Ivan Wibisurya (2018) this research sought the enhancement effect of timing in several features on the customer's attitude toward LBA and purchase intention. The features used were the content appeal, interactivity, control, attitude toward advertising in general, customization, and intrusiveness. This research was a conclusive study with descriptive design. Data collection was done by offline survey with 160 respondents who had

ever received LBA in two different conditions. Meanwhile, data analysis was conducted using Structural Equation Modelling (SEM). The research shows several results. First, content appeal, control, and customization have significant and positive effects on attitude toward LBA. Second, attitude toward LBA has significant and positive effect on customer's purchase intention. Third, timing enhances the positive effect of customization on attitude toward LBA. Last, timing also enhances the positive effect of attitude toward LBA on customer's purchase intention.

Sanjay Bhayani & Nishant V. Vachhan (2018) The current paper recognizes the differences in consumer opinions by availing distinguished services of traditional as well as internet marketing strategies. Internet is changing ways to reach consumer fast and is a more convenient way than customary means of marketing. Internet offers 24x7, 365 days a year web facility. which is more convenient for consumers these days. Consumers are becoming more Information Technology (IT) savvy in their searching as well as purchasing preferences. No doubt, ecommerce is not yet considered safe in India, but cyber has a highly vibrant and potential market in coming days to win eyeballs of Indians.

Industry Profile & Company Profile

Introduction of Industry Profile:

Any kind of advertising that uses electronic devices to promote goods or services is referred to as digital marketing. It may occur online or offline. The use of the internet and related digital information and communication technologies to accomplish marketing goals.

The use of the internet and related digital information and communication technologies to accomplish marketing goals. Digital marketing is a wide industry that includes all types of marketing that take place through electronic devices, including those that function online, on mobile, and on-screen.

Digital marketing is a wide industry that includes all types of marketing that take place through electronic devices, including those that function online, on mobile, and on-screen. Digital marketing has grown significantly over time and has continued to do so.

The most well-known and in-demand aspects of digital marketing include search engine optimization, search engine marketing, or pay-per-click advertising, social media marketing, content marketing, mobile marketing, web analytics, marketing automation, content writing, and rate optimization.

The Future of Digital Marketing: Predictions for 2022 and Beyond:

It's nearly hard to predict what prospects the future of digital marketing may bring because the industry is changing so quickly and drastically.

In the past year or so, we have witnessed the impact of new, a kind of social media backlash, and influencer marketing's development into a strong and independent marketing channel. What do I believe to be the most important trends in content marketing for 2022 and beyond?

2022 Marketing Predictions

There are 3 major trends in the digital marketing industry I think everyone will be talking about. The first is the resurgence of Content Marketing as the first thing businesses are doing in marketing. Before the pandemic start-up founders and B2B SaaS marketers would first consider buying social media ads in order to grow their business.

Now, they are doubling down on content marketing. Why? Because Google told us content marketing is the best way to rank for buyer search. Research from the Content Marketing Institute states that more than two-thirds of marketers are increasing their content marketing budgets in 2022, with 1 in 5 increasing by double digits.

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The Growth of Digital Marketing – Covid Updated:

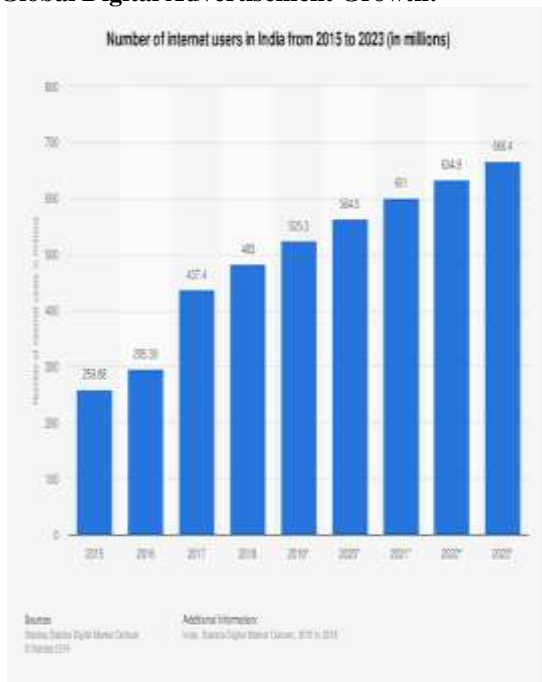
In 2020 and 2021, the reach of digital marketing will have significantly expanded. The increase has been nothing short of phenomenal, despite the pandemic striking us for two years running.

The industry's trend patterns have significantly changed as a result of recent innovations and

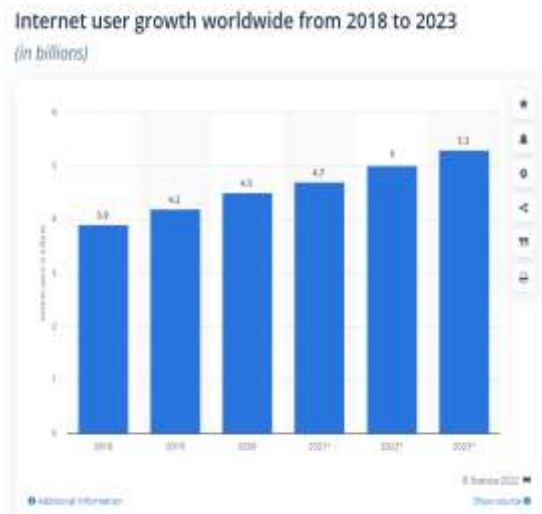
variations like Omicron and Delta, yet digital marketing is still going strong. It is also anticipated to increase even more in 2022.

The first thing that comes to mind when considering the essential markers of marketing success is the total population that has been reached. The amount of people using the internet has reached astounding levels. India has the second-highest proportion of internet users worldwide.

Global Digital Advertisement Growth:



When we look at the numbers globally, here’s a statistic depicting the growth of internet users worldwide over the years along with predictions for the years 2022 and 2023.



Nearly 666 million Indians will be active internet users by 2023, and there will be more than 5.3 billion users worldwide. Therefore, this shows that a greater proportion of individuals are moving online, and starting an internet marketing campaign makes perfect sense.

Scope of Digital Marketing in the Future:

As was already indicated, digital marketing has grown in a very spectacular way, and the statistics indicate that this growth will continue to accelerate in the next years. To put it simply, the future of digital marketing is promising and safe.

Being creative, original, and up to date with the most recent trends will thus be the guiding concept for every digital marketer as more and more chances arise.

The development on the Internet that we have seen over the years, particularly since covid, is here to stay. People are adjusting to the new normal and are really now extremely at ease while doing things online, whether it be for shopping, buying food or medications, or even doing their banking!

Digital marketing is therefore very necessary to meet these newly developed customer needs.

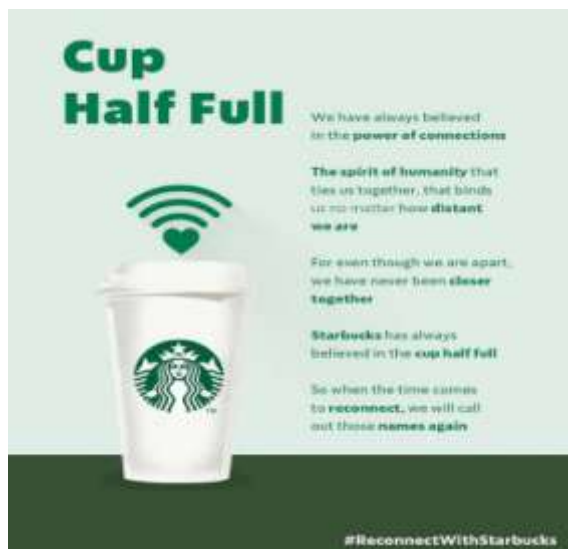
In addition, it's crucial to take into account that the next generation will have grown up in a digital age and be used to everything being accessible online. Therefore, businesses need to start using digital marketing strategies right once if they want to be able to serve these prospective customers.

An essential lesson to be learned from all of this is that professions in digital marketing have a bright future, and if you have an interest in the field, the time is now to seize this chance.

The success of Digital Marketing Worldwide:

Let's take Starbucks as an example and examine how the coffee juggernaut employed social media marketing and other platforms to lessen the financial impact of COVID.

In order to better interact with its customers and maintain contact with them during the challenging pandemic times, Starbucks established its drive-through and home delivery services. They also released their app to provide easy navigation and product choices.



A social media movement with the hashtag **#ReconnectWithStarbucks** was also started. They urged their followers to share their fondest Starbucks memories as well as how they were re-connecting with their loved ones.

This was a fantastic social media promotion since it not only helped people think of all the wonderful times they had with Starbucks, but it also gave them a sense of significance and importance. Starbucks was able to successfully increase brand loyalty, value, and awareness in this way.

Some facts about Indian Digital Marketing Industry

- As per a report by IMAI and Boston consulting group, India has one of the largest and fastest growing populations of Internet users in the World-190 million as of June 2014 and growing rapidly.
- A research claims that India will surpass the 500 million marks for internet users in 2020.
- The Direct Marketing Association estimates that the value of the digital marketing sector is \$62 billion.
- Mobile and tablet advertising grew 180 percent to \$4 billion in 2014, according to eMarketer.
- A article in The Hindustan Times claims that video advertising in New Delhi is worth Rs. 1600 crore of the country's total value of Rs.6000 crore for digital advertising. The digital advertising market will reach Rs.8100

crore in 2016, with video growing more quickly than search and classified ads.

- E-commerce sales in India are anticipated to increase from \$14 billion in 2015 to \$55 billion in 2018, according to the research company eMarketer. Among the Asia-Pacific nations, India's retail ecommerce grew the quickest, with 133.8% in 2014 and 129.5% in 2015. The top three online retailers in the country, Flipkart, Amazon, and Snapdeal, collectively sold gross product worth of \$13.8 billion in 2015, outpacing the top 10 offline stores, who brought in \$12.6 billion during the same time period.

In India, digital marketing has grown over the past several years. Varied people have different opinions about it. But the truth is that, if businesses have the skills to use it correctly, digital marketing offers a great potential to boost sales. Effective digital media planning may provide advantages like improved brand awareness and loyalty. Digital marketing campaigns provide to cost savings, increased inbound traffic, and improved search engine rankings.

Company Profile: Dreamsmine Business Solutions Private Limited



From start to finish, the past 5 years was a generous year in terms of challenging projects and learning opportunities. The shaping forces of markets, consumer behavior, over-communication,

category disruption, and the speed in which our discipline is changing often reminded us about what hit the bull's eye and that which missed the mark, "You were there, we were too", with one big advantage. currently we have 50 Business partners and 80+satisfied customers.

Mission and vision:



Mission:

Our mission is to provide goal-oriented brand marketing solutions and advertisement campaigns that strengthen our clients' awareness, increase their sales and promote their growth.

Vision:

To continue to offer innovative and effective integrated brand marketing and IT solutions which help our clients grow their businesses and accomplish their marketing goals.



Our services:

- Brand design
- Digital marketing
- Promotions
- Web development
- Content strategy
- Developing mobile apps

❖ **Brand design:**



The process of developing a company's brand identity is called brand design. A company's brand identity is the message it conveys to consumers. It helps companies to develop an unique character that sets them apart from their market rivals.

❖ **Digital Marketing:**



The term digital marketing refers to the use of digital channels to market products and services in order to reach consumers.

❖ **Promotions:**



promotion is an effort to increase the visibility of a company's brand, products, or services.

❖ **Web development:**



the work that went forth in creating an internet or a website for the World Wide Web (a private network). Web development can involve creating a single static page of plain text or it can involve creating complex web applications, online stores, and social network services.

❖ **Content strategy:**

A content strategy is a plan that uses content (written, audio, and/or visual) to help you accomplish your business objectives. A successful content strategy will attract your target market at every stage of the sales process and maintain their interest long after they have made a purchase.

❖ **Developing mobile apps:**



The act or process of creating a mobile app for a mobile device, such as a personal digital assistant, business digital assistant, or mobile phone, is known as mobile app development. These software programs are created to function on portable electronics like smartphones and other smart devices.

Our clients:

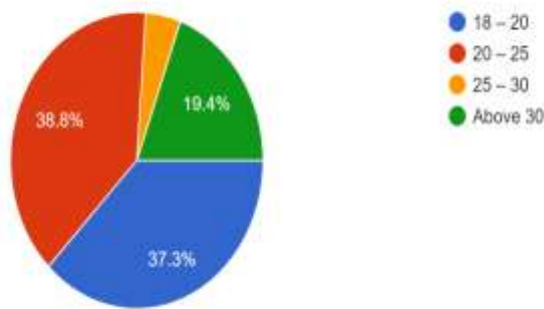


- Efficat Smart Solutions
- Eveda Data Management Solutions
- Adviti
- Kameleon Salon
- Parampara Mithai
- Tiwari Masala

- Maa Khana
- Kisan Express
- Bizx Tech
- Code Wizards
- Bliss Pillow
- Shama Pharmacy
- Makuta
- Panchavati
- Aruna Arcade
- KshetraResorts
- ArnooCorporate
- Simhapuri Hotel
- Smiling Senses
- Saffron Nation
- Customized Constructions

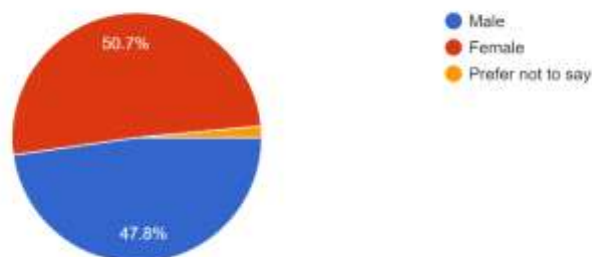
III. DATA ANALYSIS & INTERPRETATION:

1. Age
67 responses



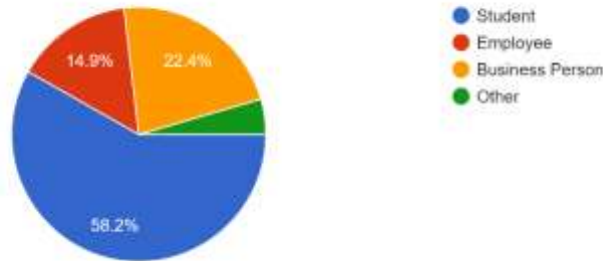
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	25	23.1	37.3	37.3
	20-25	26	24.1	38.8	76.1
	25-30	3	2.8	4.5	80.6
	above 30	13	12.0	19.4	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		
Total		108	100.0		

2. Gender
67 responses



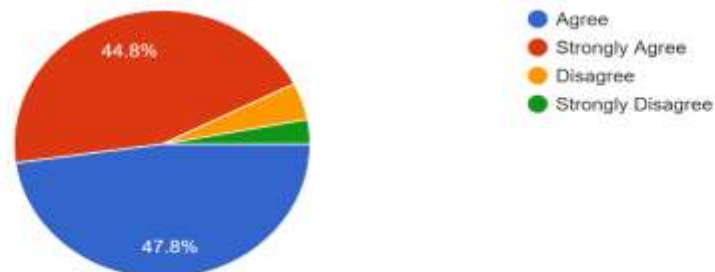
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	32	29.6	47.8	47.8
	female	34	31.5	50.7	98.5
	prefer not to say	1	.9	1.5	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		
Total		108	100.0		

3. Profession
67 responses



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	39	36.1	58.2	58.2
	Employee	10	9.3	14.9	73.1
	Business Person	15	13.9	22.4	95.5
	Others	3	2.8	4.5	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		
Total		108	100.0		

4. Do you think Digital Marketing Helps to promote Business
67 responses

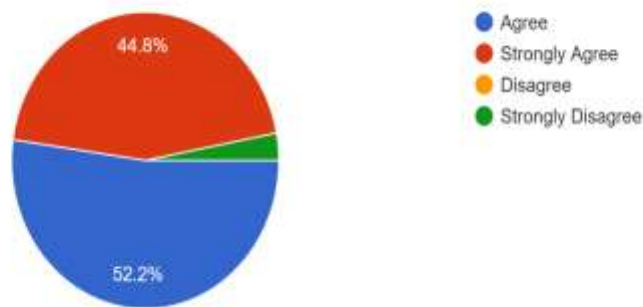


		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	32	29.6	47.8	47.8

	Strongly Agree	30	27.8	44.8	92.5
	Disagree	3	2.8	4.5	97.0
	Strongly Disagree	2	1.9	3.0	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		
Total		108	100.0		

5. Digital Marketing helps to promote the Business across the Globe

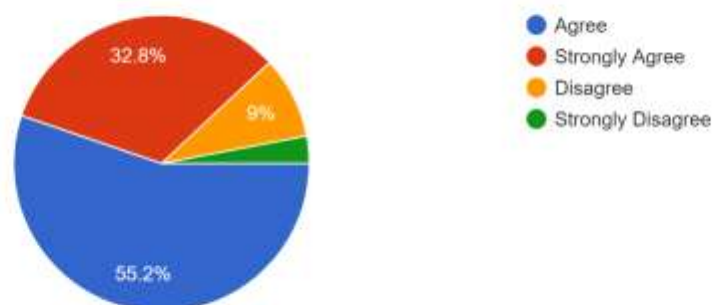
67 responses



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	35	32.4	52.2	52.2
	Strongly Agree	30	27.8	44.8	97.0
	Strongly Disagree	2	1.9	3.0	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		
Total		108	100.0		

6. Digital Marketing assist to increase in Effective Targeting & Increase in engagement

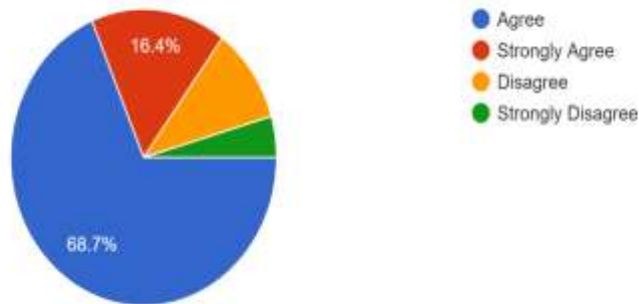
67 responses



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	37	34.3	55.2	55.2
	Strongly Agree	22	20.4	32.8	88.1

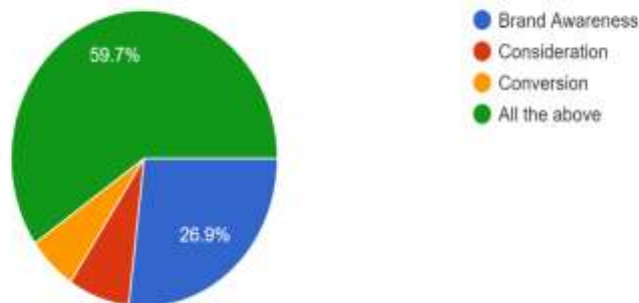
	Disagree	6	5.6	9.0	97.0
	Strongly Disagree	2	1.9	3.0	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		
Total		108	100.0		

7. Search Engine Optimization [SEO] helps to bring in more customers through organic search
 67 responses



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	46	42.6	68.7	68.7
	Strongly Agree	11	10.2	16.4	85.1
	Disagree	7	6.5	10.4	95.5
	Strongly Disagree	3	2.8	4.5	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		
Total		108	100.0		

8. What do you think that how Digital Marketing helps to Businesses
 67 responses

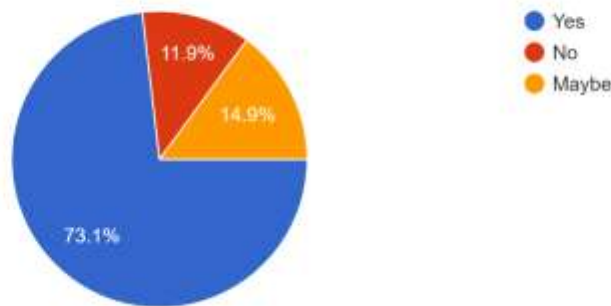


		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand awarness	18	16.7	26.9	26.9
	Consideration	5	4.6	7.5	34.3

	Conversion	4	3.7	6.0	40.3
	All the above	40	37.0	59.7	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		
Total		108	100.0		

9. Do you aware or noticed of any new Brand due to social media

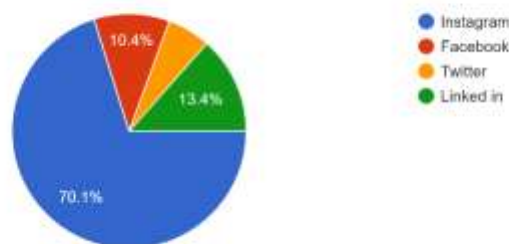
67 responses



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	45.4	73.1	73.1
	No	8	7.4	11.9	85.1
	May be	10	9.3	14.9	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		
Total		108	100.0		

10. Which is the most engaging social media platform for new business or for brand awareness

67 responses

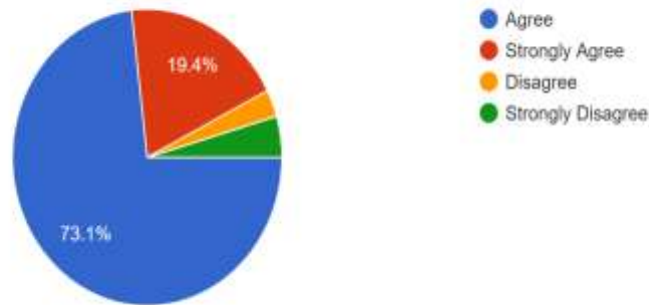


		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	47	43.5	70.1	70.1
	Facebook	7	6.5	10.4	80.6
	Twitter	4	3.7	6.0	86.6
	Linkedin	9	8.3	13.4	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		

Total	108	100.0		
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11. Search Engine Optimization [SEO] helps to convert prospects into customers

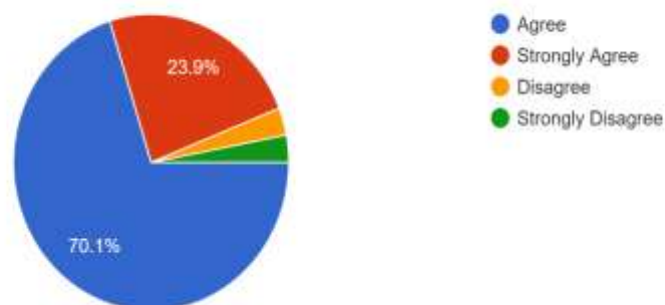
67 responses



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	49	45.4	73.1	73.1
	Strongly Agree	13	12.0	19.4	92.5
	Disagree	2	1.9	3.0	95.5
	Strongly Disagree	3	2.8	4.5	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		
Total		108	100.0		

12. social media marketing better for B2C & B2B businesses

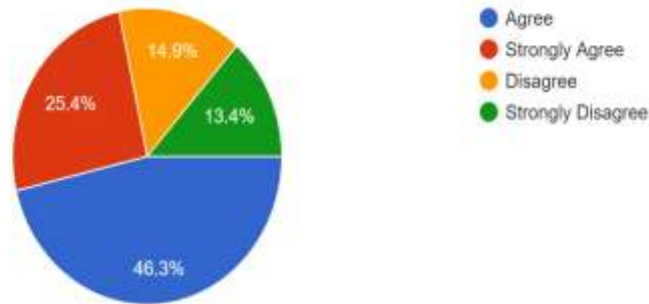
67 responses



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	47	43.5	70.1	70.1
	Strongly Agree	16	14.8	23.9	94.0
	Disagree	2	1.9	3.0	97.0
	Strongly Disagree	2	1.9	3.0	100.0
	Total	67	62.0	100.0	

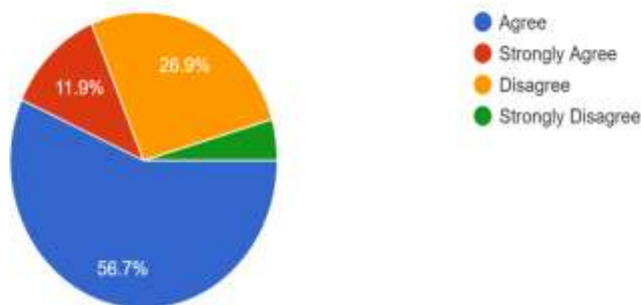
Missing	System	41	38.0		
Total		108	100.0		

13. Isn't social media marketing taking the place of email marketing?
 67 responses



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	31	28.7	46.3	46.3
	Strongly Agree	17	15.7	25.4	71.6
	Disagree	10	9.3	14.9	86.6
	Strongly Disagree	9	8.3	13.4	100.0
	Total	67	62.0	100.0	
Missing	System	41	38.0		
Total		108	100.0		

14. email marketing still effective for Business
 67 responses

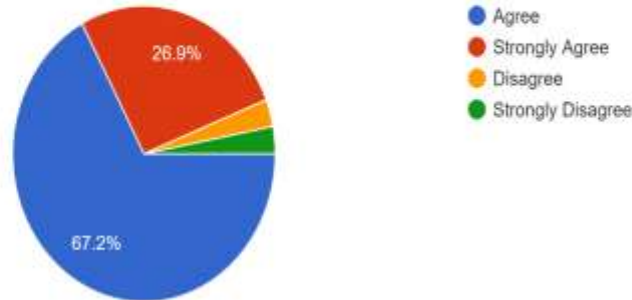


		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	38	35.2	56.7	56.7
	Strongly Agree	8	7.4	11.9	68.7
	Disagree	18	16.7	26.9	95.5
	Strongly Disagree	3	2.8	4.5	100.0

Total	67	62.0	100.0	
Missing System	41	38.0		
Total	108	100.0		

15. Competitive & Price analysis are crucial for every Business

67 responses



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	45	41.7	67.2	67.2
	Strongly Agree	18	16.7	26.9	94.0
	Disagree	2	1.9	3.0	97.0
	Strongly Disagree	2	1.9	3.0	100.0
	Total	67	62.0	100.0	
Missing System	41	38.0			
Total	108	100.0			

Descriptive Statistics

Descriptive Statistics:

	N	Minimum	Maximum	Mean	Std. Deviation
1. Age	67	1	4	2.06	1.099
2. Gender	67	1	3	1.54	.532
3. Profession	67	1	4	1.73	.963
4. Do you think Digital Marketing Helps to promote Business	67	1	4	1.63	.714
5. Digital Marketing helps to promote the Business across the Globe	67	1	4	1.54	.659
6. Digital Marketing assist to increase in Effective Targeting & Increase in engagement	67	1	4	1.60	.780

7. Search Engine Optimization [SEO] helps to bring in more customers through organic search	67	1	4	1.51	.859
8. What do you think that how Digital Marketing helps to Businesses	67	1	4	2.99	1.331
9. Do you aware or 2ticed of any new Brand due to social media	67	1	3	1.42	.742
10. Which is the most engaging social media platform for new business or for 1	67	1	4	1.63	1.085
11. Search Engine Optimization [SEO] helps to convert prospects into customers	67	1	4	1.39	.758
12. social media marketing better for B2C & B2B businesses	67	1	4	1.39	.695
13. Isn't social media marketing taking the place of email marketing?	67	1	4	1.96	1.079
14. email marketing still effective for Business	67	1	4	1.79	.993
15. Competitive & Price analysis are crucial for every Business	67	1	4	1.42	.700
V17	0				
Valid N (listwise)	0				