

## A STUDY ON STRATEGY PROCESS IN DIGITAL MARKETING FOR BUSINESS

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### ABSTRACT

This project examines “A Study on Strategy Process in Digital Marketing for Business”. The study on the strategy process in digital marketing for business focuses on understanding and analyzing the key elements and stages involved in developing effective digital marketing strategies. Digital marketing has become an essential aspect of modern business, with organizations leveraging various online platforms and channels to reach and engage their target audience. This study aims to provide insights into the strategic processes required for successful digital marketing campaigns. The strategy process begins with goal setting, where businesses define their objectives and desired outcomes. It then moves to market analysis, where a thorough examination of the target market, customer segments, and competitors takes place. This analysis helps businesses identify opportunities and develop a competitive advantage in the digital landscape. Another critical stage in the strategy process is identifying the target audience. This involves understanding customer behaviors, preferences, and demographics to create personalized and relevant marketing messages. Channel selection follows, where businesses choose the appropriate digital channels, such as social media, search engine marketing, email marketing, and content marketing, based on the target audience and campaign goals. Descriptive Statistics, Chi Square and ANOVA analysis is used in this project. This study was conducted on 104 employees from the population of 140 employees. The sample size was selected based on the convenience sampling method. Findings of this study are only related to the customers of Digital Marketing.

**Keywords:** Social media advertising, Content marketing, E-mail marketing, SEO

### 1. INTRODUCTION

Digital marketing has become an essential component of any modern business's marketing strategy. As a result, developing a sound digital marketing strategy has become crucial for businesses to succeed in the digital age. A study on the strategy process in digital marketing for business would involve an analysis of the steps involved in developing an effective digital marketing strategy, from identifying target audiences and selecting appropriate channels to measuring the success of the strategy. The study may also explore the various tools and techniques that businesses can use to enhance their digital marketing efforts, such as search engine optimization (SEO), social media marketing, email marketing, and content marketing. Additionally, the study may investigate how businesses can adapt their digital marketing strategies to keep up with changes in consumer behaviour and advancements in technology. Overall, the study on the strategy process in digital marketing for business aims to provide insights into the best practices for developing and implementing effective digital marketing strategies that can help businesses achieve their marketing objectives in the digital world.

#### 1.1 OBJECTS OF THE STUDY

##### Primary objectives

- To the study on strategy process in digital marketing for business.

##### Secondary objectives

- To assess the effectiveness of various digital marketing strategies in reaching target audience and driving customer conversion and loyalty.
- To explore the role of technology and data analytics in digital marketing.
- To provide recommendations to help businesses create successful digital marketing strategies that increase brand awareness and drive sales.

#### 1.3 NEED OF THE STUDY

Need for the study on strategy process in digital marketing for business is to provide 4 valuable insights and recommendations to help businesses create effective digital marketing strategies that drive customer engagement, increase brand awareness, and generate sales.

- Increased online presence
- Cost effective marketing

- Measurable results
- Competitive advantage

#### 1.4 SCOPE OF THE STUDY

- To analyze the process of developing and implementing digital marketing strategies for businesses.
- To identify challenges businesses face in creating digital marketing strategies and suggest solutions to overcome them.
- To explore the role of technology and data analytics in digital marketing.
- To provide recommendations to help businesses create successful digital marketing strategies that increase brand awareness and drive sales.

#### 1.5 LIMITATIONS

- The study only limited to the customers who are related to the Bangalore digital marketing
- The study restricts itself only within the Bangalore.
- The response of these 140 respondents as the respondents of the customers of Bangalore digital marketing

### 2. REVIEW OF LITERATURE

**Elaysia Parks (2019).**Digital Marketing Proposal for Journal of Small Businesses: A Review of Digital Marketing Strategies Regarded as Best Practices for Brand Expansion. Digital marketing has become a key driver in communication and advertising. The content produced by a business has the potential to dramatical influence brand perception and reputation. Ensuring that a brand has established an online presence for its business as well as a level of engagement with its audience is an effective way to stay top of mind to your consumer. There are several tactics that can be used to establish a digital marketing plan that promotes the growth of any business. T

**Chinmoy Bandyopadhyay, Subhasis Ray (2020).**Social enterprise marketing, Marketing Intelligence & Planning 38 (1), 121-135, 2020. The purpose of this paper is to review existing literature on marketing in social enterprises (SEs). It identifies major trends and issues and highlights gaps in the existing knowledge base on social enterprise marketing (SEM). Relevant articles on SEM were searched, following the PRISMA framework, in online databases using keywords and phrases like “marketing in social enterprises,” “marketing strategy/practice in social enterprises,” “social enterprise marketing” and “business practices in social enterprises.” After 25 screening and checking for eligibility, 47 significant articles published in 21 peerreviewed journals during 1995–2018 were selected for review.

**Jose Ramon Saura, Daniel Palacios-Marqués, Domingo Ribeiro Soriano (2021).**Digital marketing in SMEs via data-driven strategies. Journal of Small Business Management, 1-36, 2021. The development of the Internet and the implementation of traditional marketing strategies have given rise to the emergence of digital marketing strategies exploited both by SMEs and large companies. These companies combine data sciences with digital marketing strategies to sell products, generate brand awareness, or access new markets. The present study aims to understand the role and use of data science by SMEs in their online marketing performance. The research method used in this study is a systematic literature review. The data were analyzed using multiple correspondence analysis (MCA) in the programming language R. Based on the results, we identify a total of seven state-of-the-art uses of data science in digital marketing used by SMEs in their online marketing strategies that are graphically represented and analyzed.

**Shahrazad Yaghtin, Hossein Safarzadeh, Mehdi Karimi Zand (2022).**B2B digital content marketing in uncertain situations: a systematic review. Journal of Business & Industrial Marketing 37 (9), 1852-1866, 2022. Despite the significant potential of digital content marketing (DCM) to establish public and professional awareness, especially in 18 uncertain situations, no previous research has investigated how to plan business-to business DCM to help firms and society get through a crisis. Thus, this study aims to offer an integrative framework for providing valuable information for managing uncertainty, particularly during the pandemic crisis. Through the lens of business awareness, this research explores relevant content types that can help firms and society get through the pandemic crisis. For this, the systematic review of 52 articles appearing in publication outlets for more than one decade (2010 to 2021) was held.

**Weng Marc Lim (2023).**Transformative marketing in the new normal: A novel practice-scholarly integrative review of business-to-business marketing mix challenges, opportunities, and solutions, Journal of Business Research 160, 113638, 2023. Transformative marketing has been heralded as the future of marketing. While the initial catalyst for transformative marketing was the desire of customers for more meaningful engagement, the global impact of great crises (or mega disruptions) has accelerated the evolution of transformative marketing.

### 3. RESEARCH METHODOLOGY

#### 3.1 RESEARCH DESIGN

The design used in this study is descriptive exploration through well-structured questionnaire.

### 3.2 METHOD OF COLLECTION

The method of data collection is primary data and secondary data.

### 3.3 SAMPLING SIZE

The sampling size of the study is 140.

### 3.4 SAMPLING UNIT

The sampling unit of the study is employees of Bangalore Digital Marketing

### 3.5 SAMPLING METHOD

The sampling method used in the study is simple random sampling method.

### 3.6 TOOLS FOR DATA ANALYSIS

- Descriptive Statistics
- Chi-Square Test
- One Way Anova

## 4. DATA ANALYSIS

### 4.1 Descriptive Statistics

Percentage analysis is a simple statistical instrument which deals with the number of respondents reply to a questionnaire in percentage attained from the total population nominated for the study. It is one of the simple form of analysis which helps the researcher to realize the outcome of the research.

Demographic variables		Frequency	Percent
Gender	Male	92	87.6%
	Female	12	11.4%
	<b>Total</b>	104	100.0
Age	Below 30	45	42.9%
	31-35	36	35.2%
	36-45	21	20.0%
	Above 45	2	1.9%
	<b>Total</b>	104	100 %
Education	UG	53	51%
	PG	51	49%
	<b>Total</b>	104	100 %
Job Experience	Below 5	23	21.9%
	6-10	35	33.3%
	11-15	27	25.8%
	Above 15	19	19.0%
	<b>Total</b>	104	100 %

### Inference:

From the above Table no.4.1, it was found that majority of the respondents are Male (87.6%) & they are under the age group of Below 30 (42.9%)& they are Completed UG (51%) & the persons have 6-10 years of job experience (33.3%).

### 4.2 Chi-Square Test

**H0** – There is no significant relationship between Gender and keyword research impact the success of an SEO campaign of the respondents.

**H1** – There is significance relation between using Gender and keyword research impact the success of an SEO campaign of the respondents

## Test Statistics

**Table 1:** Gender and keyword research impact the success of an SEO campaign of the respondents

	Value	Df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	6.52	4	0.164
Likelihood Ratio	9.46	4	0.051
Linear-by-Linear Association	1.39	1	0.238
N of Valid Cases	104		

## Inference:

From the above Table No. 4.2, it was found that the Pearson Chi-Square significant value is 0.164 which, is greater than 0.05. Hence Null hypothesis (Ho) is Accepted and Alternative hypothesis (H1) is Rejected. Therefore, it is inferred that there is no significant relationship between Gender and keyword research impact the success of an SEO campaign.

**H0** – There is no impact of Gender and keyword research impact the success of an SEO campaign of the respondents.

**H1** – There is a impact of Gender and keyword research impact the success of an SEO campaign of the respondents

## Test Statistics

**Table 2:** Gender and keyword research impact the success of an SEO campaign of the respondents

ONE WAY ANNOVA		Sum of squares	df	Mean square	F	Sig.
Weather email segmentation impact email marketing effectiveness.	Between groups	1.83	3	0.61	.58	0.627
	Within groups	104.32	100	1.04		
	Total	106.15				

## Inference:

From the above Table No. 4.3, it was found that the one way anova significant value is 0.164 which, is greater than 0.05. Hence Null hypothesis (Ho) is Accepted and Alternative hypothesis (H1) is Rejected. Therefore, it is inferred that there is no impact of gender and email segmentation impact email marketing effectiveness.

## 5. FINDINGS & SUGGESTIONS

### 5.1 FINDINGS

From the above Table no.4.1, it was found that majority of the respondents are Male (87.6%) & they are under the age group of Below 30 (42.9%)& they are Completed UG (51%) & the persons have 6-10 years of job experience (33.3%).

### 5.2 SUGGESTIONS

- The impact of visual content on content marketing should be more effectiveness to the business.
- The social media ads running time should be increase to sustain the ads timing to make an awareness of the product or service to the customers
- The content distribution impact the success of a content marketing campaign should be improve to next level of an online marketing strategy in the society ,it will helps to content marketing campaign.
- The quality of website content should be attract the search engine rankings for the business purpose.

## 6. CONCLUSION

In conclusion, the study on the strategy process in digital marketing for business has highlighted the significant role that digital marketing plays in today's business landscape. It has provided valuable insights into the various components and stages involved in developing an effective digital marketing strategy .The research has emphasized the importance of conducting a comprehensive analysis of the business's internal and external environment to identify opportunities and

challenges in the digital realm. This analysis helps in formulating clear objectives and defining target audiences, which are crucial for developing an impactful digital marketing strategy. Furthermore, the study has underscored the significance of selecting the right digital marketing channels and tactics that align with the business's objectives and target audience. It has highlighted the potential of various digital platforms such as social media, search engine optimization, content marketing, and email marketing, among others.

## **7. REFERENCE**

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