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## **“A STUDY ON CRITERIAS TO CHOOSE DIGITAL MARKETING AGENCY BY BUSINESSMEN FOR BUSINESS MARKETING”**

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### **ABSTRACT**

This research has been conducted keeping in mind certain criterias on selection of digital marketing agency through business marketing. The respondents were businesspeople. The main objective of conducting the study was to evaluate the criteria's to choose digital agency by businessmen for business marketing. Businesspeople had a positive approach towards digital agencies but thought that this was a competitive and riskier platform so failed to tie up with an agency. The common errors those businesspeople committed were like Not working with a full-service digital marketing agency, Approaching an agency without a clear marketing goal. Choosing the cheapest agencies, Not checking the reputation of the firm, Working without a marketing budget for campaigns and we understood the common tools used by digital agencies that were Social Media marketing, Search engine optimization, Payper click etc. This tools really gave a positive outcome and helped in to make successful approach.

**Keywords:** Digital marketing agency, Social media marketing, Pay per click, search engine optimization.

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### **1. INTRODUCTION**

Businessmen basically try many methods to choose digital agencies that could be effective, Affordable and long lasting for future perspective. But many are prone to common error and loose the efficient business. Here, are some steps to choose agency for business marketing; 1. Know The Marketing Needs Of Your Business. Find An Agency That Is In Line With Your Needs. Conduct A Thorough Research. Ask The Right Questions etc. This will really help for better understanding related to agency. An efficient agency may lead to efficient marketing and public standing.

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### **2. REVIEW OF LITERATURE**

**Clare d. Content crafter and marketer at digitalogy (2019)**, , clare d studied about the great tips to pick the best digital marketing agency for business marketing. Claire's main objective was to study the criteria's used by businesses to select digital field for own marketing.

**Dave chaffey (2002)** , dave studied about the e-marketing as “application of digital technologies - online channels (web, e-mail, databases, plus mobile/wireless & digital tv) to contribute to marketing activities aimed at achieving profit acquisition and customers retention (within a multi-channel buying process and customer lifecycle) by improving customer knowledge (of their profiles, behavior, value and loyalty drivers) and further delivering integrated communications and online services that match customers' individual needs.

**T. Maxwell (2018)**, he studied criteria's to select digital agency. Research and findings – all things are important choose marketing agency and it is hard to indulge in marketing. Many business makes mistakes and losses the race of marketing. Primary research was taken.

**Hollenbeck & Mackey**, (2019) this scholars studied on various well-known brands have adopted digitalized marketing initiatives including Rolex, Coca-Cola, the New York Times and Nike by the implementation of digital content marketing. DMC was found to be effective in creating and fostering.

**Serish Gupta (2020)**, Serish studied about how Digital agencies helps businesses for their marketing. He also studied different popular ways that agency uses to market businesses. He also studied that most common way is partnership or collaboration with a reputed digital agency. This helps to get wide customer base and heavy profits with recognitions. He also studied some companies fail to generate marketing due to common pitfalls or lack of choosing best digital agency and less information about what to market.

### **RESEARCH OBJECTIVES**

#### **Primary Research objective.**

- To find out the prime criteria's of digital marketing agencies considered by business firm.

- To find out the digital marketing tools available for different segments of business.
- To know the common errors while selecting digital marketing services.

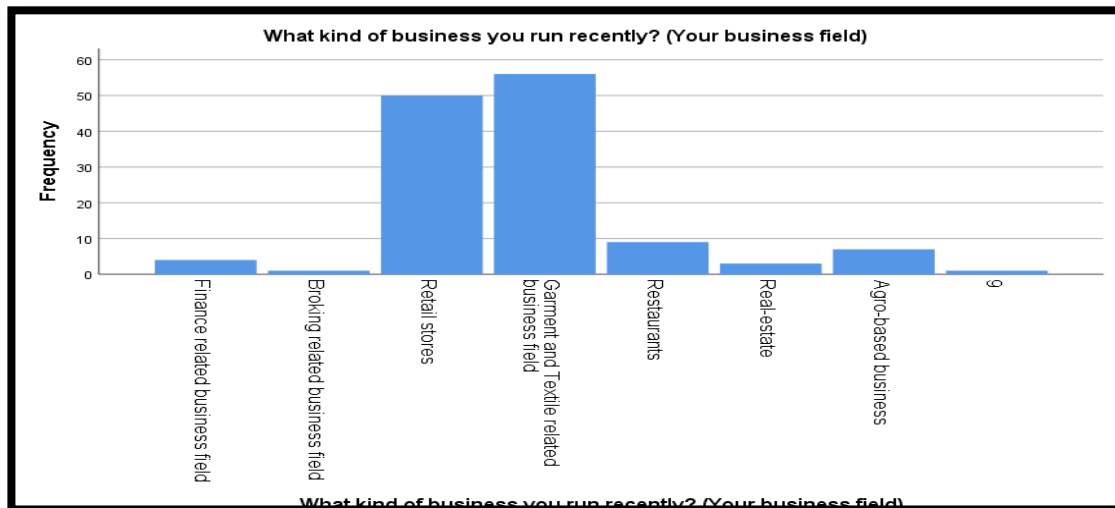
### 3. RESEARCH METHEDODOLOGY

This study is based on primary data. A detailed structured survey questionnaire was used to collect data from the participants' convenience sampling method from businessmen. 132 questionnaires were distributed online to business people to gain the exact responses of respondents. Finally, the valid data (n) used for this study stood at 101. The survey was conducted during December 2021 to April 2022 by face-to-face interviews in the company as well as online questionnaire. Statistical methods were used to analyze the data that we collected from the respondents. The statistical software used was SPSS and Excel for the statistical analysis. During this study, the responses and information collected from the survey were tested using statistical techniques like chi square, crosstabs, hypothesis and its interpretation. The data collected from 132 respondents were analyzed using descriptive and exploratory statistics.

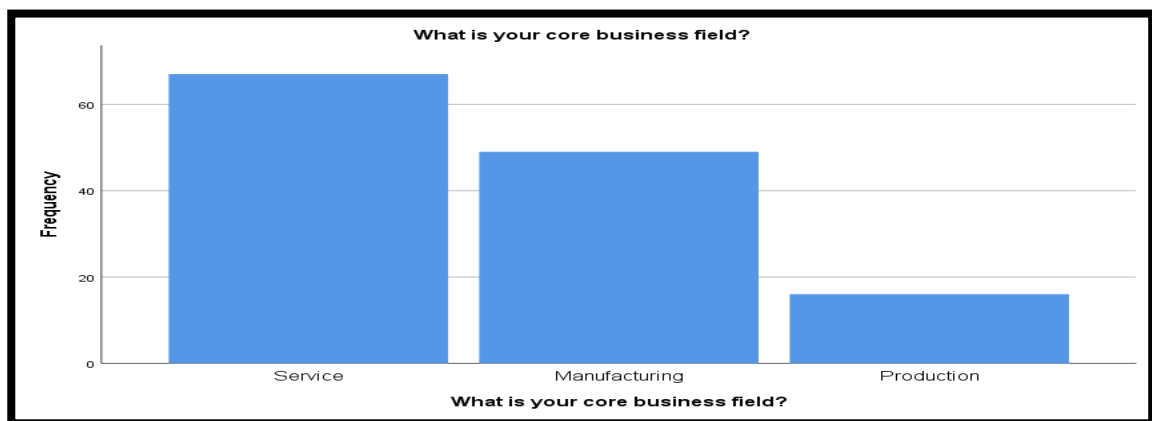
#### Research gap:

Till date whatever research were done in digital marketing is limited to only few particular areas, such as digital marketing awareness, acceptance in the market. But little study has been conducted on criterias to choose digital agency for their own marketing .For this purpose, I had undertaken Surat and Adajan city.

#### DEMOGRAPHIC PROFILES OF RESPONDENTS



From the above chart and table respectively in, 50.8% i.e. 67 people are from service background, 49 i.e. 37.1% are from manufacturing, 16 people i.e. 12.1 are remaining who are from production business. So the highest is from service business. 4 people i.e. 3% are running finance related business currently, 1 person i.e. 0.8% is running broking business, 50 people i.e. 37.9 % are running retail store, 56 people i.e. 42.7 are running Garment and textile related business recently, 9 people i.e. 6.8% runs restaurants, 3 people i.e. 2.3% runs real-estate business and the remaining 1 person i.e. 0.8% runs agro business. So, the highest are from garment and textile businessman the next is Retail stores.



**HYPOTHESIS AND INTERPRETATION - 1**

<b>Factors</b>	<b>Sign. Value</b>	<b>Result/Interpretation</b>
1. Experience of the Company	.028	Since Sign. value > 0.05, Null hypothesis accept H0
2. Past Records	.0218	Since Sign. value > 0.05, Null hypothesis accept H0
3. Position	.218	Since Sign. value > 0.05, Null hypothesis accept H0
4. Proof of the Digital Skills	.228	Since Sign. value > 0.05, Null hypothesis accept H0
5. Agency Size	.360	Since Sign. value > 0.05, Null hypothesis accept H0
6. Agency Models	.445	Since Sign. value > 0.05, Null hypothesis accept H0
7. Employees and Customers	.905	Since Sign. value > 0.05, Null hypothesis accept H0
8. Ranking	.269	Since Sign. value > 0.05, Null hypothesis accept H0
9. Needs Satisfaction	.904	Since Sign. value > 0.05, Null hypothesis accept H0
10. Skills	.288	Since Sign. value > 0.05, Null hypothesis accept H0

**Statement of Hypothesis**

H0 = there is no significant relationship between Types of business and Criterias to select digital agency

H1 = there is a significant relationship between Types of business and Criterias to select digital agency

**INTERPRETATION**

There is no association between Types of business and Criterias to select digital agency as all the hypothesis are greater than .005.

**Hence, Null hypothesis is accepted and The Alternative hypothesis is rejected.**

**HYPOTHESIS AND INTERPRETATION-2**

<b>Factors</b>	<b>Sign. Value</b>	<b>Result/Interpretation</b>
1. A digital marketing agency helps to reach globally.	.180	Since Sign. value > 0.05, Null hypothesis accept H0
2. Partnership with a digital agency also lowers the cost.	.123	Since Sign. value > 0.05, Null hypothesis accept H0
3. It provides traceable and measurable results.	.262	Since Sign. value > 0.05, Null hypothesis accept H0
4. Partnership with digital agency helps complete success in business marketing.	.100	Since Sign. value > 0.05, Null hypothesis accept H0
5. Staff of digital agency should peruse sufficient skills and training.	.748	Since Sign. value > 0.05, Null hypothesis accept H0
6. Digital marketing agency work is less time consuming.	.145	Since Sign. value > 0.05, Null hypothesis accept H0
7. The feedback or complaints are positive or less if you partner with digital marketing agency	.676	Since Sign. value > 0.05, Null hypothesis accept H0
8. Partnership with digital agencies makes you feel secured {low privacy issues}.	.127	Since Sign. value > 0.05, Null hypothesis accept H0
9. Digital marketing is a good way for startups or small business.	.377	Since Sign. value > 0.05, Null hypothesis accept H0
10. Through digital agency the conversion rates can be improved to some extent.	.144	Since Sign. value > 0.05, Null hypothesis accept H0

<b>Statement of Hypothesis</b>
H0 = there is no significant relationship between sales turnover yearly and extent of statement you agree with.
H1 = there is a significant relationship between sales turnover yearly and extent of statement you agree with.

**INTERPRETATION**

There is no association between sales turnover yearly and extent of statement you agree with as all the hypothesis are greater than .005.

**Hence, Null hypothesis is accepted and The Alternative hypothesis is rejected.**

**4. RESULT AND CONCLUSION**

- The result was shocking as through the questionnaire we came to know the mindset of businesspeople towards digital agencies as they were really happy to tie up with an agency and some already experienced with the agency and got the positive outcome with huge customer base and a successful sales drive. But some businesspeople had a negative impression towards digital marketing agency as they didn't make a proper research to choose a digital agency and failed. These tools used were email optimization, search engine, social media marketing etc. Out of 132 respondents 85 agreed to go for the digital marketing agency.
- This study comes to the conclusions that businessmen or woman are happier to experience with digital marketing agencies. They think digital agency partnership has low privacy issue and fast work. The public is mostly young and professionals. The business people have high sales turnover and those who had tied up with digital agencies are satisfied and provide real time services as website design.

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