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## **A Study on Digital Marketing and its Impact on Revenue Generation**

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### **ABSTRACT:**

I have learned the most important things from my project. There is a voracious appetite for data among Indian consumers. Their study on the product is more extensive before they buy it. Internet penetration rate in India is a big cause of this issue. Despite the prevalence of advertisements, a large portion of the Indian population does not complete purchases, particularly those involving significant investment of time and energy. There are more channels than ever before for companies to reach their consumers in the modern digital era. Additional details on the outcomes are included in this paper.

I have taken Marketing as a specialization with the project title of "A Study on Digital Marketing and Its Impact on Revenue Generation". Digital marketing offers higher conversion rates resulting up to 2.8 times better revenue growth for business with digital marketing strategies.

In today's competitive digital world, taking your business forward might be challenging. Here is the deal: Digital marketing plays a major role to increase your sales. With the ever increasing development in technology, the use of Digital Marketing, Social Media Marketing and Search Engine Marketing is also increasing. Digital Marketing is used by the marketers to promote the goods and services to the marketplace. Digital Marketing places an important role in increasing the sales of goods and services. The purpose of this research is to study the impact of Digital Marketing, how it's an important tool for both marketers and consumers. We have also studied the impact of Digital Marketing and its influence on consumer buying behavior.

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### **INTRODUCTION OF THE STUDY:**

Digital marketing tactics are becoming more and more integral to successful marketing campaigns. Using a variety of inbound and outbound marketing tactics, including as social media marketing, online campaigns, podcasts, e-journals, portals, search engines, and RSS feeds to release material online. According to a recent study of 3300 business leaders, inbound marketing generates 34% of a company's leads, whereas outbound marketing only generates 22%. There is a deluge of data on customer behaviour due to the expansion of digital platforms. More precise advertising campaigns may be possible if companies have access to more actionable data.

Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), call-back, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online advertising.

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### **OBJECTIVE OF THE STUDY:**

1. To analyse the kind of Digital marketing service that would engage the business.
2. To study how digital marketing campaign's takes place.
3. To practically implement the incorporate compelling content into brand message.

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## SCOPE OF THE PROJECT:

- 1) To understand the digital marketing models.
- 2) To understand marketing effectiveness.
- 3) To understand how digital marketing campaign's takes place.
- 4) To understand how digital marketing agencies works and generating revenue.
- 5) To understand how digital marketing has impact on revenue generation.

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## LIMITATIONS OF THIS PROJECT

- 1) The time span for the project is limited.
- 2) This revenue generation model completely with reference to Odigma.
- 3) Time of campaigns for some client is more than three months.
- 4) Advertising expenditure of some companies is confidential so it can't be revealed.

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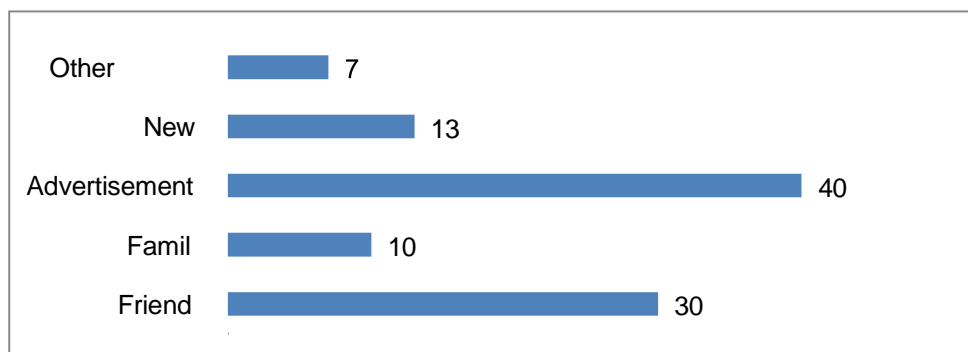
## LITERATURE REVIEW

- Neelika Arora 32has published research article entitled "Trends in Online Advertising" in advertising Express, Dec2013. The global online advertising revenues are expected to touch US \$10bn by 2015. In India, the revenues at present are estimated to be Rs.80 cr. and are expected to increase six times more within the next five years. In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these, it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial service companies spend 12% only. Some of the top spenders in India are automobiles, followed by brands like Pepsodent, Kelloggs, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunsilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globally, the trend is that almost 60% of the revenue goes to five firms- Goggle, Yahoo, Microsoft, AOL(America Online Launchers), and Overture. Approximately, 90% of the Goggle revenues come from advertising. In India, portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc are attracting major online spender. This article explains demographic profile of Indian users. It also gives the comparison between global trend and Indian trend, which is useful for my research work.
- Sumanjeet37 has published article on "On Line Banner Advertising" in Indian Journal of Marketing. Online banner advertising has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented.
- Avinash kaushik is an indian entrepreneur published an article in dec 2014 titled digital marketing and analytics are two ladders of magnificent success.

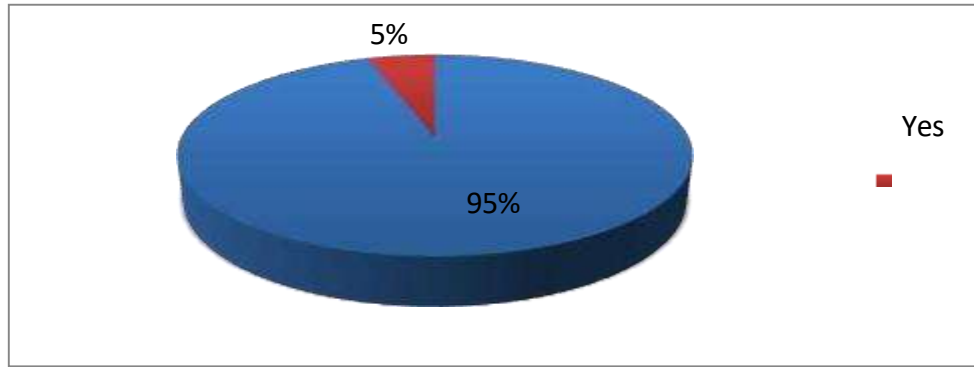
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## DATA ANALYSIS

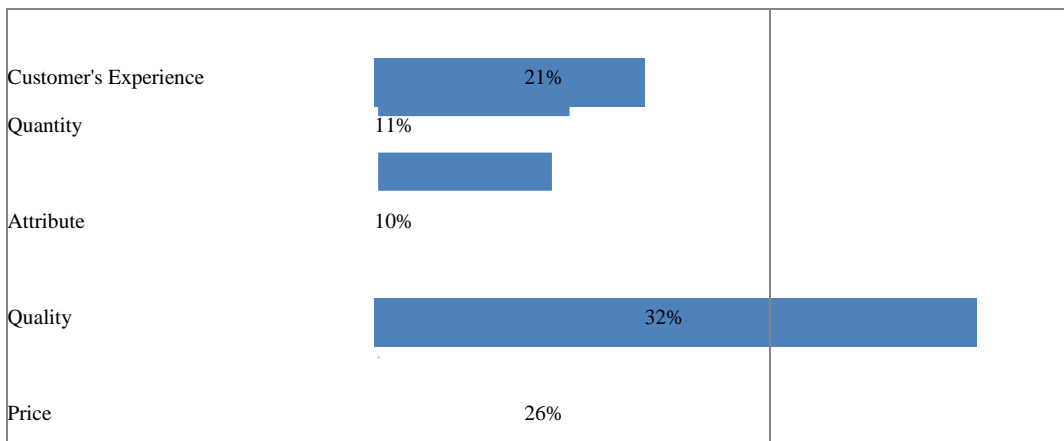
1. How do you get information about new Products?



2. Do you Collect information before purchasing the products?

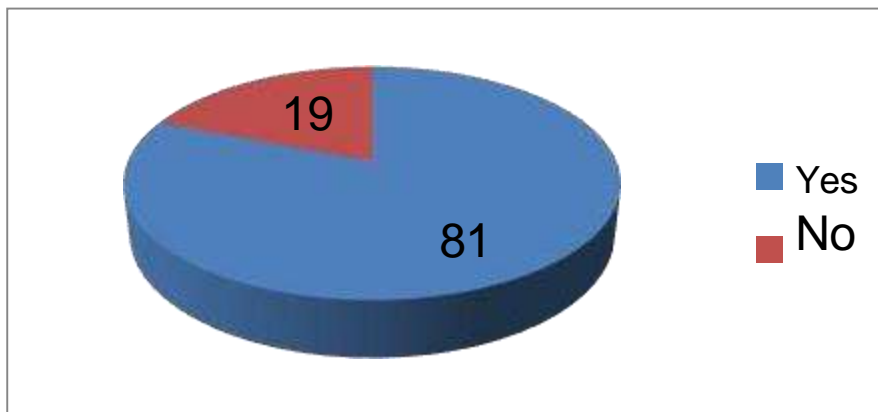


3. What type of information will you collect?

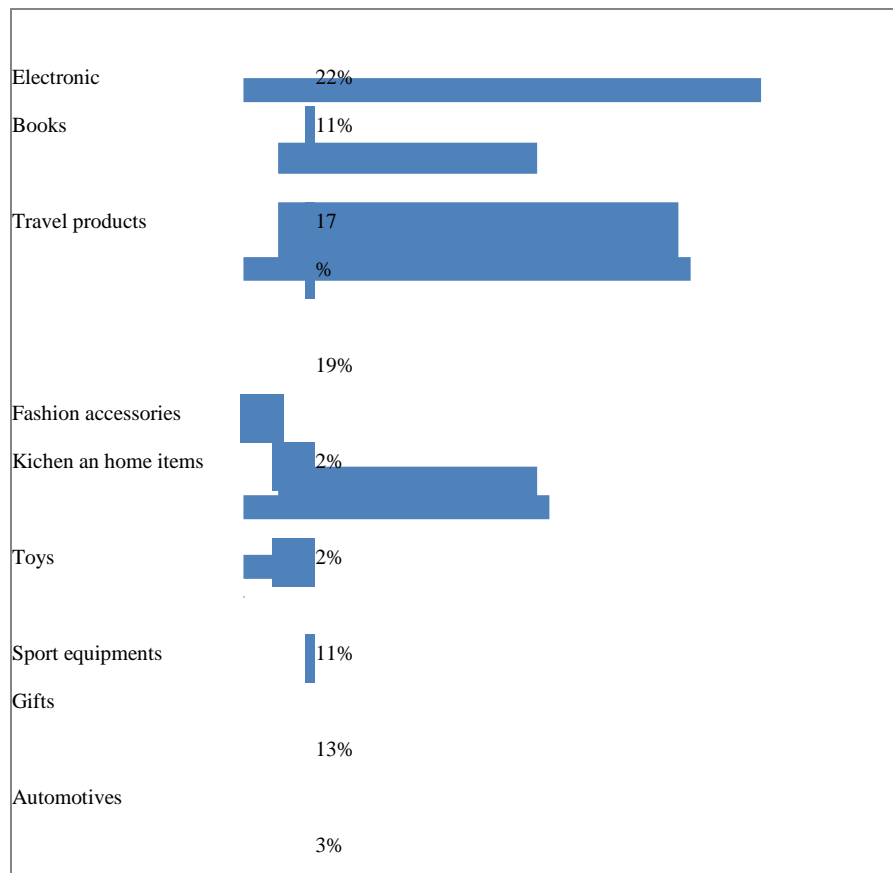


**Interpretation for 1 to 3:** Samples are highly information seekers, 95 % of the sample will do reach before purchase. Only 40% of the samples saying they get to know about a product through advertisements, 30% get to know from friends and 10% from family. 32% of samples are collecting information about quality of product the and 26% about price and 21% about customer experience

4. Did you ever purchase from an online site?



5. If yes, then what type of product / services did you purchase online?



**Interpretations for 4 and 5:** 81% of the sample will make online purchases also; mostly they purchase electronic products, followed by fashion and travel accessories through online.

## RESEARCH METHODOLOGY

The study method and plan are detailed here:

- The process of collecting data follows the creation of a research question and a plan for conducting the study.
- When deciding on a data collection technique to use for the study, researchers should keep in mind two types of data: primary and secondary.
- The majority of people prefer to see things firsthand while gathering primary data. The digital marketing process relies heavily on the company's project guide for its data and information.
- In addition to interviews, questionnaires are a typical way to organise research.
- What we call "secondary data" is really information that is already out there, such as records and brochures from various establishments.
- The study's secondary data came from articles found in magazines and online as well as other previously conducted studies. In order to achieve its aims, the study used qualitative research methodologies.

## FINDINGS

- Indian customers are highly information seekers. They collect more information about quality, price and refer customer's experiences before purchasing a product.
- Advertisements have high impact for creating stimulus in Indian customers. But this stimulus will get in to action only through opinion leaders.
- Indian consumers have high tendency to go for online purchase. They have high affinity to go online for electronic products and apparels.
- One of the current trends in Indian youth and young Indians are watching the T.V programs via online portals. May be the main reason is convenience of time, they can watch programs which they had skipped due to some reasons.

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## LEARNINGS.

I found it helpful to observe my colleagues in comparable situations to get a sense of how they dealt with them. Maintaining a healthy work-life balance This is the lesson that stands out to me the most. While interning, I learnt how to balance my personal and professional lives and how to enjoy life after getting a job. Anyone thinking about working for an agency should be mentally and physically ready to handle challenging conditions and high levels of stress. Get a feel for the opportunities and challenges that digital marketing in India presents. Thoroughly understand SEO, SEM, SMM, ORM, and other related concepts. It is crucial to attend to each and every client's request, regardless of its size. organisation. When dealing with clients, projects, etc., leaders will behave like leaders.

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## SUGGESTIONS

### ➤ Every day same task, but the situations are different

It's not only from my experience, but also from my observation. All colleagues are doing the same type of work, but the situation is different. Sometime they have problem with a client, but on the next day they problems with vendors or with creative team. While coming to me, my first month was more concentrated with pitch presentation. Industry or clients are different or requirements of the client are different, but contents or the flow of pitch presentations are same.

### ➤ Observation is the best teacher

There are lots of situations where I am completely blank and I don't know how to do some task. In those situations I observed my colleagues to know how they are doing it and I understood the importance of observation.

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## CONCLUSION

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers.

The successful completion of this project indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels.

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