



Digital Marketing Strategies on Sri Amman Industries – Enhancing Brand visibility and Customer Engagement

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ABSTRACT

This project presents a strategic approach to implementing digital marketing practices for Sri Amman Industries, a prominent steel fabrication and Pre-Engineered Building (PEB) company. In an increasingly competitive industrial landscape, the objective is to enhance brand visibility and improve customer engagement through digital transformation. The study investigates the effectiveness of digital marketing tools such as social media marketing, search engine optimization (SEO), content marketing, and email campaigns tailored to the B2B context. A combination of primary and secondary research methods was employed to evaluate the company's current digital footprint and identify areas for improvement. Based on the findings, a comprehensive digital marketing framework is proposed to drive targeted outreach, brand positioning, and engagement metrics. The proposed strategies aim to align with contemporary digital trends while addressing the specific needs of industrial clients, ultimately contributing to the company's market presence and business growth.

Keywords—Digital marketing, customer engagement, brand visibility, steel fabrication, Pre-Engineered Buildings (PEB), industrial marketing, Sri Amman Industries.

1. INTRODUCTION

In today's digital era, businesses across all sectors are increasingly leveraging digital marketing to enhance their brand presence and foster deeper customer engagement. The industrial and manufacturing sectors, traditionally reliant on offline marketing and word-of-mouth networks, are now transitioning towards digital platforms to remain competitive and accessible. Digital marketing not only bridges the gap between companies and their customers but also provides measurable insights that drive informed decision-making.

Sri Amman Industries, established in 1982, is a leading enterprise in the steel fabrication and Pre-Engineered Building (PEB) domain. With a legacy of serving major clients across the textile, educational, and automobile sectors, the company now aims to strengthen its market presence by adopting modern digital marketing strategies. Despite its technical excellence and customer-centric approach, the company's digital footprint remains limited, making it essential to implement structured and data-driven digital marketing practices.

This study focuses on identifying effective digital strategies tailored for the industrial B2B context. It explores the role of search engine optimization (SEO), social media marketing, content marketing, and email campaigns in increasing online visibility, generating leads, and nurturing client relationships. Through a combination of qualitative and quantitative methods, the current digital status of Sri Amman Industries is analyzed, and a customized digital marketing framework is proposed to meet evolving market demands.

The objective of this research is to bridge the gap between traditional industrial marketing methods and modern digital solutions, enabling Sri Amman Industries to position itself as a digitally competent and customer-focused organization.

2. RESEARCH METHODOLOGY

Research methodology is an approach that describes the strategy employed to carry out the investigation.. It defines the research design, data collection methods, sampling techniques, and analytical tools used for evaluating digital marketing strategies in Sri Amman Industries (PEB). A structured methodology ensures the study's accuracy and reliability, providing valid insights into brand visibility and customer engagement.

3. RESEARCH DESIGN

A research design is the blueprint that guides the entire study. This study follows a descriptive research design, which is best suited for analyzing and interpreting the impact of digital marketing strategies. Descriptive research helps in understanding customer perceptions, engagement levels, and brand recognition influenced by digital marketing tools like SEO, content marketing, and social media promotions. It provides a clear understanding of cause-and-effect relationships in marketing trends.

SOURCES OF DATA

- Primary data
- Secondary data

Primary Data:

First-hand data collected from customers, employees, and marketing professionals using surveys, interviews, and structured questionnaires. This helps in understanding customer behavior and the effectiveness of digital marketing strategies.

Secondary Data

Extracted from company reports, published research papers, industry journals, and online articles related to digital marketing trends in the industrial sector. These sources provide a broader perspective on existing marketing strategies and their impact.

SAMPLE SIZE

A total of **103 respondents** are selected to ensure diverse insights. The sample includes:

- Existing customers of Sri Amman Industries.
- Marketing professionals and employees handling digital campaigns.
- Potential clients and business partners interested in digital marketing services. This sample size ensures a balanced representation of different perspectives related to digital marketing effectiveness in industrial branding.

TOOLS FOR ANALYSIS

1. Chi – Square Analysis
2. Reliability Test (Cronbach's Alpha)
3. Co relation Analysis

DATA ANALYSIS AND INTERPRETATION

Reliability analysis

Cronbach's alpha is a measure of internal consistency reliability, which assesses how well a set of items in a questionnaire measures a single construct.

Table 1: Reliability analysis

Variable	Cronbach' Alpha
Brand visibility	0.762
Customer engagement	0.738
Overall	0.804

Cronbach's Alpha is a measure used to assess the **internal consistency** or **reliability** of a set of scale or test items. A value above **0.7** is generally considered acceptable, indicating that the items grouped under each variable are measuring the same underlying construct consistently. **Analysis of levels of financial literacy**

- Brand Visibility($\alpha = 0.762$): The scale used to measure brand visibility demonstrates good reliability. The items under this variable are consistent in capturing perceptions or indicators of brand visibility among respondents.
- Customer Engagement ($\alpha = 0.738$): The items under customer engagement also show acceptable reliability, indicating that they effectively measure how engaged customers feel or behave in relation to the brand.

- Overall Reliability ($\alpha = 0.804$): The overall Cronbach's Alpha value is 0.804, which reflects strong internal consistency across all items included in the study. This suggests that the instrument used for data collection is reliable and suitable for further statistical analysis.

Table 2: Correlation analysis

		Brand visibility	Customer engagement
Brand visibility	Pearson Correlation	1	.748**
	Sig. (2-tailed)		.000
	N	103	103
Customer engagement	Pearson Correlation	.748**	1
	Sig. (2-tailed)	.000	
	N	103	103
Correlation is significant at the 0.01 level (2-tailed).			

The correlation analysis examines the relationship between Brand Visibility and Customer Engagement, using Pearson's correlation coefficient based on a sample of 103 respondents.

- The Pearson correlation coefficient between Brand Visibility and Customer Engagement is 0.748.
- The two variables have a strong positive connection, as indicated by this value. In other words, as brand visibility increases, customer engagement also tends to increase, and vice versa.
- The correlation is statistically significant at the 1% level, as indicated by the p-value (Sig. 2-tailed) of 0.000, which is less than 0.01.
- This indicates that the likelihood that this significant link happened by accident is extremely low.

Table 3: Chi – Square Analysis

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	290.457 ^a	72	.000
Likelihood Ratio	96.526	72	.028
Linear-by-Linear Association	50.298	1	.000
N of Valid Cases	103		

84 cells (93.3%) have expected count less than 5. The minimum expected count is .01.

Directional Measures

			Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Nominal by	Lambda	Symmetric	.227	.044	4.995	.000
Nominal		Overall_DM Dependent	.250	.063	3.623	.000
		Overall_CE Dependent	.205	.054	3.622	.000
	Goodman and Kruskal tau	Overall_DM Dependent	.163	.032		.000 ^c
		Overall_CE Dependent	.159	.027		.000 ^c

- Not assuming the null hypothesis.
- Using the asymptotic standard error assuming the null hypothesis.
- Based on chi-square approximation

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	1.679	.000
	Cramer's V	.594	.000
	Contingency Coefficient	.859	.000
N of Valid Cases		103	

Interpretation

- The Lambda value is 0.227 and its significant value is $0.001 < 0.05$, means there is a moderate relationship between Digital marketing statement and Customer engagement statement.
- The Cramer's v and contingency coefficient values are 0.594 and 0.859 and their significance values are 0.001 and 0.001 respectively. Given that the values fall between 0.2 and 0.3, there is a moderate correlation between employee behavior and HR effectiveness.
- (H1) is accepted, this shows that there is a relationship between Digital marketing statement and Customer engagement statement.

4. SUGGESTIONS

1. “Digital Transformation in the Steel Fabrication Industry: A Strategic Approach for SMEs”

Focus: Broader view of digital tools and platforms for small-to-medium steel businesses.

2. “Enhancing Brand Visibility through Digital Marketing in the Steel Fabrication Sector”

Focus: Specific on marketing strategies and digital outreach.

3. “Integration of AI-Driven Marketing Tools in Industrial Manufacturing: A Case Study on Sri Amman Industries”

Focus: Application of AI tools like chatbots, analytics, etc.

4. “Adoption of Digital Platforms for Operational Efficiency and Customer Engagement in Steel Fabrication”

Focus: Improving internal operations and customer communication via digital tools.

5. “From Traditional Fabrication to Smart Marketing: The Digital Journey of Sri Amman Industries”

CONCLUSION

The implementation of digital platforms in the steel fabrication industry marks a significant step toward modernization and sustainable growth. This study demonstrated how Sri Amman Industries successfully leveraged digital marketing tools—such as social media, search engine optimization, and data-driven advertising—to improve customer engagement and expand market reach. The integration of technologies like AI chatbots and analytics has enhanced communication, lead generation, and brand positioning. While challenges remain in terms of digital literacy and initial investment, the long-term benefits of adopting a digital-first approach are substantial. The results underline the need for traditional manufacturing businesses to embrace digital transformation not only to remain competitive but also to future-proof their operations in an increasingly connected industrial landscape.

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