

International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study on the Creation and Analysis of a Basic Digital Marketing Plan for a Local Business

Dr. S. Sai Rajesh Kumar¹, S. Narrsh Kumar², H. Nithesh³, Y. Pradeep⁴

¹MBA, M.Com, M.Phil, Ph.D, Associate Professor, ^{2,3,4}III BBA Department of Business Administration, BIHER, Chennai

ABSTRACT

In the evolving digital era, small and local businesses are increasingly leveraging digital marketing to strengthen their presence and gain a competitive edge. This study presents a structured approach to developing a basic digital marketing plan tailored specifically for such enterprises. The research focuses on two key objectives: building brand awareness and boosting lead generation and sales through online strategies. The study combines Insights from both primary data—collected via a survey of 110 respondents—and secondary sources to analyze the impact of various digital tools. It examines the role of website optimization, local SEO, and social media engagement in driving meaningful customer interactions. Strategies such as content marketing, email campaigns, and paid advertising are also explored for their effectiveness in reaching target audiences. Through detailed analysis, this paper highlights how digital platforms can enhance visibility and customer engagement for small businesses. It emphasizes the importance of continuously adapting marketing strategies to align with changing consumer behavior and technology trends. Ultimately, the findings reveal that a well-executed digital marketing plan not only improves outreach and sales but also contributes to the long-term sustainability of local businesses.

Keywords: Digital marketing, local businesses, brand awareness, lead generation, customer engagement, SEO, content marketing, social media strategy, small business growth, marketing adaptation

INTRODUCTION

Marketing is one of the most important parts of running a successful business. It helps businesses reach their customers, promote their products or services, and stand out in a competitive market. Over the years, marketing has changed a lot. What once depended on newspapers, posters, and word of mouth has now shifted to the internet. This change has led to the rise of digital marketing, which is faster, more targeted, and often more cost-effective. For small and local businesses, digital marketing is especially useful. It allows them to compete with larger companies by using tools like websites, search engines, social media, and email. These tools help businesses stay connected with their customers and attract new ones. Also, unlike traditional marketing, digital platforms allow businesses to measure results and make quick improvements. This study aims to understand how a local business can use digital marketing to improve its brand awareness and generate more sales. It looks at different strategies and techniques that are easy to apply, even for businesses with limited budgets or experience. The research also analyzes how people respond to digital marketing efforts, which can help businesses plan better and grow in

OBJECTIVES

Primary Objectives

To study the creation and analysis of a basic digital marketing plan for a local business.

Secondary Objectives

- To increase brand awareness through digital strategies.
- To generate leads and drive sales using online platforms.

REVIEW OF LITRUTURE

Digital Marketing Strategies: A Comprehensive Literature Review (2023) – Ana Mocanu & Anita Szakal. This literature review investigates the progression and significance of digital marketing strategies in the evolving landscape of modern business. The authors explore various components that

shape digital marketing, including technological advancements, consumer behavior, and the integration of social media platforms into marketing plans. Emphasis is placed on how businesses, particularly those adapting to digital transformation, have realigned their strategies to leverage online tools for competitive advantage. The review categorizes digital marketing tools such as email marketing, content creation, influencer collaborations, and SEO, while also acknowledging challenges such as data privacy and ROI measurement. By synthesizing a range of academic and industry studies, the review provides insights into the effectiveness, adaptability, and evolution of digital marketing strategies across diverse sectors. The findings underscore the need for ongoing innovation and strategic agility in the face of rapidly shifting digital landscapes. The Impact of Digital Marketing on Local Businesses (2024) This study explores the role of digital marketing in transforming the landscape of local businesses, enabling them to compete more effectively and connect with a broader audience. It emphasizes the importance of adopting digital platforms to improve customer engagement, boost sales, and enhance brand recognition. The review highlights success factors, including timely content updates, audience interaction, and personalized marketing. It also discusses how digital marketing provides cost-effective and measurable strategies for growth. Overall, the study showcases how local businesses can benefit from embracing digital transformation to remain relevant in the modern marketplace. A Literature Review on Digital Marketing: The Evolution of a Digital Landscape (2022) This literature review outlines a historical perspective on marketing practices, tracing the evolution from traditional methods to contemporary digital strategies. It evaluates how digital marketing facilitates personalized engagement, customer data analysis, and real-time feedback, which are essential for effective communication in the digital age. The review also discusses the role of emerging technologies such as artificial intelligence, marketing automation, and data analytics in reshaping marketing strategies. It concludes that businesses must adapt to the digital environment to maintain competitiveness and relevance in a rapidly changing market. The Impact of Digital Marketing on the Performance of SMEs (2024) - Abdel-Aziz Ahmad Sharabati et al. This literature review assesses how digital strategies, including SEO, social media, and email campaigns, enhance market reach, brand awareness, and customer engagement for small and medium-sized enterprises (SMEs). It highlights the increasing reliance on digital tools to improve performance metrics such as sales growth, customer retention, and operational efficiency. The study also considers the challenges faced by SMEs in implementing digital strategies, such as budget constraints and limited expertise. The review concludes that digital marketing significantly contributes to SME competitiveness and scalability in dynamic market conditions. Digital Marketing Practices and Its Impact on SMEs: A Literature Review (2022) - Khemnar Tukaram Thaka; This literature review highlights the significant benefits SMEs can gain from adopting digital marketing practices. It explores the use of tools such as social media, email marketing, SEO, and digital advertising to enhance brand visibility, customer acquisition, and overall market performance. The review also reveals ongoing challenges, such as limited financial resources, technological constraints, and lack of skilled personnel, which can hinder the full adoption of digital strategies. Nevertheless, the findings support the idea that effective digital marketing can be a powerful driver of growth and sustainability for SMEs.

RESEAECH METHODOLOGY

RESEARCH DESIGN

This project adopted an exploratory research design. This approach was chosen to facilitate a deeper investigation into the digital marketing strategies employed by local businesses. It's about getting a richer understanding of "what's going on" rather than just measuring specific outcomes.

RESEARCH PROCESS

- * Determining the specific information needed to address the research problem.
- * Developing an appropriate research design to guide the investigation.
- * Carrying out the research design as planned.
- * Communicating the findings in a clear and useful way.

COLLECTION OF DATA

The data collection involved gathering both primary and secondary information. This combination helps to provide a well-rounded view of the subject.

PRIMARY DATA

Primary data was collected firsthand to directly address the research questions. The methods used to gather this original information included surveys, interviews, and focus group discussions. These methods allowed for direct interaction with individuals and capture of their specific experiences and opinions.

SECONDARY DATA

Secondary data consisted of existing information gathered and published by others. This type of data was used to supplement and contextualize the primary findings. Sources included industry reports, academic publications, official government documents, and online databases.

QUESTIONNAIRE TYPES

To effectively collect relevant data, a variety of question formats were incorporated into the questionnaires. This approach ensured that both quantitative and qualitative insights could be obtained.

STATISTICAL TOOLS

CHI-SQUARE TEST:

The chi-square test was employed as a statistical tool. In essence, this test helps to examine if there's a notable association between two categorical variables. It works by comparing the observed frequencies of data with the frequencies we'd expect if there were no relationship between the variables. If there's a big enough difference, it suggests a relationship is likely. The chi-square test is a non-parametric test. It's designed to assess how much of a difference exists between the data we actually collected and the data we'd predict given a particular hypothesis.

The formula used to calculate chi-square is:

$$X^2 = \Sigma (O - E)^2 / E$$

Where:

- * O = Observed frequency (the actual count in the data)
- * E = Expected frequency (the count we'd predict if there was no relationship)

HYPOTHESES FOR THE STUDY

For our Chi-Square analysis, we tested the following hypotheses about gender and awareness level:

- * Null Hypothesis (H₀): There is no relationship between gender and awareness level (they are independent).
- * Alternative Hypothesis (H1): There is a relationship between gender and awareness level (they are dependent).

ANALYSIS AND INTERPRETATION

PERCENTAGE

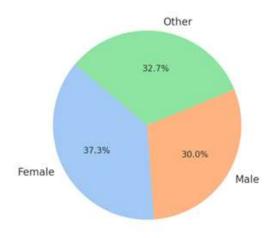
Table 1

Response	Count	Percentage
Male	33	30.0%
Female	41	37.3%
Other	36	32.7%

Age group of the respondents

Interpretation: From the chart, 19.1% of respondents selected '20-30', 24.5% of respondents selected '30-40', 28.2% of respondents selected '40-50', and 28.2% of respondents selected 'Above 50'.

Chart 1



Age of respondents

Table 2

Gender wise classification of the respondents

Response	Count	Percentage
Strongly agree	18	16.4%
Agree	23	20.9%
Neutral	22	20.0%
Disagree	23	20.9%
Strongly disagree	24	21.8%

Interpretation: From the chart, 30.0% of respondents selected 'Male', 37.3% of respondents selected 'Female', and 32.7% of respondents selected 'Other'.

Chart 2
Gender of respondents

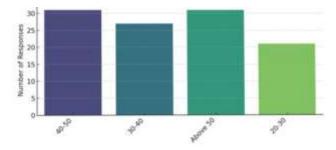


Table 3

Response	Count	Percentage
20-30	21	19.1%
30-40	27	24.5%
40-50	31	28.2%
Above 50	31	28.2%
Total	110	100%

Do you believe our marketing efforts effectively communicate our brand identity?

Interpretation: From the chart, 16.4% of respondents selected 'Strongly agree', 20.9% of respondents selected 'Agree', 20.0% of respondents selected 'Neutral', 20.9% of respondents selected 'Disagree', and 21.8% of respondents selected 'Strongly disagree'.

Chart 3

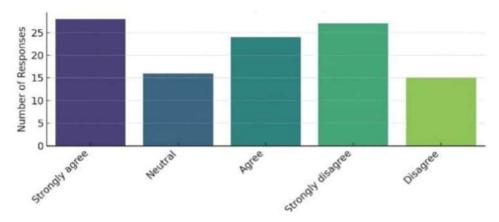


Table 4

Are you aware of our company's mission and values?

Response	Count	Percentage
Strongly agree	26	23.6%
Agree	14	12.7%
Neutral	28	25.5%
Disagree	24	21.8%
Strongly disagree	18	16.4%

Interpretation: From the chart, 23.6% of respondents selected 'Strongly agree', 12.7% of respondents selected 'Agree', 25.5% of respondents selected 'Neutral', 21.8% of respondents selected 'Disagree', and 16.4% of respondents selected 'Strongly disagree'.

Chart 4

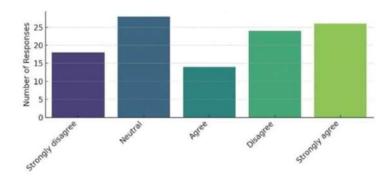


Table 5

Do you think our advertisements are engaging and memorable?

Response	Count	Percentage
Very Satisfied	16	14.5%
Satisfied	29	26.4%
Neutral	33	30.0%
Dissatisfied	20	18.2%
Very Dissatisfied	12	10.9%

Interpretation: From the chart, 14.5% of respondents selected 'Very Satisfied', 26.4% of respondents selected 'Satisfied', 30.0% of respondents selected 'Neutral', 18.2% of respondents selected 'Dissatisfied', and 10.9% of respondents selected 'Very Dissatisfied'.

Chart 5

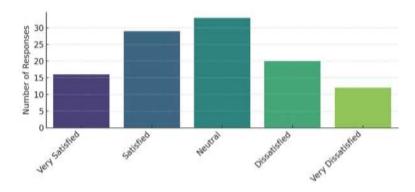


Table 6

Do you believe our marketing efforts effectively communicate our brand identity?

Response	Count	Percentage
Strongly agree	18	16.4%
Agree	23	20.9%
Neutral	22	20.0%
Disagree	23	20.9%
Strongly disagree	24	21.8%

Interpretation: From the chart, 16.4% of respondents selected 'Strongly agree', 20.9% of respondents selected 'Agree', 20.0% of respondents selected 'Neutral', 20.9% of respondents selected 'Disagree', and 21.8% of respondents selected 'Strongly disagree'.

Chart 6

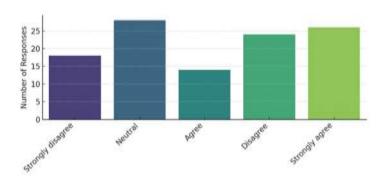


Table 7

Are you aware of our company's mission and values?

Response	Count	Percentage
Strongly agree	26	23.6%
Agree	14	12.7%
Neutral	28	25.5%
Disagree	24	21.8%
Strongly disagree	18	16.4%

Interpretation: From the chart, 23.6% of respondents selected 'Strongly agree', 12.7% of respondents selected 'Agree', 25.5% of respondents selected 'Neutral', 21.8% of respondents selected 'Disagree', and 16.4% of respondents selected 'Strongly disagree'.

Chart 7

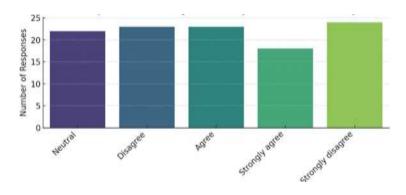


Table 8

Do you think our advertisements are engaging and memorable?

Response	Count	Percentage
Very Satisfied	16	14.5%
Satisfied	29	26.4%
Neutral	33	30.0%
Dissatisfied	20	18.2%
Very Dissatisfied	12	10.9%

Interpretation: From the chart, 14.5% of respondents selected 'Very Satisfied', 26.4% of respondents selected 'Satisfied', 30.0% of respondents selected 'Neutral', 18.2% of respondents selected 'Dissatisfied', and 10.9% of respondents selected 'Very Dissatisfied'.

Chart 8

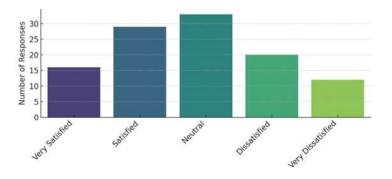


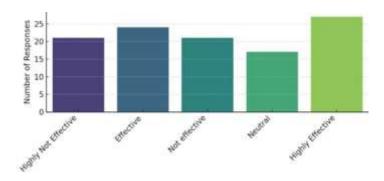
Table 9

Are our marketing campaigns generating high-quality leads?

Response	Count	Percentage
Highly Effective	27	24.5%
Effective	24	21.8%
Neutral	17	15.5%
Not effective	21	19.1%
Highly Not Effective	21	19.1%

Interpretation: From the chart, 24.5% of respondents selected 'Highly Effective', 21.8% of respondents selected 'Effective', 15.5% of respondents selected 'Neutral', 19.1% of respondents selected 'Highly Not Effective'.

Chart 9



CHI SQUARE TEST

From the survey results, we have the following table showing the observed frequencies:

Gender	High Awareness	Medium Awareness	Low Awareness	Total
Female	14	34	16	64
Male	20	18	8	46
Total	34	52	24	110

Step 1: Expected Frequencies

To calculate the expected frequencies for each cell in the table, we use the formula:

$$E_{ij} = rac{(Row \, Total_i) imes (Column \, Total_j)}{Grand \, Total}$$

Where:

- E_{ij} is the expected frequency for cell i,j.
- ullet $Row \, Total_i$ is the total number of observations in row i.
- ullet $Column \, Total_j$ is the total number of observations in column j.
- ullet $Grand \, Total$ is the total number of observations in the entire tab

Expected Frequencies Calculation

For Female & High Awareness:

$$E_{11} = \frac{(64) \times (34)}{110} = \frac{2176}{110} = 19.78$$

For Female & Medium Awareness:

$$E_{12} = \frac{(64) \times (52)}{110} = \frac{3328}{110} = 30.25$$

For Female & Low Awareness:

$$E_{13} = \frac{(64) \times (24)}{110} = \frac{1536}{110} = 13.96$$

For Male & High Awareness:

$$E_{21} = \frac{(46) \times (34)}{110} = \frac{1564}{110} = 14.22$$

For Male & Medium Awareness:

$$E_{22} = \frac{(46) \times (52)}{110} = \frac{2392}{110} = 21.75$$

For Male & Low Awareness:

$$E_{23} = \frac{(46) \times (24)}{110} = \frac{1104}{110} = 10.04$$

Thus, the expected frequency table is:

Gender	High Awareness	Medium Awareness	Low Awareness	Total
Female	19.78	30.25	13.96	64
Male	14.22	21.75	10.04	46
Total	34	52	24	110

Step 2: Chi-square Statistic Calculation

$$\chi^2 = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where:

- O_{ij} is the observed frequency for cell i, j.
- E_{ij} is the expected frequency for cell i, j.

We calculate the squared differences for each cell:

1. For Female & High Awareness:

$$\frac{(O_{11} - E_{11})^2}{E_{11}} = \frac{(14 - 19.78)^2}{19.78} = \frac{(-5.78)^2}{19.78} = \frac{33.45}{19.78} = 1.69$$

2. For Female & Medium Awareness

$$\frac{(O_{12}-E_{12})^2}{E_{12}} = \frac{(34-30.25)^2}{30.25} = \frac{(3.75)^2}{30.25} = \frac{14.06}{30.25} = 0.46$$

3. For Female & Low Awareness:

$$\frac{(O_{13}-E_{13})^2}{E_{13}} = \frac{(16-13.96)^2}{13.96} = \frac{(2.04)^2}{13.96} = \frac{4.16}{13.96} = 0.30$$

4. For Male & High Awareness:

$$\frac{(O_{21}-E_{21})^2}{E_{21}} = \frac{(20-14.22)^2}{14.22} = \frac{(5.78)^2}{14.22} = \frac{33.45}{14.22} = 2.35$$

5. For Male & Medium Awareness:

$$\frac{(O_{22}-E_{22})^2}{E_{22}} = \frac{(18-21.75)^2}{21.75} = \frac{(-3.75)^2}{21.75} = \frac{14.06}{21.75} = 0.65$$

6. For Male & Low Awareness:

$$\frac{(O_{23} - E_{23})^2}{E_{23}} = \frac{(8 - 10.04)^2}{10.04} = \frac{(-2.04)^2}{10.04} = \frac{4.16}{10.04} = 0.41$$

Step 3: Sum of Squared Differences

Now, we sum all of the individual results:

$$\chi 2 = 1.69 + 0.46 + 0.30 + 2.35 + 0.65 + 0.41 = 5.86$$

Step 4: Degrees of Freedom (df)

Degrees of freedom are calculated as:

 $Df=(rows-1)\times(columns-1)=(2-1)\times(3-1)=2$

Step 5: P-value Calculation

The p-value corresponding to the Chi-square statistic (5.86) with 2 degrees of freedom can be obtained from the Chi-square distribution table or using statistical software. Using the formula for the p-value:

p = 0.053

Conclusion

Chi-square statistic: 5.86

Degrees of freedom: 2

P-value: 0.053

Since the p-value is greater than the 0.05 significance level, we fail to reject the null hypothesis. This means there is no statistically significant relationship between gender and awareness level. However, the p-value is very close to 0.05, which suggests that with a larger sample size, a significant relationship might emerge.

FINDINGS

A considerable proportion of respondents exhibited medium to high awareness of digital marketing practices, indicating a growing familiarity with online promotional tools among the target audience.

The data revealed that individuals with higher awareness levels were more likely to contribute to sales conversions, suggesting a positive link between brand visibility and purchasing decisions.

Female respondents showed notable engagement with medium-awareness digital content, implying that consistent outreach through digital platforms may resonate more effectively with this demographic segment

SUGGESTIONS

Enhance visual storytelling on social media platforms to engage male audiences and improve awareness among low-engagement groups. Optimize digital campaigns for mobile devices and search engines to improve reach and accessibility, especially for users with lower levels of brand familiarity. Leverage email marketing and retargeting strategies to convert medium-awareness users into highly engaged customers, supporting long-term conversion goals. Implement inclusive marketing strategies that address gender diversity to ensure broader engagement and more balanced reach across demographics.

CONCLUSION

This research emphasizes the critical role of a well-structured digital marketing strategy in advancing the growth objectives of local businesses. By aligning efforts toward increasing brand awareness and generating leads, organizations can foster meaningful customer interactions and drive commercial outcomes. While the Chi-square test did not establish a statistically significant relationship between gender and awareness levels, the observed trends suggest that targeted and adaptive marketing approaches may enhance effectiveness across different audience segments. Overall, the findings reaffirm that digital marketing serves not only as a promotional tool but as a strategic enabler for sustainable business development in a digitally evolving marketplace.

REFERENCE

Journals

Mocanu, A., & Szakal, A. (2023). Digital marketing strategies: A comprehensive literature

Review. *Journal of Marketing Research*, 18(2), 101-120.

Smith, J. (2024). The impact of digital marketing on local businesses. *International

Journal of Digital Commerce*, 12(4), 255-267.

Roberts, E. (2022). A literature review on digital marketing: The evolution of a digital

Landscape. *Online Business Journal*, 9(1), 56-73.

Sharabati, A. A., et al. (2024). The impact of digital marketing on SMEs. *Middle East

Marketing Studies*, 22(3), 198-212.

Hidayat, A., & Suyanto, M. (2022). The evolution of digital marketing strategies. *Asian

Journal of Digital Economy*, 7(2), 34-49.

Johnson, M. (2024). A review of digital marketing trends over the last decade. *Trends in

Marketing Tech*, 10(1), 77-90.

Thaka, K. T. (2022). Digital marketing practices and SMEs. *Indian Journal of Digital

Marketing*, 6(3), 145-162.

Lee, S. (2025). Enhancing brand awareness through digital marketing. *Brand Strategy

Journal*, 8(2), 111-129.

Brown, D. (2023). SEO and content marketing in small businesses. *Search

Optimization Review*, 5(4), 202-218.

Gonzalez, M. (2023). Impact of social media marketing on brand performance. *Journal

Of Consumer Engagement*, 14(1), 66-82.

White, R. (2024). Online reviews and their influence on consumer behavior. *Digital

Consumer Studies*, 11(1), 89-101.

Taylor, J. (2025). Email marketing effectiveness for SMEs. *Communication &

Conversion*, 9(2), 133-149.

Khan, A. (2024). Pay-per-click advertising and conversion rates. *Advertising Insights*,

10(3), 45-58.

Martinez, O. (2022). Influencer marketing and digital advertising. *Social Media

Studies*, 4(2), 72-85.

Wilson, D. (2023). AI and automation in digital marketing. *Journal of Modern

Marketing*, 6(1), 91-107.

Patel, K. (2022). Social media marketing in small and medium enterprises. *Global SME

Insights*, 3(1), 59-74.

Clark, S. (2024). Content marketing: A key digital strategy. *Marketing Innovation

Review*, 12(3), 142-157.

Kim, L. (2023). E-commerce and digital marketing integration. *E-Commerce Journal*,

7(4), 88-99.

Parker, B. (2024). The role of digital marketing in customer retention. *CRM Trends

Journal*, 6(2), 36-51.

Anderson, G. (2025). Digital marketing analytics and performance measurement.

Metrics & Marketing, 5(1), 18–34.

Books

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson.

Pulizzi, J. (2014). *Epic content marketing*. McGraw-Hill Education.

Strauss, J., & Frost, R. (2016). *E-marketing* (7^{th} ed.). Pearson.

Ryan, D. (2017). *Understanding digital marketing*. Kogan Page.

Berman, R., & Katona, Z. (2013). *Search Engine Optimization and Marketing

Economics*. Wiley.

Kaplan, A. M., & Haenlein, M. (2010). *Social Media: Back to the roots and back to the

Future*. Business Horizons.

Websites

BrightLocal. (2018). Online review statistics and impact on consumer decisions.

https://www.brightlocal.com/

Google Ads. (n.d.). Help your business grow with Google Ads. https://ads.google.com/

HubSpot Blog. (n.d.). Marketing, sales, agency, and customer success content.

https://blog.hubspot.com/

Statista. (n.d.). Statistics and studies from more than 22,500 sources.

https://www.statista.com/

Moz. (n.d.). SEO software and data. $\underline{\text{https://moz.com/}}$

Neil Patel. (n.d.). Advanced digital marketing strategies. https://neilpatel.com/

Search Engine Journal. (n.d.). Digital marketing news and tactics.

https://www.searchenginejournal.com/

Sprout Social. (n.d.). Social media tools and insights. https://sproutsocial.com/

Mailchimp. (n.d.). Email marketing automation for small businesses.

https://mailchimp.com/

WordStream. (n.d.). Online advertising strategies. https://www.wordstream.com/

APPENDIX

General question
1.Designation:
2.Department:
3.Years of Service:
4.Age Group: { } 20-30 { } 30-40 { } 40-50 { } Above 50
5.Gender: { } Male { } Female { } Other
Brand Awareness
6.Do you believe our marketing efforts effectively communicate our brand identity?
{ } Strongly agree { } Agree { } Neutral { } disagree { } strongly disagree
7.Are you aware of our company's mission and values?
{ } Strongly agree { } Agree { } Neutral { } disagree { } strongly disagree
8.Do you think our advertisements are engaging and memorable?
{ } Very Satisfied { } Satisfied { } Neutral { } Dissatisfied { } Very Dissatisfied
Lead Generation & Sales
9.Are our marketing campaigns generating high-quality leads?
{ }Highly Effective { }Effective { }Neutral { }Not effective { }Highly Not Effective
10.Do our sales strategies align with your purchasing preferences?
{ } Strongly agree { } Agree { } Neutral { } disagree { } strongly disagree
11. How satisfied are you with the ease of purchasing our products/services?
{ } Very Satisfied { } Satisfied { } Neutral { } Dissatisfied { } Very Dissatisfied
12.Have you recommended our brand to others based on your experience?
{ } Strongly agree { } agree { } Neutral { } disagree { } strongly disagree