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CUSTOMER SATISFACTION WITH DIGITAL MARKETING SERVICES:

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ABSTRACT :

One common strategy for managing a business's relationships with clients, customers, and sales prospects is customer satisfaction management. It involves using technology to plan, automate, and coordinate business operations, mainly those pertaining to sales but also marketing, customer service, and technical support. The main objectives are to find, draw in, and retain new customers while fostering and keeping the company's current clientele; persuade past customers to come back; and reduce marketing and customer service expenses. A company-wide business strategy that encompasses customer service and other departments is known as "customer satisfaction." The main objective of this study is to conduct a statistical analysis of customer satisfaction with signware technology's digital marketing services. The study could be conducted by asking customers for feedback and comparing the outcomes to the predicted results. By studying and comparing the perception of the customers of sign ware an effective relationship with the customers is observed.

Keywords: Digital Marketing, technology, sales , customer satisfaction, service, feedback.

INTRODUCTION

Digital marketing is the art and science of promoting goods and services through digital networks like the internet and mobile phone networks. Every business's multi-channel marketing strategy must include digital marketing, which is also becoming a major concern across all industries. It provides customers with internet-based advertising. It includes social media marketing, search engine marketing, and email marketing. Digital marketing is now a key instrument for bringing about change the impact of a small business into a sizable and quantifiable one. In such a huge market, it has such a powerful effect that even small businesses are growing their market share. Why should it not be? Digital marketing offers you a variety of tools that can help you succeed. There are many opportunities for your business to grow and compete in the market thanks to digital marketing. Online advertising: To increase brand awareness, we use internet marketing techniques like SEO, SMM, SEM, and content marketing. Attracting a large number of potential clients is the ultimate goal for any business. Additionally, astute entrepreneurs set the same objectives for digital marketing.

The extent to which a customer's expectations for a company's product or service were fulfilled is measured by customer satisfaction. A number of elements affect customer satisfaction, such as the quality of the product or service, the atmosphere of the online store, and the cost of the item or service. Surveys of customer satisfaction are widely used by businesses to gauge customer satisfaction levels. The purpose of these surveys is to collect information on customer satisfaction. Ratings of customer satisfaction could have a big influence on businesses. They teach employees the value of going above and beyond for customers. Additionally, a decline in these ratings indicates a worry that could affect sales and profitability. A crucial phenomenon is quantified by these measurements. Loyal customers provide a brand with free and incredibly effective word-of-mouth marketing. As a result, organisations must successfully manage consumer happiness. Firms require accurate and representative measurements of satisfaction to achieve this.

Purpose:

Goal Customer loyalty and purchase intentions are significantly predicted by customer satisfaction. One of the most frequently collected measures of market perception is customer satisfaction. Data collection, analysis, and distribution within organizations convey the importance of satisfying customers and making sure they have a positive experience with the company's offerings. The relationship between customer satisfaction and retention has been the subject of extensive research . On a five-point rating system, people who give their level of satisfaction a "5" are more likely to be loyal customers and possibly even employees of the business. Being willing to make suggestions is a second important metric related to satisfaction.

CUSTOMER SATISFACTION

"The percentage of surveyed customers who say they would recommend the product to a friend" is the definition of this metric. When a customer is happy with a product, they might recommend it to their friends, family, and coworkers. This could have a big impact on marketing. On the other hand,

people who give their level of pleasure a “1” are not likely to come back. Additionally, they could hurt the business by speaking negatively about it to potential customers. Being open to suggestions is a key sign of customer satisfaction. The only thing that can sustain and grow a business over time is customer satisfaction. These days, a company’s marketing strategy determines its level of success. For this reason, most of firm doing a lot of businesses depend on digital marketing services. Over the years, businesses have come to understand the importance of customer satisfaction and are working hard to keep their current clientele and increase their profits by satisfying each and every one of them .

Promoting in-person discussions, being courteous, paying attention to details, and keeping your word are all important aspects of business strategy that are becoming more and more important. Create a clear customer service plan, anticipate your customers’ needs and go above and beyond to meet them, respond to messages promptly, and keep your clients informed. This helps clients unwind and fosters the growth of confidence and trust. Social media has taken over the modern era, and there are a ton of social media websites on the internet. The term “customer service” refers to how customers are helped when making purchases of goods and services. The ability to gather client opinions, thoughts, and responses regarding a business’s offerings is one of the biggest advantages of customer feedback surveys.

Any organization’s success depends on how satisfied its customers are; building lasting relationships is essential to growth and market share. It is necessary to establish some essential features, like quality and affordable prices.

Assessing Client Contentment Businesses need to draw in new customers while retaining their current clientele. The performance of the company in providing services to the market is demonstrated by measuring customer satisfaction. Typically, a survey will have a list of statements on a Likert scale. Each statement is rated by the client according to their perception and expectations of the company being measure’s effectiveness. Customer satisfaction is influenced by needs, wants, and desires. These days, a company’s marketing strategy determines its level of success. For this reason, the majority of businesses today depend on digital marketing services. Over time, customers have grown in importance to businesses. The gathering, evaluating, and sharing of this data within organizations sends a message about how important customer service data is.

Digital Marketing

The promotion of goods or services via all digital platforms is known as digital advertising. It provides marketing and advertising through digital platforms, primarily the internet. It supports paid channels, social media, and search engine marketing for your company. Search engine marketing is a type of paid advertising that aims to raise a website's search engine rankings. The goal of search engine optimization (SEO) is to increase website visibility and, ultimately, organic search traffic. There are two types of SEO: off-page SEO and on-page SEO. Off-page SEO is used to advertise products or brands on social media sites like Facebook, Instagram, Reddit, Pinterest, and YouTube. A strategic approach to advertising, content marketing focuses on creating and distributing the preferred. Associated with and regular content is necessary to draw in and hold on to a realistically defined audience. Reaching a target audience through smartphones, tablets, and/or other mobile devices is the goal of mobile marketing, a multi-channel digital advertising strategy. Options include social media, apps, email, SMS & MMS, and websites. It disturbs how people engage with brands. Google created the online advertising platform known as Google Ads. Advertisers pay to display product listings, service offers, and video content anywhere on Google. Email marketing is a very effective way for businesses to advertise their goods and services. Customers benefit from knowing about new products. The services for digital marketing. 1. SEO services. Use a comprehensive technical SEO, content, and link-building strategy to rank for the brand’s most relevant keywords. 2. Design and development of websites. 3. Pay Per Click (PPC) marketing. 4. Marketing on Social Media. 5 YouTube SEO & Video Marketing .

The Technique of Digital Marketing

One form of natural marketing is digital marketing, which raises a website’s position in search results. When users search, search engines produce natural organic search results according to the website’s content. The majority of companies use SEO in order to conduct organic search marketing. By optimizing both on-page and off-page elements, it raises the site’s ranking in search results. These services will help the websites rank higher in relevant search results. The company information must appear on the first page of search results if the organization wants people to find it through a search.

Attractive content:

The material that will be displayed online needs to be clear, captivating, and engaging. It must not give the buyer a misleading impression. The audience should be able to relate to the information both rationally and emotionally. To get customers' attention, marketers shouldn't invent deals or discounts.

Optimization for Search Engines

Diverse advertising platforms, including desktop, laptop, mobile, and others, should receive equal attention from marketers. Therefore, enhancing customer experience and retention requires optimizing both desktop and mobile marketing. To reach a wide range of customers, marketers need to make sure their website works on both desktop and mobile devices.

Natural Search

Since a greater number of people are involved, it refers to unpaid searches on social media platforms. Most customers prefer to use social media to learn about products and services.

REVIEW OF LITERATURE

Marwan Mohamed Abdeladaye (2022) “Customer satisfaction towards online marketing” said that the goal was to obtain a better knowledge of the service quality characteristics that influence customer satisfaction in online marketing from the customer’s perspective. The information was gathered through a questionnaire distributed to 200 clients. Customer satisfaction based on product, pricing, and quality is required to move businesses towards digitalization by utilizing cutting-edge technology.

Maher Alwan & Muhammad Turki Alshurideh (2022) According to the study “Effect of digital marketing on purchase intention: Moderating effect on brand equity,” marketing managers are encouraged to work with the most influential digital marketing platforms, such as social media, and the enormous advantages and influence that might result from its deployment. The data validated the hypothesis that digital marketing had a positive significance

Vidhya.M & Rajkumar.S(2022) The report “Impact of Digital Marketing with References to Coimbatore City” noted that technology has advanced significantly over the years to give customers with a better digital marketing experience. The researcher gathered the second significant indicator connected to satisfaction. This measure is defined as “the percentage of surveyed customers who say they would recommend the product to a friend.” When a consumer is pleased with a product, he or she may suggest it to friends, family, and coworkers. This can be a significant marketing benefit. Individuals who rank their degree of pleasure as “1,” on the other hand, are unlikely to return. Furthermore, they might harm the company by making disparaging remarks about it to prospective consumers. Willingness to suggest is an important indicator in customer satisfaction.

PROBLEM FACED BY BUSINESSES IN DIGITAL MARKETING:

Businesses’ Difficulties with Digital Marketing Even with the increasing significance of digital marketing, many companies still encounter major obstacles, such as:

1. **There is fierce competition** The digital space is crowded as more businesses move their operations online, making it challenging to stand out and draw in customers.
2. **Modifying algorithms** Businesses find it challenging to sustain steady performance due to the frequent changes made to search engine algorithms and social media, which impact visibility and engagement.
3. **Constrained Resources & Budget** Small and medium-sized enterprises frequently lack the funding and qualified staff necessary to carry out effective digital marketing campaigns.
4. **Poor ROI (return on investment)** Ineffective digital marketing can result in a low return on investment and turn into a cost centre instead of a growth engine.
5. **An abundance of content** Every day, audiences are inundated with material. Making pertinent, One of the biggest challenges is finding new, high-quality content that stands out from the crowd.
6. **Analytics & Tracking Challenges** Many businesses find it difficult to accurately interpret data from digital marketing, which hinders their ability to measure campaign success and optimize campaigns.
7. **Banner Blindness & Ad Fatigue** Digital ads are frequently ignored by users, which reduces the effectiveness of paid campaigns over time if they are not continuously optimized.
8. **Privacy Laws and Data Limitations** It is now more difficult to gather and use consumer data in an ethical and efficient manner due to growing regulations (such as the CCPA and GDPR).

Solution for problem faced by businesses:

Typical Obstacles in Digital Marketing and How Companies Can Get Past Them Having an online presence is crucial for business growth in the fast-paced digital world of today. But a lot of businesses find it difficult to successfully handle the intricacies of digital marketing. Growing competition and constantly evolving algorithms are two issues that, if not handled with the appropriate tactics, can impede a brand’s success. In this post, we examine some of the most typical issues that companies deal with in digital marketing and provide workable fixes.

1. **Vigorous Competition** It’s getting harder to stand out now that almost every company is spending money on internet marketing. Because audiences are continuously exposed to advertisements and content, it is more difficult for brands to stand out.

Solution: Put your attention on creating a distinct and unambiguous value proposition. Focus on niche markets with less competition and craft messages especially for them. Gaining attention and trust requires storytelling, personalization, and developing a genuine brand voice.

2. **Modifying Algorithms** The performance and visibility of content can be significantly impacted by the frequent algorithm updates made by search

engines and social media platforms. A tactic that was successful yesterday might not work today.

Answer: Follow updates and news about the industry from sites like Facebook, Instagram, and Google. Prioritize producing high-quality, captivating content that adds value for your audience and diversify your approach across channels. Reliance on algorithm-driven platforms can be decreased by cultivating a robust email list.

3. Limited Funds and Assets The financial and human resources necessary to carry out extensive digital marketing campaigns are often lacking in small and medium-sized enterprises.

Solution: Put your attention on low-cost, high-impact strategies like blogging, SEO, and natural social media interaction. Make use of inexpensive or free tools for content production, analytics, and scheduling. To make the most of your resources, assign certain jobs to agencies or independent contractors whenever you can.

4. Low ROI (return on investment) Digital marketing can become costly with little return if there is no clear plan or tracking system in place.

Solution: Use analytics to monitor campaign performance and set quantifiable goals. Reallocate your budget to the channels that are performing the best and test various strategies on a regular basis (A/B testing). Regular assessment maximizes ROI and optimizes efforts.

5. Overwhelming Content Today's audiences are inundated with content, making it difficult for brands to draw in and hold on to consumers' attention.

Solution: Quantity is inferior to quality. Concentrate on producing engaging, unique, and helpful content. Visual content like videos, infographics, and interactive posts tend to perform well and stand out in crowded feeds

6. Difficulty Tracking and Analyzing Performance

Many businesses either don't track their campaigns effectively or struggle to interpret the data they collect.

Solution: Use tools like Google Analytics, Google Search Console, Meta Insights, or platforms like HubSpot. Train your team or hire experts to analyze metrics and translate them into actionable insights. Tracking helps in identifying what works and what doesn't, ensuring continuous improvement

7. Ad Fatigue and Banner Blindness

Overexposed audiences become blind to repetitive ads, leading to reduced engagement and conversions.

Solution: Rotate ad creatives frequently and experiment with new formats like reels, stories, and carousel posts. Retarget past visitors and personalize your messaging to renew interest. Keeping your content fresh and relevant is essential.

8. Privacy Regulations and Data Restrictions

New data protection laws such as GDPR and CCPA have made it more challenging to collect and use customer data.

Solution: Be transparent about how you collect and use data. Focus on gathering first-party data through opt-in methods like newsletters, gated content, or loyalty programs. Respecting user privacy not only ensures compliance but also builds trust.

Digital marketing is full of opportunities—but also obstacles. By understanding these challenges and applying the right strategies, businesses can navigate the digital space more effectively and achieve sustainable growth. Staying informed, being adaptive, and always putting the audience first are the keys to long-term success.

Conclusion

Digital marketing refers to the promotion of goods and services through digital technologies, mainly the internet, but also mobile devices, display ads, and other digital media activities like SEO, social media, email, content, influencer, and so forth. As we can see, the company is doing it in a better way to attract their clients and making an effort to resolve their issues and retain them. Digital promotion offers are a simple way to get information, can directly address the required customer, and can create an impact of their feelings and thoughts that influences the decision making of customers. The service provider will offer assistance in a welcoming and beneficial during each customer visit. It is possible to lower the cost of digital marketing services. Loyalty is directly impacted by client satisfaction, and it must fulfil the expectations of the clients. The purpose of this study was to more accurately assess Signware Technologies' Digital Marketing Services' overall performance. For this purpose, customer responses have been collected and examined. The management of Signware Technologies has received some useful recommendations based on the study's findings to improve the overall effectiveness of its digital marketing service for its customers.

Suggestions

To entice customers to utilize all of Signware Technologies' digital marketing services, special incentives can be offered. This will help Signware Technologies expand as a whole. The organization can enhance the abilities of its members in order to provide its services effectively. Every client has a different point of contact. They will be able to give customers frequent updates on the state of website optimization as a result. To better understand the various new developments in the field of website optimization, customers can receive specialized training. This would incentivize customers to utilize additional digital marketing services offered by Signware technology. Signware Technologies may reimagine its SEO offerings to maintain its high-quality website traffic-boosting services and to increase more references to current clients' business contacts. Keep an eye on the analytics data and utilize it to update customers on content and promotion strategies. Keep the client informed by monitoring the most popular pages and articles. Customers will be happy as a result. Customers' needs must be understood in order to develop advertising that appeals to them and influences their purchasing decisions.

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