



## A Study on the Integration of Artificial Intelligence in Digital Marketing for Order Based Machine Parts Sales

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### Abstract:

This project explores the role and impact of digital marketing strategies in the machine spare parts industry, an industrial segment often overlooked in digital transformation efforts. With rising competition and a shift toward online procurement, the sector is witnessing an increasing need for innovative digital outreach methods. This study identifies the most effective tools, platforms, and content strategies used to promote machine parts on an order basis.

Primary data was collected through surveys distributed to stakeholders including manufacturers, resellers, and industrial buyers. Statistical analysis, including ANOVA and Chi-square tests using SPSS software, was used to determine the effectiveness of different digital marketing techniques. The results showed that platforms such as WhatsApp and LinkedIn were highly effective in lead generation, while product demo videos emerged as the most engaging content format.

The study also highlights key challenges like long lead times, lack of technical awareness among buyers, and difficulties in content customization. It further investigates campaign success metrics and emphasizes the importance of digital feedback systems for continuous improvement.

In conclusion, the project offers strategic insights into implementing cost-effective, targeted, and high-converting digital campaigns tailored to the machine spare parts domain. These insights will serve as a guide for companies aiming to enhance their digital presence and customer engagement in a niche yet crucial industrial sector.

### Introduction

#### a. Introduction of the Study

In today's industrial landscape, the machine spare parts sector plays a pivotal role in ensuring the smooth and uninterrupted functioning of various manufacturing and engineering industries. The machine spare parts industry supports a wide range of sectors including textiles, automobiles, construction, and general manufacturing. Effective marketing strategies are essential in this industry due to the technical nature of the products and the importance of trust and reliability in supplier relationships.

Traditional marketing approaches are often insufficient to address the niche and technical customer base in this industry. Unlike consumer goods, spare parts must meet exact specifications and often have limited availability, making relationship-building and precision marketing a necessity. In this digital era, the rise of online platforms, e-commerce, data analytics, and targeted advertisements presents new avenues for companies to enhance their visibility and customer engagement.

This study seeks to explore and analyze the most effective marketing strategies that can be adopted in the machine spare parts sector to increase customer reach, strengthen brand loyalty, and improve overall sales performance.

#### b. Company Profile



Figure: Company logo

SVN Engineering is a well-established and reputed manufacturer and supplier of precision-based machine parts, strategically located in the industrial hub of Peelamedu, Coimbatore, Tamil Nadu. Founded in the early 2000s, the company has carved out a significant niche in the engineering and manufacturing sector through its commitment to quality, customization, and customer satisfaction. With over two decades of experience, SVN Engineering has successfully serviced a diverse clientele, both in India and abroad, including firms in the textile, automotive, and general industrial machinery sectors.

The company primarily specializes in order-based production, allowing it to deliver tailored solutions that meet specific client requirements. This operational model helps maintain close relationships with customers and ensures that every part manufactured aligns with unique industrial applications. SVN Engineering's factory is equipped with cutting-edge CNC machinery, advanced testing tools, and a team of experienced engineers and technicians who continuously innovate and optimize production processes.

SVN Engineering has gained recognition not only for its high-quality product offerings but also for its ethical business practices, timely delivery, and post-sales support. The management continuously invests in training, quality control, and digital transformation initiatives to ensure that the company remains competitive in the ever-evolving industrial landscape. With increasing digitization, the company is also transitioning from traditional marketing to digital platforms to expand its reach and acquire new leads, especially through channels like LinkedIn, Google Ads, and WhatsApp Business.

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## Review of Literature

### a. Review of Literature

The **machine spare parts industry**, while niche, plays a pivotal role in supporting the backbone of the manufacturing sector. Given its technical complexity, the marketing of machine spare parts diverges from conventional B2C approaches. Industrial buyers are more concerned with reliability, precision, customization, and post-sale support, which necessitates a unique marketing strategy tailored to the B2B landscape.

#### 1. B2B Industrial Marketing Trends

Kotler and Pfoertsch (2006) identified that B2B marketing emphasizes **functional benefits, performance metrics, and long-term partnerships**. Unlike emotional appeals common in consumer markets, industrial customers are guided by Return on Investment (ROI), operational reliability, and service commitments. In the context of the machine spare parts industry, building a **reputation for quality and timely delivery** can serve as a key differentiator. Webster (2009) introduced the concept of **consultative selling**, suggesting that educating clients about product application, lifecycle value, and integration potential improves both conversion rates and customer loyalty. This is crucial in machine spare parts sales, where buyers—often engineers or procurement specialists—require detailed technical specifications to make informed decisions.

Further, Hutt and Speh (2013) noted that B2B marketers need to invest in **technical documentation, case studies, and client testimonials** to influence buying decisions. This is especially true in industries such as CNC machining and textile machinery, where machine downtime due to part failure can have substantial financial implications.

#### 2. Digital Transformation in the Spare Parts Sector

The digital era has significantly transformed how industrial companies approach marketing. According to Chaffey and Ellis-Chadwick (2019), **digital marketing channels such as content marketing, SEO (Search Engine Optimization), social media, and pay-per-click (PPC) advertising** are now widely used in B2B contexts. In particular, LinkedIn and industry-specific directories have become valuable tools for reaching decision-makers in niche sectors.

Deloitte's 2021 B2B survey reported that **72% of B2B buyers begin their product or service discovery through online research**, indicating that an underdeveloped digital presence can result in lost opportunities. In the spare parts segment, this translates to the necessity for **optimized websites, CAD model availability, technical blogs, and video tutorials** showcasing installation or maintenance procedures.

Additionally, platforms such as **Alibaba, IndiaMART, and TradeIndia** have facilitated the digital listing of spare parts, increasing accessibility and enabling real-time comparison of suppliers. However, companies that fail to update their digital profiles or neglect customer feedback often lose credibility among online buyers.

#### 3. Role of Relationship Marketing

The theory of relationship marketing, popularized by Grönroos (1994), stresses the value of **customer retention and lifetime value** over transactional engagements. In the machine parts industry, relationships are often built over time through consistent delivery, responsiveness, and transparency in pricing and support.

A study by Gummesson (2002) also reinforces the idea that **networking and mutual value creation** can lead to more sustainable competitive advantage in industrial markets. In practice, this involves maintaining regular communication with customers, offering technical upgrades, or even conducting preventive maintenance workshops to deepen engagement.

Relationship marketing also plays a vital role in post-sales support—an essential aspect for industries such as automotive spares, printing machinery, and textile looms—where breakdowns can halt entire production lines.

#### 4. Customization and Value Proposition

Industrial buyers increasingly demand **tailor-made solutions** rather than one-size-fits-all components. Anderson, Narus, and Van Rossum (2006) emphasized that **value propositions based on customization, fast turnaround, and lifecycle support** are more likely to succeed in technical markets. The ability to supply rare or discontinued parts, offer rapid prototyping through 3D printing, or provide data on compatibility with existing machinery are emerging as high-value differentiators. Moreover, **bundling services such as installation guidance, quality certification, or maintenance schedules** enhances customer perceived value.

This need for customization has implications for digital marketing—companies must communicate not just product features but also their ability to **adapt offerings** to the client's needs. Tools like interactive catalogs, product configurators, and chatbot-based technical assistants can improve this communication.

##### b. Problem Statement

Despite significant investments in production capabilities, many machine spare parts suppliers, especially SMEs in India, **struggle to establish a consistent and scalable marketing model**. While some rely on trade expos and distributor networks, others depend heavily on personal connections or word-of-mouth referrals.

Key issues identified are:

- **Lack of a formal marketing framework:** Many firms operate without a defined strategy, leading to inconsistent outreach efforts and poor lead conversion.
  - **Underutilization of digital platforms:** Most SMEs do not fully leverage tools like Google Ads, LinkedIn targeting, or email automation, limiting their reach to only local or known clients.
  - **Low investment in content creation:** Technical buyers often seek datasheets, videos, or manuals before purchase, which are often absent or poorly designed on supplier websites.
  - **Difficulty explaining technical features to non-engineer buyers:** Especially in smaller firms where the founder handles marketing, the lack of dedicated staff results in vague communication.
  - **SEO ignorance:** With weak keyword optimization, even technically strong suppliers fail to appear in relevant search results, reducing visibility.
- These factors combine to hinder growth, particularly in reaching new markets and scaling beyond traditional territories.

##### c. Research Gap

While substantial literature exists around industrial and B2B marketing strategies, there is a noticeable **void in studies focused on the digital marketing practices of small and medium machine spare parts manufacturers**, especially those operating in **Tier II cities like Coimbatore, Ludhiana, and Rajkot**.

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## Research Methodology

Research methodology refers to the overall approach and techniques used to collect, analyze, and interpret data in a systematic manner to answer the research questions effectively. For this study on marketing strategies in the machine spare parts industry, a combination of qualitative and quantitative methods has been adopted to ensure a comprehensive understanding of current practices and opportunities for improvement.

##### a. Research Design

The research design is descriptive in nature, aiming to gather detailed insights into existing marketing practices and customer behavior in the machine spare parts industry. The study also incorporates exploratory elements to identify potential marketing techniques that are yet to be fully utilized by small and medium-sized enterprises (SMEs) in this field.

##### Key features of the research design:

- **Type:** Descriptive and Exploratory
- **Approach:** Mixed Method (Qualitative and Quantitative)
- **Tools:** Structured questionnaire and in-depth interviews

- **Respondents:** Marketing professionals, company managers, distributors, and end users of spare parts

Descriptive research helps describe the current marketing approaches while the exploratory method allows for discovering unaddressed opportunities and innovative techniques.

#### b. Sampling Design

Sampling design plays a crucial role in ensuring that the data collected represents the industry landscape accurately.

##### Population:

The population consists of:

- Spare parts manufacturers
- Distributors and retailers
- End users (such as factories and machine maintenance companies)
- Digital marketing professionals in industrial sectors

##### Sampling Technique:

The technique used is **purposive sampling** selecting respondents who are directly involved in the marketing, purchasing, or decision-making process related to machine spare parts.

##### Sample Size:

- 50 respondents from spare parts businesses (15 manufacturers, 13 distributors, 15 customers)
- 7 digital marketers with industrial experience

##### Location:

Coimbatore and nearby industrial clusters (Peelamedu, Ganapathy, Singanallur), as these are known hubs for engineering and manufacturing activities.

#### c. Objectives of the Study

The primary aim of this research is to identify, analyze, and propose effective marketing strategies for businesses in the machine spare parts industry, especially those operating on a custom or order-based model.

##### Specific objectives:

1. To understand the current marketing practices followed by machine spare parts companies.
2. To analyze the role of digital marketing in enhancing sales and visibility.
3. To identify the challenges faced by marketers in this industry.
4. To study customer preferences and behavior in selecting machine spare parts.
5. To recommend innovative and cost-effective marketing strategies suitable for SMEs.

#### d. Tools Used for the Study

To ensure a reliable and comprehensive data collection and analysis process, the following tools and techniques have been used:

## IV: Data Analysis and Interpretation

### AI Integration in Digital Marketing

#### 4.1 Role of AI Tools in Digital Marketing for Machine Parts Sales

In the evolving digital marketing landscape, AI (Artificial Intelligence) tools are playing a transformative role. During the internship at SVN Engineering, the use of various AI-powered tools significantly enhanced campaign efficiency, content creation, lead targeting, and customer service.

##### 4.1.1 AI Tools Applied in the Project

AI Tool/Platform	Purpose/Functionality	Benefits Observed
ChatGPT	Generated email content, product descriptions, FAQs	Saved content creation time, maintained professional tone
Canva AI	Created visually appealing marketing posters and infographics	Enhanced visual engagement on social platforms
Mailchimp AI	Optimized email subject lines and audience segmentation	Improved email open rates and lead tracking
SurferSEO / SEMrush AI	Keyword optimization for blog posts and product pages	Helped boost search engine rankings

<b>Zoho CRM with AI</b>	Analyzed lead behavior and suggested best time to follow up	Increased lead conversion efficiency
<b>Grammarly AI</b>	Ensured error-free and compelling written content	Maintained content professionalism
<b>Pictory / Lumen5</b>	Converted text into short videos using AI templates	Enabled quick and engaging video content for technical products

#### 4.1.2 Benefits of Using AI in This Project

- **Faster Content Production:** AI tools like ChatGPT helped in creating regular blogs and product posts without relying heavily on manual content writing.
- **Better Targeting and Personalization:** AI-powered CRM and email tools enabled deeper segmentation and more accurate targeting of potential buyers.
- **Data-Driven Insights:** AI analytics helped predict customer behavior and trends, which informed strategy.
- **Automation:** Routine tasks such as sending emails, scheduling posts, and collecting feedback were automated, saving time and ensuring consistency.

#### 4.1.3 Sample AI Output Used in the Internship

“Thank you for your interest in SVN Engineering. Please find the attached catalog of our latest machine parts, all custom-manufactured as per order. Let us know your requirement, and our team will get back with a detailed quotation.”

(Generated by ChatGPT for use in client emails.)

#### 4.1.4 Overall Digital Marketing Awareness

It is encouraging to observe that a significant percentage of the audience is aware of digital marketing strategies. This implies that there is already a base audience familiar with online platforms, enabling companies to experiment with advanced tools like marketing automation, AI-generated content, and SEO-driven campaigns.

#### 4.1.5 Channel Preference and Engagement

From the analysis, WhatsApp, social media, and email marketing emerge as the preferred marketing tools. WhatsApp, due to its direct and instant nature, showed the highest engagement rate, especially for customer queries and order updates. Instagram and LinkedIn played a crucial role in brand awareness, while email marketing helped in maintaining professional communication with clients.

#### 4.1.6 Lead Conversion and Timeline

Lead conversion timelines mostly range between 1–2 weeks. This suggests that the decision-making cycle for B2B clients isn't too long if follow-ups and product information are clearly communicated. Having a structured CRM system in place helps monitor and shorten this timeline.

#### 4.1.7 Content Format Effectiveness

Video content has proven to be the most engaging format, particularly in the engineering sector where clients prefer to understand machine parts visually before making a purchase. Product demo videos, client testimonials, and animation explaining the working of machine components are well received.

#### 4.1.8 Challenges Identified

A recurring challenge is the lack of technical knowledge among small and mid-scale machinery businesses regarding how to run digital campaigns effectively. Many also face budget constraints and are unfamiliar with advanced tools. Training and onboarding sessions with digital agencies could bridge this gap.

#### 4.1.9 Campaign Monitoring

Monitoring the performance of digital marketing campaigns is key. Conversion rate and click-through rate are the most used metrics, indicating a results-focused marketing approach. Tracking tools like Google Analytics and Facebook Ads Manager are useful for this purpose.

#### 4.1.10 Digital Feedback Collection

Most businesses still use basic platforms like Google Forms and WhatsApp to gather feedback from customers. Although simple, this allows for quick collection and analysis of customer experience, which can help refine services and improve retention.

## Conclusion

### Conclusion

This study has revealed that digital marketing, especially when integrated with AI tools and data-driven decision-making, has tremendous potential in improving the visibility, efficiency, and sales of machine spare parts companies. While the sector has traditionally relied on physical marketing or vendor-based networks, the shift toward digital platforms is now inevitable.

Digital strategies not only allow real-time tracking and performance measurement but also offer scalability and global outreach, even for niche players. However, the success of these strategies depends largely on the willingness to adopt new technology, train employees, and consistently analyze and optimize campaigns.

The project affirms that machine spare parts companies that evolve their marketing strategies in line with technological advancements, particularly AI and automation, are better positioned to outperform their competitors and build lasting customer relationships.

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