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## Impact of Digital Marketing on Business Performance – a mixed study

**Akshita Nigam**

Galgotias University, Greater Noida

### ABSTRACT :

Online advertising has altered how businesses engage with buyers and patrons, by providing affordable and information-based strategies that frequently surpass conventional advertising in effectiveness. Through a mixed-survey approach, this research paper explores the business performance, impact of online advertising on client happiness, profit from investment (ROI), total company success and business performance. Qualitative data was gathered through in-depth interviews and focus groups. Qualitative findings were obtained from case studies, interviews, and focus groups. According to companies that employ online communication tools or networks see a rise in customer interaction, greater brand awareness, and more substantial income expansion. The study ends with recommendations for using digital tools, staff education, and ongoing performance evaluation.

Tags: digital marketing, customer engagement, ROI, social media, mixed platforms, India, business growth.

### INTRODUCTION

Due to the emergence of digital technologies, the global business landscape has undergone notable shifts in the last ten years. Businesses are now being asked to reconsider how their global market has grown due to over 5.4 billion internet users worldwide and increased smartphone penetration. The conventional advertising strategy, which has been controlled by newspapers for a long time, Television and ads are heavily being substituted by online platforms. These channels have investment (ROI) are offered by digital marketing strategies.

As a result, traditional marketing strategy have seen a decline in relevance, marked by reduced profit and poor monitoring abilities. The coronavirus outbreak hassled up this change, move, encouraging many businesses to focus on internet interaction. Given these changes, this study examines how online advertising affects companies. Efficiency, contrasts it with traditional techniques, and examines strategies like web crawling, Search Engine optimization (SEO), influencer marketing, and social media. Even with the increasing studies on online advertising tactics, there remains a lack in comprehending the particular impacts of these innovations on customer involvement, brand allegiance and business results, particularly in developing countries like India. This document seeks to fill this space by contrasting the different effectiveness of online advertising methods, comparing qualitative interviews, them using old ways, and gaining knowledge from both number-based questionnaires and personal conversations.

The main goal of the documents is to examine how online advertising influences company expansion and indicators like customer gain, loyalty, interaction, and return on investment. Also, the document reviews the difficulties companies encounter when shifting to online operations platforms and the strategic implications for marketing managers. By combining statistical analysis with real-world case insights, this paper aims to contribute to academic literature and offer practical recommendations for industry stakeholders.

### LITERATURE REVIEW

A traditional approach to a more digital-centric strategy, emphasizing the importance of online presence and engagement. Traditional broadcasting to customized, information-based interaction methods. According to recent worldwide studies, shoppers' growing dependence on online services while purchasing. The procedure is growing. As per Statista (2023), more than 80% of worldwide shoppers carry out importance of thorough investigation Study the web before deciding on significant buys, highlighting the need for detailed examination. The significance of online interactions in shaping understanding, interest, and sales. In comparison, the HubSpot State of Marketing Report (2023), found that businesses using digital tools, especially email advertising, web page ranking, and social networking. Campaigns—received the highest returns on marketing investment, with an ROI up to 42 percent for email promotions alone. The adoption of online advertising has also been strengthened by example-driven proof, which has shown the success of online advertising. Mamaearth, a company of Indian direct-to-consumer firm, experienced a 52% rise in sales over two years (YourStory, 2022). In addition, in a significant increase in brand engagement and customer loyalty. There was also a 42 percent increase in customer interaction. (Harvard Business Review, 2021).

These real-life examples show how well-executed digital tactics can significantly boost brand awareness, customer loyalty, and revenue outcomes. Both the Technology Acceptance Model (TAM) and the Diffusion of Innovations Theory provide models perspective, this paper presents a comprehensive

review of the literature on digital marketing technologies and their applications in the business world. As per the TAM, the worth and simplicity of use encourage the use of digital tools, while. The Diffusion theory highlights initial users and peer impact in increasing acceptance (Rogers, 2003).to dynamic, adaptive strategies to remain competitive in the rapidly evolving market landscape promoting to flexible, information-based online interaction.

The exception, on the other hand, exists in region-specific and industry-specific validations, particularly in emerging markets such as India. this document aims to address a lack of understanding by merging numerical data with real-life examples analysis, providing practical insights for both researchers and scholars.

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## METHODOLOGY

This document applied a combined-approach study technique to examine the impact of Online Technology & Marketing outcomes. This approach combines numerical and descriptive techniques to acquire a complete perspective on the topic.

### *1 Research Plan*

The numerical part of the study used a fixed set of questions that were mailed out. Google Forms to over 100 professionals from various B2B and B2C industries, including online shopping, everyday consumer goods, and service sectors. The goal was to gather numerical information about factors like customer complaints, and the number of repeat purchases. like estimated profit from investment, customer happiness, how often customers complain, and how many times they buy Online device application, and relative efficiency of conventional versus electronic techniques. to examine this information, summarizing numbers, like proportions, count patterns, and average scores, were used. A comparison and link study was used to investigate connections Among factors, like the connection between online spending and income growth.

In this research, the above-mentioned question was modified and introduced in the following:

How online advertising strategies affect total business outcomes, How can you measure the effect of online advertising on your business's achievement, such as increased sales, customer interaction, or brand awareness based on your own experience?

### *Participants*

The participants of this research were all people who are directly involved in various aspects of business growth and online plan, involving business leaders, advertising managers, social media planners, and internet layout creators. These experts were chosen to provide different opinions on the impact of online advertising on business outcomes. the Google survey was- made available on the internet and stayed accessible for a specific timeframe. Individuals were asked to join important company choices like happy customers, social networking sites, and businesses gather to guarantee a dependable and knowledgeable group. the qualitative component of the study were used for exploratory techniques such as focus group.

### *Sampling and Data Sources*

A deliberate non-random sampling method was used to choose participants who have experience in marketing or business management. the sample represented a wide demographic, including professionals from different age groups, industries, and organizational sizes. Secondary data was sourced from existing research studies and government reports. Secondary information was gathered from reliable sources like Statista, McKinsey, and HubSpot and scholarly journals.

### *Data Collection Tools*

The results were then analysed using descriptive statistics and inferential statistics. Multiple- choice, and ranking questions to 100 participants. Group Conversations led talks with 6 to 12 individuals. To 10 individuals per team, the goal is to divide up qualitative data about online adoption. Interviews: Conducted with marketing experts to acquire specialized knowledge. Case Studies: The strategic marketing shifts of Mamaearth and Nike were documented and evaluated by case studies. The speaker carried out the survey to understand the viewpoints of the attendees in sights on how online advertising contributes to company achievements. the questionnaire was completed using a Google Form, the survey targeted important business leaders, sales representatives, and marketing professionals experts in social media, professionals in web design, and individuals engaged with the company development and online change, involving business leaders, advertisers, reporters, and websites designers.

Participants were advised that the survey focused on their current experiences with online advertising, and feedback was given with their agreement. the following open and closed questions were included in the survey to gather timely and insightful information:

- In what ways does Digital marketing impact your company's revenue success.
- Which specific digital media channels (e. g. social media, SEO, paid ads, and email marketing) have contributed the most to your companys success.
- What business success metrics (such as sales growth, customer retention, lead generation, or brand recognition) have increased as a result of digital marketing.

- If your company's digital marketing efforts have increased, please provide the percentage increase.
- Please explain why is digital marketing a better return on investment (ROI) than traditional marketing strategies. Why or why not.
- What obstacles have you encountered when implementing or expanding digital marketing campaigns in your company.

### 3. 4 Ethical Considerations

Everyone involved was informed about the research and their entitlements. Informative consent was obtained, and data confidentiality was strictly adhered to. APA format, with in-text citations and a comprehensive reference list accordance with academic requirements.

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## FINDINGS

It highlights the significant correlations between variables and discusses the implications for future research. Highlighting the study's main inquiries and suppositions.

### 4. 1 Quantitative Insights

More than 100 experts from marketing and the company were asked to participate in the survey. According to the survey, 72% of respondents observed higher customer happiness due to digital marketing efforts. effective for engaging with the target audience, as evidenced by the high levels of interaction and feedback received. beneficial for immediate customer interaction, with 65% of participants observing an increased sales rate via Instagram and Facebook. Also, 68% of participants mentioned that electronic media. offered a greater profit from investment compared to conventional methods like newspapers and television and radio, About 59% of companies that were actively using SEO and email marketing.

The website experienced a rise in visitors and potential customers. companies in the e-commerce industry had higher rates of perceived ROI than those in traditional retail, according to a cross- tabulation, indicating industry-specific differences in effectiveness.

### 4. 2 Qualitative Insights

Surveys and group discussions backed up the numerical results with detailed background information. Professionals in business reported that real-time analytics and targeted content helped with more targeted customer engagement. Examples showed real applications.

Mamaearths sales increased by In two years, more than half saw growth, largely due to smart social media promotions and Instagram ads. appealed to young adults and the younger generation. In a 42 percent increase in customer interaction metrics and brand recall, Nike exploited user-generated content and targeted ads on websites like YouTube and Twitter, leading to a 42 percent increase in customer interaction indicators and brand recall.

Insufficient background, doubts about information safety, and first-time expense concerns. however, participants agreed that when digital strategies were implemented correctly, they would bring more flexible growth, improved monitoring, and improved customer understanding compared to conventional approaches.

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## CONCLUSION

The research shows that digital marketing has a major effect on company results on several fronts, such as client happiness, profit from investment (ROI), and market expansion. According to many experts believe that digital marketing, influencer, yields measurable outcomes. Social media marketing, search engine optimization (SEO), and email promotions are among the top choices compared to conventional marketing methods in terms of both affordability and influence. The examinations of Mamaearth and Nike showed how focused online projects could boost rapid expansion and increase depth brand-consumer relationships. as the role of leadership, teamwork, and innovation, as the employment of individual customization, instant data analysis, and content created by users Nevertheless, the findings showed some challenges, such as requiring technical knowledge, protecting data, and the first resistance to change within organizations. Overall, this report shows that digital marketing is not merely a supplement to a core task but1. a vital tactical position. Investing in flexible, data-driven marketing tactics is no longer optional but imperative for companies that want to thrive in an increasingly digital economy of customer service in customer satisfaction, and the impact of social media on customer loyalty.

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