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Analysis of an Online Digital Marketing: A Case Study

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Abstract: Digital marketing became an effective way to create a relationship with the consumers having its depth and relevance widely used in day-to-day lifestyle. The work associated with this paper is carried out in the marketing department of STYLETRENDZ. It will help to get an idea about digital marketing and how the digital marketing has an impact on revenue generation for digital marketing companies. The paper highlights the methodology of study and analysis of an online media and companies growing economically to sustain in the competitive market.
Index Terms: Digital marketing, revenue generation.

I. INTRODUCTION

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks". Peoples often referred digital marketing as 'online marketing' or 'internet marketing' but it's wrong. Digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing. Digital Marketing practices have magically swinged with the rise of social media and proliferation of devices, platforms, and applications. Our prospective and current customers are trying to communicate with us for which there should be faster response and listening mechanism becoming more personalization than ever before. This shifting environment gives new opportunities and challenges for marketers. With digital marketing, it's easier to fall behind which equips us with the methods you need to assess your organization's social media and digital marketing strategy that will helps us to identify areas for improvement. Applicability for individuals from any businesses who want to use new media as a vehicle for growth. Organizations using digital marketing methods for successful marketing strategy implementation not only inbound marketing through publishing content online in the form of portals, podcasts, e-journals, online campaigns, social media marketing, search services but also outbound marketing which includes email marketing, RSS (Really Simple Syndication) feeds and others. A recent survey of 3300 business executives from various industries shows that on an average 34% of a company's leads come from inbound marketing verses 22% through outbound marketing[1].

A. *Objectives of the Study*

1) The Primary objective of this report is to understand the roles, implication and impacts of digital marketing on e-commerce.
2) To get a better understanding of Digital Marketing and its impact on e-commerce industry.
3) Relating my academic knowledge to the real world corporate scenario.
4) Acquire knowledge and learning by participating actively in a corporate environment.
5) To find out how digital marketing is helping conventional marketing process.
6) To evaluate the purpose, methods, elements, and effectiveness of Digital Marketing.
7) Contribute to the organization's growth.

B. *Scope Of The Study*

The specific scope of the report is to understand the different concepts of digital marketing, but while implementing it might differ from situation to situation. This study helps me to get the reality check of a market where actual comparison between the classroom knowledge and the real situation can be done. By just learning theory and facing actual situations it concepts and practices might vary. This study helps to understand and know how to deal with different kinds of customers and how to make an impressive online campaigns. This report will also try to illustrate how digital marketing is the most important and effective marketing method for ecommerce industry from the context of STYLETRENDZ.

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1) To understand the digital marketing models.
2) To understand marketing effectiveness.
3) To understand how digital marketing campaign's takes place.
4) To understand how digital marketing agencies works and generating revenue.
5) To understand how digital marketing has impact on revenue generation

II. LITERATURE REVIEW

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

Digital marketing is defined as “marketing that makes use of electronic devices such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks”.

Peoples often referred digital marketing as 'online marketing' or 'internet marketing' but it’s wrong. Digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing.

Vikas Bondar has published his article on “sales and marketing strategies” Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also, if we would like to make our own Web page, we can do this, without paying a lot of money. J. Suresh Reddy26 has published article in American Journal of Marketing. Title of article is “Impact of E-commerce on marketing”. Marketing is one of the business functions most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction[2]. It can create closer yet more cost-effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases. According to Garder‘s survey (2013), the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key findings also revealed that a company’s marketing success relies mostly on their website, social marketing, and digital advertising, which are all parts of digital marketing. In addition, savings made by using digital marketing can be reinvested elsewhere. Normally, companies spend 10 percent of their revenue on marketing and 2.4% on digital marketing, which will increase to 9% in the future. Avinash Kaushik is an American entrepreneur published an article in dec 2014 titled digital marketing and analytics are two ladders of magnificent success[3].

III. RESEARCH METHODOLOGY

A. *Data Collection*

The task of data collection begins after a research problem has been defined and research design has been chalked out. While deciding about the method of data collection to be used for the study, the research should keep in mind two types of data viz. Primary and Secondary.

The paper has been prepared on the basis of the experience and knowledge acquired during the period of my internship.

1) *Primary Data:* In preparation of the report, no structured questionnaire was used. Data pertaining to digital marketing process and most of the information is collected from my project guide of the company and other team members by taking interviews and fist hand observation.
2) *Secondary Data:* In the report I have used secondary data on a large scale. Information regarding organizational structure and corporate culture were collected from STYLETRENDZ’s company profile by accessing the admin app of STYLETRENDZ. For this study data is collected from secondary resources such as websites, books and previous studies.

B. *Methods and Instruments of Data Gathering*

Targeted marketing strategies seek to increase the effectiveness of marketing campaigns by matching ads and products to the customers who are most likely to be interested in them. To effectively match customers to marketing campaigns, you need information about those customers, such as what they like and dislike, where they live, where they shop and which sites they visit on the internet. These seven methods of collecting target market data can help you get that information.

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1) *Computers and Mobile Devices:* Consumers use their laptops, PCs, cell phones, tablets and other devices for shopping, playing games, watching movies, listening to music, banking and much more. All of that digital activity translates into a lot of useful information. There are many potential avenues to collect user data. Simple tools that track which websites users visit and which ads they interact with have been around for decades. More sophisticated tools, such as software that uses IPFIX to track network traffic, can be used to track and analyse the types of data users are exchanging on networks. Additionally, marketers can obtain more detailed information, such as a customer's age, profession, income, location and gender through the use of modern data mining tools. Another way marketers can obtain this data is by simply asking the customer for it. By asking the user to fill out an online survey or customer profile, marketers can get users to voluntarily submit detailed information. However, you should be careful to observe all consumer privacy laws in the locations you operate in and make sure you obtain all required permissions from customers before you use their data. You may also be required to disclose exactly how you use the information you gather. It may be beneficial to offer consumers some sort of incentive to provide their information, such as entry into a giveaway or rewards points.
2) *E-mail:* E-mail may seem a bit old-fashioned these days, but it can still be an effective way to gather data. The downside of e-mail is that many people do not check their e-mail regularly and utilize spam filters that may cause them to never see your message. The upside is that e-mail campaigns are quick, cost-effective and can reach a lot of people. Tools, such as Mailchimp, can be used to track which users open which e-mails and what they click on when they read the e-mails.
3) *Landing Pages:* A landing page is a web page that a user first sees when they click a marketing link, optimized search result or online advertisement. The page should be designed to immediately give the user the information they clicked on the link to get. The page can be used to present marketing copy, sell a product, or get a user to sign up for a sales call or some other form of direct contact. In addition to being useful for the user, the landing page should collect some useful marketing data.
4) *Customer Relations Management:* CRM software helps you track your relationships with your customers. The goal of CRM programs is to help businesses improve customer satisfaction by tracking key interactions. CRM systems can be used to collect initial customer information, such as names, addresses, and phone numbers. They can also be used to track pricing information and how customers interact with various marketing campaigns.
5) *Point of Sale:* Point of Sale information is data that is collected when a sales transaction is made. Traditionally, this data was gathered by order forms filled out by clerks and then by automated POS systems in brick and mortar stores. As more customers move online, a lot of POS data is gathered by web-based applications. Additionally, many in-person transactions are now recorded and tracked on mobile devices, rather than cash registers. POS systems can track sales, returns, discounts, coupons, gift cards, loyalty programs and other customer information. This information can be useful for tracking when sales of certain products are trending, what time of day customers are shopping, how promotions and price changes affect sales and other useful information.
6) *Customer Interviews:* An obvious, but sometimes neglected, way to gather customer information is to ask them for it. You can conduct customer interviews in-person, online or over the phone. They can be in-depth conversations or you can collect the information a bit at a time by taking actions such as having your associates ask one or two questions when the customer is checking out. Surveys attached to sales receipts, sent through e-mail or posted on your webpage or social media can also be a good way to collect information from customers. They may be more likely to respond if you offer them an incentive, such as a discount or contest, to do so. Customer data is one of the most valuable tools in any marketer's toolbox. These seven methods of gathering customer data can help you design and execute a successful marketing strategy for your business.

C. Hypothesis

Digital marketing is marketing that makes use of electronic devices (computers) such as personal computers, smartphones, cell phones, tablets and game consoles to engage with stakeholder

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, tv and radio advertisement.

IV. DATA ANALYSIS

Digital Advertising Accounts for 12.5% of Digital Marketing Budgets Marketing leaders support a diverse and increasingly complex marketing mix. We asked marketers how much of their digital marketing budget they're allocating to different activities such as mobile marketing or analytics.

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Below Figure shows that marketers allocated 12.5% the biggest share of their digital marketing budget to digital advertising. Still, marketers wrestle with digital advertising's effectiveness. Advertising agencies, technology providers and brand advertisers are working to address this concern by improving measurement standards and formats. Content creation and management account for the second largest share of digital marketing budgets. This is driven, in part, by the desire to populate the infinite appetites of inbound marketing channels. Social networks, customer forums, and the blogosphere are examples that drive inbound inquiries or actions. However, you need to create content that delivers the right message to the right person at the right time, regardless of how the dialogue gets started. That means content is equally needed to meet the demands of outbound marketing as well. The enormous pressure to create, manage and distribute content for multiple marketing activities through the right channels will only increase as customers use more digital channels for collaboration, researching and acquisition of products and services[4].

Top priorities for increased budgets in 2014 are commerce experiences, social and mobile marketing, and content creation and management. See "Digital Marketers Escalate Investments to Support Commerce Experiences" to learn why enhancing commerce experiences is a business imperative.

Survey results showing that 95% of people collect information before purchasing the products. Only few people don’t bother about info before purchasing product.

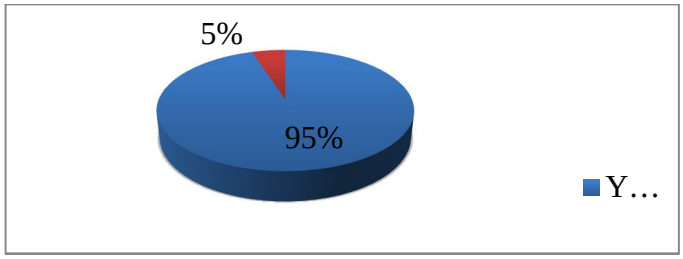


Fig. 1 Do you Collect information before purchasing the products?

Question asked to most of young people and 81% people said they buy from online site and only few people said they never purchased from online because of reliability issues.

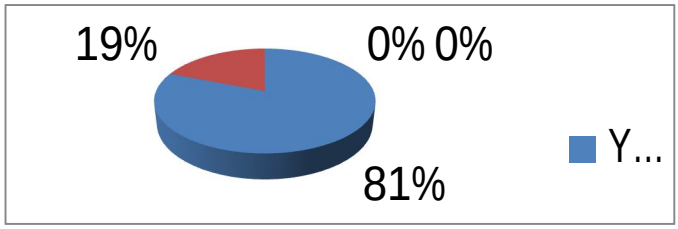


Fig. 2 Did you ever purchase from an online site?

People who said they purchase products from online they purchase electronic products, followed by fashion and travel accessories through online.

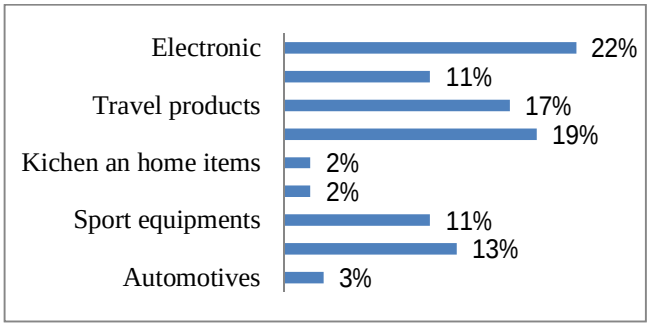


Fig. 3 If yes, then what type of product / services did you purchase online?

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Survey results showing that almost equal percentage of results.53% people watch TV programs through online

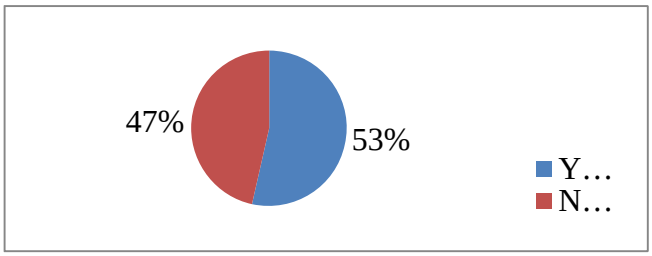


Fig. 4 Do you watch television programs through online?

93% people said YES to reading newspapers, 74% are reading newspapers through online portals and only 26% people said NO to read newspaper through online.

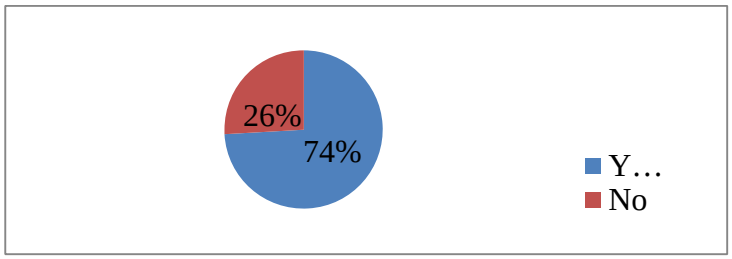


Fig.5 Do you read the News through online?

Question asked to various age people maximum number of people said yes that they have mobile phone 99% answered YES that they have mobile phone.

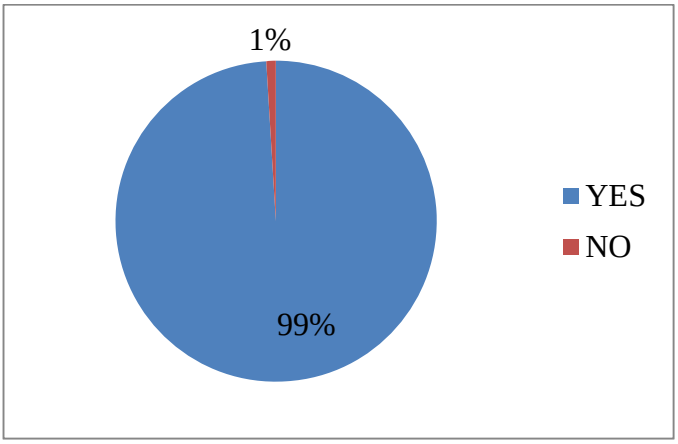


Fig.6 Do you have mobile phone?

A. How Marketers Allocate Their Digital Marketing Budgets

48. 41% of Marketers Say That Savings from Digital Marketing Are Reinvested. We asked marketers to identify how they're funding their digital marketing activities. We found that digital marketing's effectiveness helps stretch digital marketing budgets. Below Figure shows that two in five marketers are realizing savings from digital marketing compared with traditional techniques. And they're taking that money and reinvesting it into more digital marketing. Fifty-nine percent of the marketers in retail organizations report that this is happening compared with only 28% in manufacturing. On average, 28% of marketers say they've reduced their traditional advertising budget to fund digital marketing activities. Thirty-four percent of the marketers at high-tech companies are more likely to take this approach compared with only 19% of the marketers at financial services and insurance firms.

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Fig. 7 digital marketing budget

Reinvesting savings into digital marketing activities is a smart move. And it's a relatively new activity in a corporate culture where technology has primarily been used in recent years to cut costs. We don't recommend chasing shiny new objects unreservedly. Rather, we suggest supporting a culture that is agile and keeps an open mind to testing new techniques and underlying technologies. It's okay to fail as long as you fail fast in a program with a limited scope and budget, and you intend to learn from these early failures.

B. Digital marketing activities

Data was gathered from responses to the following question: For the following list of digital marketing activities, please estimate what percentage of the work is performed internally by employees or contract labour and what percentage is performed externally by some type of digital marketing services organization (agency, business process outsourcer, specialty firms?



Fig. 8 Marketers Outsource This Portion of Digital Marketing Activities

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C. Activities Contribute to Marketing Success

Data was gathered from responses to the following: Please prioritize which of these digital marketing activities are most important to your marketing organization's success by choosing three and ranking them most important, second most important and third most important.

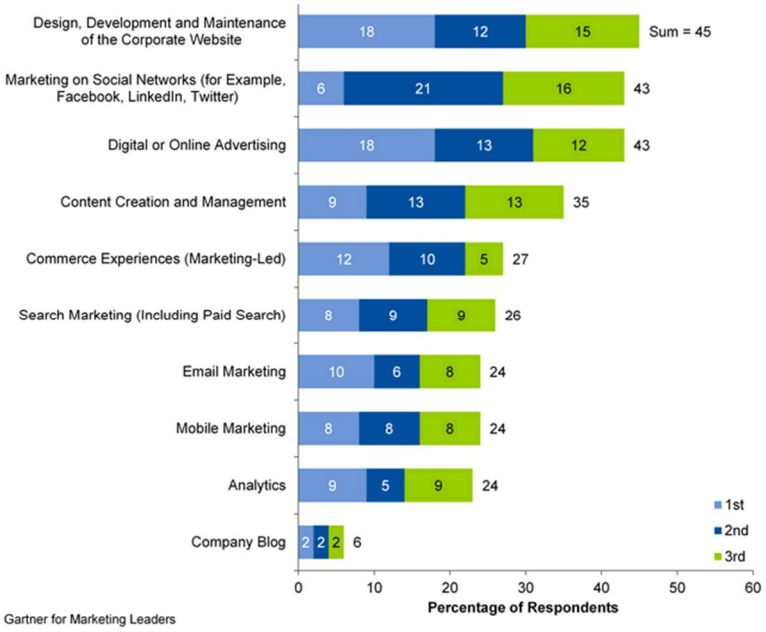


Fig.9 What Activities Contribute to Marketing Success

V. RESULTS AND DISCUSSION

The future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians. Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than those customers are highly information seekers and digital media is the only platform for Two-way communication between brands and customers. Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

A. Most of the real sector people actually understanding the value and opportunities of digital marketing.
B. With the study of digital marketing, we came to its emergence and extreme growth in today's scenario.
C. Most of the sectors initially opt for the digital marketing channels name search engine optimization, search engine marketing and social media marketing and later they will think about other channels which mean these three-channel high acceptance.
D. It is easier to approach a company's if you first send them an E-mailer to related sector and then call them in fact sometimes the company itself call having seen the E-mailer.
E. Customers are highly information seekers. They collect more information about quality, price and refer customer's experiences before purchasing a product.
F. Advertisements have high impact for creating stimulus in customers. But this stimulus will get in to action only through opinion leaders.
G. In now days consumers have high tendency to go for online purchase. They have high affinity to go online for electronic products and apparels.
H. More than 90% of the samples have a mobile or Smartphone and laptops or PC. 96% of samples have an internet connection is any of these gadgets, this showing the penetration of internet in India.

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Importance of digital presence increasing importance of digital agencies, so they making money through digital advertising raising of digital marketing consciousness making money for digital agencies by which they are booming and making more money with small investments

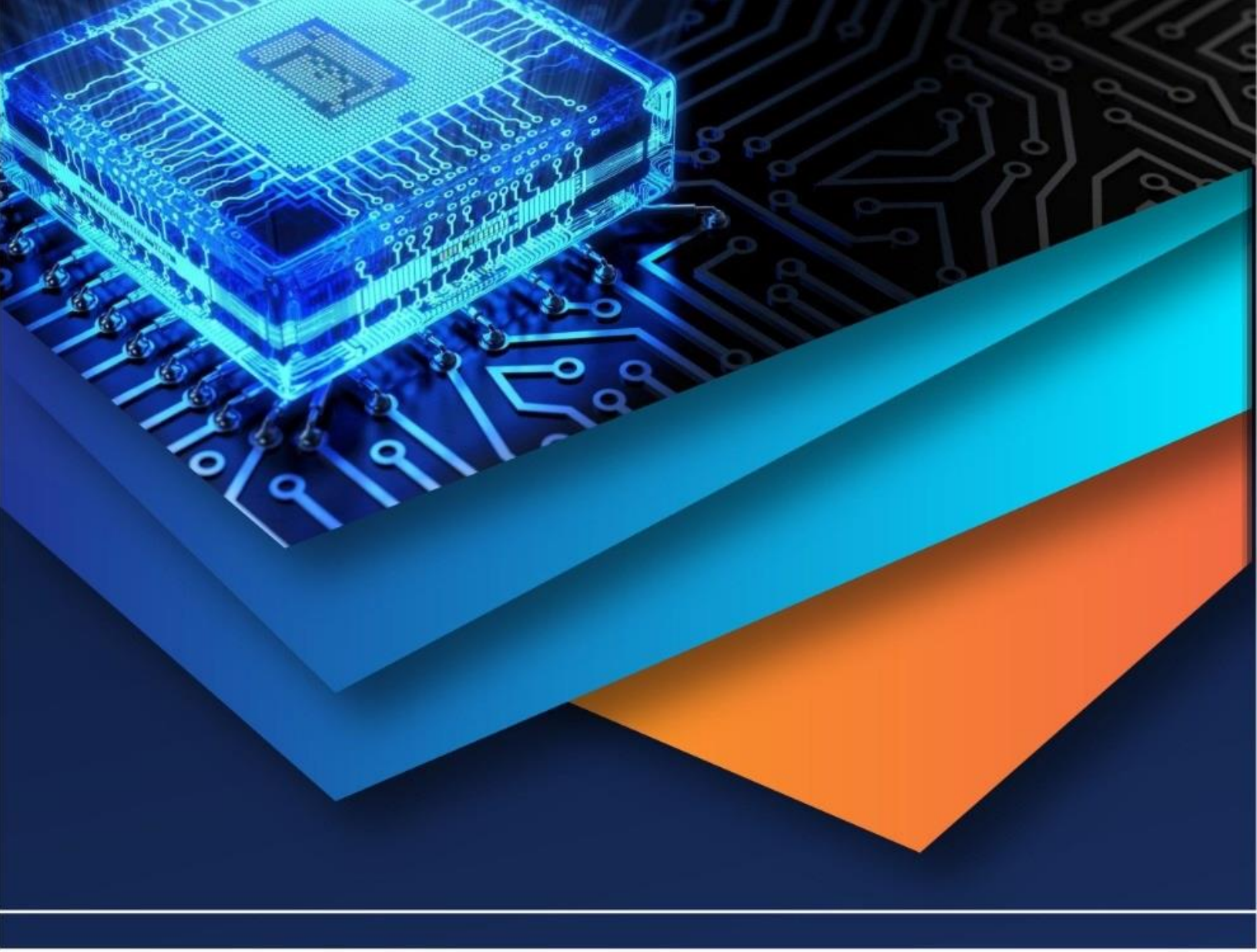
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