



ROLE OF DIGITAL MARKETING IN INDUSTRIES

Shristi Sharma

Trinity International School

Abstract

Marketing, like the rest of the world, is transitioning from analog to digital. The usage of digital marketing, social media marketing, and search engine marketing is growing in tandem with technological advancements. Internet users are continuously expanding, and digital marketing has benefited the most as a result of its reliance on the internet. This research paper aims to suggest a correlation between the success of the industry and the marketing strategy employed and to study the works done by other researchers in this field; also, the aim is to research the value and influence of digital marketing on the competitive establishment of the industries. We will also have a look at the results of a survey. And finally, observe the conclusion. As of now, no research is available on this concept.

Keywords: Small-scale industries, Large-scale industries, Digital marketing, SMEs, PPC, SEO

INTRODUCTION

Industry is a division of the economy that creates groups of closely related goods, or services. The goal of industrial marketing is to increase wholesale product and goods sales for industrial use. It aids raw material producers in expanding their operations. Consumer-driven advantages, advertising, packaging, positioning, price, and promotions are all used in marketing to increase awareness, consideration, purchase and preference for a product or service. Digital marketing is a type of marketing that promotes products and services by means of Internet and other online-based digital technology such as desktop computers, mobile phones, and other digital media ad platforms. As a result, most firms have learned that digital marketing is quick, far-reaching, and cost-effective. Although results imply that the size of enterprises may impact the application of digital channels, SMEs are at the bottom

of the adoption cycle. Large organizations, on the other hand, are likely to have the requisite resources and capacity to successfully use current digital channels and resources. Most small and medium-sized firms are in their early stages of development, and customer acquisition and retention are critical to achieving a marketing goal of assuring operational reach to consumers in order to increase revenue. Traditional marketing techniques appear to have moved beyond SMEs in recent years. As a result, a popular alternative, digital marketing has been widely recommended as a feasible choice for many SMEs. This will allow them to reach out to a larger market environment and raise awareness of their goods and services. However, it is critical for small firms to understand whether digital marketing can help them increase product sales in a competitive climate. They must understand how digital marketing may benefit their firm through product promotion and increased sales. This paper considers the effects of forms of digital advertising on the sales of industries.



Small-scale industries (SSI) are those in which manufacturing, production, and service provision are done on a small size. These businesses make a one-time investment in machinery, plant, and equipment; however, it's not more than 10 crores, and their annual revenue is less than 50 crores.

Large-scale industries (LSI) are defined as industries with extensive infrastructure, raw materials, significant workforce demands, and high capital requirements. Large scale industries are defined as businesses with a fixed asset of more than 10 crores.

THEORY

Previous studies have found that large scale industries never fail while marketing due to their present resources, meaning the risk factor is almost zero for large scale industries, while small scale industries suffer due to lack of resources and proper funding; also, large-scale industries can expand and there is a greater scope for its market; however, small-scale industries have a small scope to expand. Large scale industries need proper planning to sustain and grow in their field but won't be as affected as small scale industries because if there will be any loss to these small industries they are at a higher risk to dig into a deeper debt. So for small-scale industries, planning is mandatory to grow. Due to this reason alone, SMEs should use marketing wisely (with strategies) to grow. Market growth develops as a result of organizations' outstanding exploitation of resources and capacities employed to enable expansion. It includes abilities, knowledge obtained, skills, and economical guidance. Growth is significantly influenced by market structure and innovation, and there is a strong likelihood that small, innovative enterprises will develop quicker than large corporations if they use digital marketing wisely. Since both industries grow with digital marketing, we will look at the strategies that can be used to grow exponentially in the current market.

LITERATURE REVIEW

A plethora of research has concluded that digital marketing adoption has a positive effect on business sales (be it small or large scale). On the contrary, some revealed that digital marketing had a negative impact on organizational returns; however, one research discovered a mixed effect of digital marketing on firms. As per another research, the path to increased income was found through enhanced communications provided by the use of social media. Another research on digital marketing, focused on business company brand loyalty. The study's findings indicate that social media marketing has a positive effect on customer retention in firms. A research explored the role of internet marketing on the success of small and medium enterprises, discovering that a significant percentage of small firms are concerned about losing current clients if a social media marketing platform is used. However, the implementation of social media methods resulted in an increased market share, expansion, and profitability for SMEs. A group of researchers investigated the elements that influence relationship marketing efficacy. Developing relationship advantages, creating customer reliance, as well as enhancing resemblance to clients, amongst numerous variables, were found to be more successful techniques for increasing client loyalty than establishing trust.

Digital Marketing

The following shows ways in which marketing is used by different organizations:

❖ **Search Engine Optimization (SEO)** is a method of structuring the contents of a website to



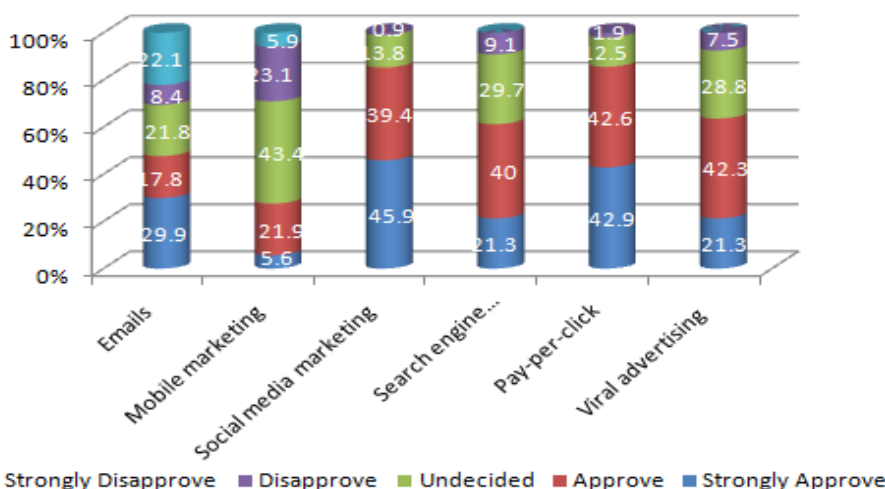
meet what business prospects are looking for and displaying it in a way that is widely obtainable to both users and search engines. The organic or natural search results are indeed the place to be if a company wants to improve targeted traffic to its website.

- ❖ **Pay-per-Click (PPC)** marketing enables firms to be highly featured on search pages for specified keywords and categories in exchange for a fee. Due to the type of business and the precise phrases they want to rank for, it is seen as an efficient strategy to quickly create search engine traffic. Despite the fact that pay-per-click advertising is growing more widespread and competitive, keywords are becoming more expensive for small firms.
- ❖ **Social Media Marketing** is a method in which advertisements are put on search engine results pages, advertisements embedded in emails, and other methods wherein marketers have been using the internet are all examples of online marketing. The main goal is to get a potential buyer to act right away by clicking on the advertisement. These ads are intended to elicit a variety of responses from targeted users and to achieve a variety of marketing communications goals, including increasing engagement, shifting selections, and increasing retention.
- ❖ **Email Marketing** is indeed one of the initial forms of online marketing, and it entails sending specialized or customized messages to certain individuals at the right moment. Businesses will send emails that are tailored to the needs of their customers. The use of a wireless medium to supply clients with time and location-specific information that promotes products, services, and ideas is known as mobile marketing. As a result, it demonstrates the connection between consumers and their mobile phones, as well as the consumer brand relationship and the capacity of mobile advertising to manage the viewing environment, allowing marketers to build a more meaningful brand relationship.
- ❖ **Affiliate marketing** is a type of digital marketing in which a digital user or website advertises an online business and receives a payment based on the number of sales or enquiries produced for that store. In this situation, the third party gets money every time a potential buyer clicks on the hyperlink supplied by the marketer. Viral marketing combines numerous aspects of digital marketing and entails spreading messaging material through various outlets. It may contain YouTube videos, email marketing, and other conventional elements, all with the objective of ensuring that the content gets the market's interest and spreads to other communities.

PERSONAL SURVEY

Table 1 Analysis of adoption of digital marketing in industries [Field survey, 2019]

Variables (Frequency)	Strongly Approve	Approve	Undecided	Disapprove	Strongly Disapprove
Emails	96	57	70	27	71
Mobile marketing	18	70	139	74	19
Social media marketing	147	126	44	3	0
Search engine optimization	68	128	95	29	0
Pay-per-click	137	136	40	6	0
Viral advertising	68	135	92	24	0



DISCUSSION

A survey conducted online, provided insights for forms of digital marketing. Here, the bar chart shows how Nigerian businesses employ various digital solutions where Social Media and Pay-per-click is mostly used. 29.99% strongly believe in Email, 17.8% approved this while 8.4% opposed the use of email as digital marketing tool, while 22.1% of the respondents agree with the results but strongly disagree with the use of email as a tool. However, a majority of respondents (47.7%) agreed to use email, while 21.8% were uncertain only 5.6% of respondents highly favour the usage of mobile marketing, while 21.9% of respondents corroborate. However, 23.1% of respondents oppose the usage of mobile marketing as a digital marketing alternative, while 5.9% support the substantial degree of opposition to mobile marketing. In the Nigerian company climate, it appears that a bigger number of respondents are using social media marketing. According to the findings, 45.9% of respondents strongly believe that using social media marketing as a digital alternative for marketing their organisation is a good idea. This is backed up by 39.4% of respondents who said they would utilise social media in company digital marketing. On the contrary, a small minority of respondents (0.9%) believe that media marketing is frequently used. 21.3% of respondents totally favour the use of SEO in digital marketing, with 40.0% supporting it. The usage of SEO as a digital marketing strategy was opposed by a large majority of respondents (9.1%). In Nigeria, 42.9% favour the use PPC in digital marketing. However, less than 2% of respondents agreed that PPC should be used for digital marketing. 21.3% of respondents highly favour viral marketing as a digital marketing strategy, which is backed up by 42.3% of respondents; 28.8% are unsure, and 7.5% disapprove.

CONCLUSION

Industries can expand their firms by all of the strategies mentioned above according to their funds but the ideal way for growing is that, as small-scale industries may be able to obtain potential customers through digital media such as social media and e-mails, which are known to be inexpensive, while medium businesses can use digital tools such as pay-per-click (PPC), search engine optimization (SEO), online advertising, and viral marketing since they require



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some money to market. Overall, every strategy is effective (social media marketing being the most effective).

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