



DIGITAL MARKETING - AN AID TO BUSINESS' ADVANCEMENT

Kanak Bhawmik

Bombay Cambridge International School, Andheri (E)

Abstract

The research paper discusses the impact of various digital marketing strategies on teen-product industries, both large scale and small scale. The paper delves into the influence of digital platforms to boost small scales to evolve into a well-established brand. The paper consists of various experiments to strongly support the research and the novelty of the paper, which introduces a new e-marketing strategy. These methods also equip small scales to grow into a well-founded brand.

Keywords: e-marketing, brand and strategies

INTRODUCTION

Digital marketing consists of various techniques that help advertise the product in the market (techniques mentioned in the DISCUSSION section). As per research, teen-product industry is one of the industries that gains a lot of benefits from such different methods. Teen-product industries can easily reach their target audience as teenagers are mainly active or impacted by social media, influencers and actors, and messages/emails. The teen-product industry is a widespread industry such as food, make-up, clothing, and games. The novelty of the paper is a new strategy that is shown via advertisements: Comparative display which includes comparison/ benefits of the products compared to other products of the same category in the market. This can be displayed in a graphical or elemental method wherein each aspect of the product is compared.

Theory

The paper focuses mainly on two categories of the teen-product industry –

- Cosmetics/Make-up products

Large Scale Industry: L'Oréal - Founded in 1909, this company has revenue of 3228 cr EUR (2021). Moreover, as per research the company majorly propagates their products on digital platforms. Small Scale Industry: Cuffs n Lashes - Founded by Nidhi Katiyar and her brother Ankit Katiyar, it has been 5 years that the brand has been established. C n L is a growing makeup brand with over more than 50 products.

- Food

Large Scale Industry: California Pizza Kitchen– With a revenue of \$1 billion, the restaurant chain has over 250 locations across the globe. The restaurant was started in 1985 by attorneys Rick Rosenfield and Larry Flax in Beverly Hills, California, United States.

Small Scale Industry: 3 Barmen - All-day restaurant and cafe with three different sections each providing a different ambiance. The business started on 31st December



2020 with the idea and investment of three brothers - Rohan Salvi, Swapnil Salvi, and Aditya Salvi

Experimental

The conduction of experiments was done to support the research and to help reach the novelty of the paper. Preliminary discussions were held with the company owners to help analyze how digital marketing has helped their establishment to grow and they have consented to a questionnaire which is available in the below link.

https://forms.zohopublic.in/misa/form/ReunionForm/formperma/ba4XqAYmNF8MAGHnX12CfM7NG8FSdNKeR_NAr6dVoEo
 and <https://forms.zohopublic.in/misa/form/Form2/formperma/ok5J3WL4cpp7n8wl8YB80ojaJTt6Y54MkIYbCouBCSM>.

The survey was also conducted to help discover a new and more effective digital marketing strategy. Below is the survey link.

<https://forms.gle/mxyGaVKuPvj7chYC9> .

RESULT

Business owners have shown a positive response that e-marketing strategies have helped their business grow; enabling them to compete with well-established brands and opening a new window for them in the market. Majority teenagers have selected the method of comparative display in the online survey conducted.



Fig .1 Various digital marketing methods

Name	Rohan Salvi	Ankit katiyar
The business you own	Food and Drinks	Cuffsnlashes
Do you think e-marketing methods have helped your business grow?	Social Media Marketing platform, Influencer Marketing, Search Engine Optimization (has collaborated with other websites so that they recommend your business)	Social Media Marketing platform, Influencer Marketing, Email Marketing, Content Marketing (distribution of newsletters/blogs/videos/ posts to current and potential customers), Search Engine Optimization (has collaborated with other websites so that they recommend your business), Pay per click



Do you think teenagers can easily attract/ be impacted to your business by digital marketing methods?	Yes, but since we do not cater to teenagers because of govt restrictions - no comments.	Yes
With how many influencers/ actors have you collaborated with to help your business grow	20-25	1000+
On a scale, how much has digital marketing helped you? (rating upon 5 stars)	★ ★ ★ ☆ ☆	★ ★ ★ ★ ★
With the help of digital marketing, how much has your sales grown? (5 ranges of percentage given)	21% to 40%	21% to 40%
Do you think digital marketing is cost-effective?	Yes	Yes

CONCLUSION

Importantly, digital marketing not only serves businesses' scalable growth that they aspire but also provides opportunities for start-ups to match strengths with the business giants. Being profitable for any given businesses, online marketing caters to an unexpectedly huge audience in a short period of time. Teenagers, being socially active, make up as major patrons for business' turnover. With the research and experiment carried out, it can be expected that business owners capture their audience via comparative display advertisement, nevertheless, significant attention has to be paid that the other brands are not offended by the following method.

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