



AN STUDY OF DIFFERENT KINDS OF CHANNELS IN DIGITAL MARKETING

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Abstract: *The world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing. The purpose of this project is to study the impact of digital marketing and how important it is for both consumers and marketers. This project begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era.*

The researcher used the descriptive research design and adopted the convenience sampling method. The sample size is taken as 100 and analysis was done based on the data collected from the questionnaire. The tools used for analyzing the data are Percentage analysis, ANOVA analysis, chi-square, Correlation Analysis and Friedman Analysis.

INTRODUCTION:

In recent years, digital marketing has become an essential tool for businesses to reach their target audience and promote their products and services. With the rise of digital technologies and the proliferation of online platforms, businesses have more channels than ever before to connect with their customers. This study examines the effectiveness of different kinds of channels in digital marketing.

Digital marketing refers to the use of digital channels and technologies to promote products, services, and brands. In today's digital age, consumers spend more time online, which has led to a shift in marketing strategies from traditional media to digital media. Digital marketing encompasses a wide range of tactics, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, content marketing, and influencer marketing.

One of the key benefits of digital marketing is the ability to target specific audiences and track the success of campaigns in real-time. With digital marketing, businesses can reach a wider audience at a lower cost compared to traditional marketing channels. Moreover, digital marketing provides businesses with the ability to personalize their messages, engage with customers in real-time, and build long-term relationships with their target audience.

As digital technologies continue to evolve, digital marketing will become even more important for businesses to remain competitive and reach their target audience effectively. With the right digital marketing strategy, businesses can create meaningful connections with their customers, increase brand awareness, and ultimately drive revenue growth.

2. OBJECTIVES OS STUDY

Objectives of the Digital Marketing:

The study help us to know the current trends in digital marketing & how well marketing field functions better while we are going with digital.

A Study on different kind of channels in Digital Marketing at Crowddesigns.Pvt.Ltd

To study how to -

* To Generate Lead generation



- *To Increase the Brand awareness and Visibility
- *To make the process cost effective
- *To increase the target groups

3.LITERATURE REVIEW

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well.

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms’ sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm’s sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques

DATA COLLECTION

A random sampling survey was taken within the customers for this study . The data was collected through mixed survey method by asking the question to the customers.

Part1 collect the responders personal informations like name age gender aoccupation

Part 2 collect the information about the products do u like

Part 3 collect the information about website performance

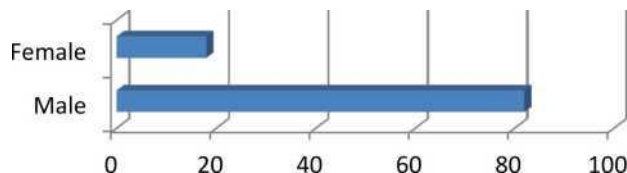
METHODOLOGY:

The study is based on a survey of digital marketing professionals and an analysis of academic literature. The survey was conducted using an online questionnaire and targeted digital marketing professionals working in a range of industries. The analysis of academic literature involved a review of relevant articles published in peer-reviewed journals and other credible sources.

Characteristics of respondents

From the Table, 82% respondents belongs to Male, 18% respondents are Female.

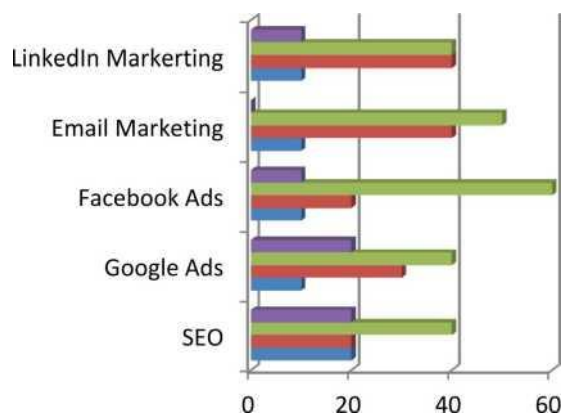
% of respondents



Gender	No of respondents	% of respondents
Male	82	82%
Female	18	18%



For each of the following areas listed, please tell us how effective you think these digital marketing activities are.	No of Respondents			
	Not Effective	Somewhat Effective	Effective	Very Effective
SEO	20	20	40	20
Google Ads	10	30	40	20
Facebook Ads	10	20	60	10
Email Marketing	10	40	50	0
LinkedIn Marketing	10	40	40	10



**INFERENCE;
Chi-Square Test
Frequencies**

Gender		Observed N	Expected N	Residual
Male	S2	50.0	32.0	
Female	1 S	50.0	-32.0	
Total	1 00			



What paid advertising are you doing?"

	Observed N	Expected N	Residual
Google Ads	40	33.3	6.7
Facebook	30	33.3	-3.3
Instagram	30	33.3	-3.3
Total	1 00		

FRIEDMAN TEST

NPAR TESTS

/FRIEDMAN=Gender VAR00004

/STATISTICS DESGRIP!IVES /MISSING LISTWISE.

+ NPar Tests

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Gender	100	1.18	.336	1	2
How satisfied are you with your company's digital marketing activities?	100	2.00	.778	1	3

Friedman Test

Ranks

Gender	1.15
How satisfied are you with your company's digital marketing activities?	1.85

Test Statistics¹

N	100
Chi-Square	70.000
df	1
Asymp. Sig.	.000

a. Friedman Test

From the above table, the significance value from the study is .000 which is lesser than the standard deviation value of 0.05. There is a relationship between Gender and how satisfied are you with your company's digital marketing activities.

We accept Alternative Hypothesis H1 & reject Null Hypothesis H0

RESULTS:

The study finds that a combination of different channels is most effective for promoting products and services in the digital space. The most commonly used channels identified in the survey include search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, content marketing, and influencer marketing. The study also finds that the effectiveness of each channel depends on various factors such as the target audience, the product or service being promoted, and the budget available.



DISCUSSION:

The study discusses the strengths and weaknesses of each channel and provides insights into their effectiveness in promoting products and services. For instance, SEO is an effective channel for generating organic traffic and improving search engine rankings, while PPC advertising is more effective for generating immediate results and driving targeted traffic. Social media marketing is an effective channel for building brand awareness and engaging with customers, while email marketing is a great way to nurture leads and retain customers. Content marketing is an effective way to provide value to customers and build trust, while influencer marketing is a powerful way to leverage the reach and influence of social media influencers.

CONCLUSION:

The study concludes that a combination of different channels is most effective for promoting products and services in the digital space. Businesses need to identify the channels that are most relevant to their target audience and develop a comprehensive digital marketing strategy that leverages the strengths of each channel. The study provides valuable insights into the effectiveness of different kinds of channels in digital marketing and can be useful for businesses looking to improve their digital marketing efforts.

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