

# Online Marketing – A Case Study on The Factors Affecting Digital Marketing

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**Abstract-** *In the present generation, all the human life is touched with applications through technology. The business transaction through electronic media usually internet or any other platform explains about the concept. To make the online business successful there are different strategies like Targeting Customers, Product, Pricing, Promotional and Distributional Strategy. The research paper discuss about the pros and cons of online marketing. It also focused on the factors affecting the online business. The researcher also studies with two cases in successful implementation of online marketing.*

**Indexed Terms-** *Online Marketing, social media, E-Strategies*

## I. INTRODUCTION

In the present generation, all the human life is touched with applications through technology. The business transaction through electronic media usually internet or any other platform explains about the concept. Electronic business have some factors which includes internet, and system handling process through online platform. There are some models to compile the customer data and market segments, later processed to third party for payment of fee and financial exchange facility. Doing the business and promoting the products through online, providing the benefits. Every business should aim for the development linked with different levels. Doing market research of the product. Product development, distribution channels, pricing policies, promoting the product. On the basis of these factors, the researcher discuss the issues on the marketing strategies.

Objectives:

- To study the pros and cons of the online marketing.
- To study the business strategies implementation.

- To study the factors affecting the Digital Marketing.

Benefits of Online Marketing:

1. Potential customers: The one of the most important factor is target audience. Knowing their taste and preferences will lead to good successful marketing strategy. Finding the customers is very easy through social media platform. The technology has been upgraded with a great usage by the customers.
2. Cost effective: It is one of the greatest benefit of online marketing. It is very expensive for the small and medium business to pay for boarding, TV advertisements, and Radio ads. The cost of designing, executing, testing is very less compared to offline marketing.
3. 24/7 Service: Customers can avail 24/7 facility to buy the product through online. Internet marketing has given the privilege to browse their website/ app at any time. This lead to educate the brands of the products to their customers.
4. Quick Response: The customers can give a feedback and rating to the products purchased through online which is the major benefit to the organizations to make the necessary improvements regarding products.
5. New Market: Social media acts a whole new marketing platform, were you can gain the customer loyalty and to improve the brand image.
6. Performance Measurement: It can be accurately determine the click-through rate, conversion rate, to assess the success of the email campaigns.

Disadvantages of Online Marketing:

1. Skills and Training: Being a Digital marketer requires the skills, knowledge and training. Being the update of the technology day by day it is necessary to be updated on technologies.
2. Enormous Competitors: It is a challenging task to stand and place in the market competing the other

organizations. If the marketer plans for global market then it is a risky task.

3. Privacy and Security issues: The online marketing totally depends on internet, it may bring the threat to the privacy of the customers' data. The organizations has to compile the rules of the data protection. Integrated system as to be implemented to protect the data from the hackers.
4. Negative Publicity: Negative comments are the main disadvantage of the online marketing which spread easily with in no time. A single negative comment reflects on the company's brand and its reputation. Moreover social media platform are more risky then off line marketing.
5. Duplication of the strategies: There is chance of getting companies strategies to be copied by other organizations. Privacy can be seen among competitors.
6. Time consumption: It is one of the disadvantage of online marketing. Unorganized tactics and improper strategies consume lot of time. It leads to the negative outcomes. The proper planning and proper strategies have to be focused before entering into online marketing.

## II. FACTORS

- Target Audience: The first and foremost factor that influence the digital marketing strategy is target audience. This raise the questions like (a) who will be the audience. (b) Customer Preferences, (c) Expectations, (d) How to target them? (d) What strategies have to be implemented?
- Determining the Budget: It is very important before the start of digital marketing companies. A budget range will helps you to find the appropriate company according to your taste and preference, also to save time.
- Online Research: It is very important to select the company and brands available in the digital market. There are many established agencies to publicize their work on their websites.
- Content Quality: A quality image will definitely do the job. Info-graphics speaks more than text. We need to educate the people with the products

offered by the company. Hence a catchy puchline & description helps to attract the customers.

- Follow up: A client is hard to get today among different competitors. Organization need to concentrate more on this factor to give the perfection. Need to be proactive and smart to grab the customers and also need to inspect the factors affecting digital marketing implementations.
- Website: Company website is one of the essential platform to raise your sales and impress the customers with the products, services, and other updates of the products. Website should be informative with a clear layout. Strong branding design and content.
- Social Media: It helps the business organization to promote the products through social media platform. It is the new trend which help the marketer to get the customers in no period of time. The data can be easily get from the social media platform like instagram, facebook, and google search engine. By this we can target our customers.
- Video Marketing: It is an essential part of the website during the technological advanced society. The search engines providing the free video making applications. Were, it can be utilized for promoting the products in video form. Videos have the ability to show clearly about the products. And most the people are interested to watch 1 minute video than reading a page full of text.

Successful Implementation of Digital Marketing: A Case Study.

- Amazon: Amazon is one of the leading companies with e-commerce. Most of the customer have trust on the Amazon as a retailer. The company has been working to increase its business. These days more than 40% of Amazon smartphones visits originate from its mobile application, and rest of them visits the website. Application user's makes up 85% of the mobile time spent on Amazon, according to Internet Retailer. People spent more than 12 billion minutes per month using Amazon application and shown with a better

conversion rates than mobile browsers and desktops, according to Criteo. According to the Business Insider, there is a potential flaws which includes a convoluted shipping selection process that designed to prompt user to sign up for prime.

- **IKEA :**

It allows the users to identify their own unique style through their series of tests. The augmented reality to see how the furniture would look at their homes. IKEA makes the buying process easy for the customer's while encouraging them with IKEA catalog. The app was the number-two augmented reality application built using Apple's ARKit, putting it ahead of many gaming apps, showing that many people are at least checking out the application's features.

#### CONCLUSION

Due to the latest advancement of the technology it is getting sophisticated and costs are crumbling. Internet makes its easy and less expensive to access. It gives the benefit for saving time, were a customer sits at home can select the products, order through online, and makes the payment and gets free home delivery of the products. There are some factors which influence the marketer as well as the customer regarding the online marketing. There are so many companies implementing online marketing. These companies use social media platform to promote their products, giving the products contents and pricing policy. The most successful online marketing business is Amazon, most of the customers trust the company. Various strategy issues has to be answered before entering into digital marketing.

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