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NEEDS OF DIGITAL MARKETING DURING THE PANDEMIC PERIOD

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ABSTRACT

This study expresses the state of minds of customer on Digital marketing. This marketing is focused on creating, publishing, and distributing content of audience through online. It is often used by businesses to attract the attention of target customers and generate lead, expand their customer base. Based on the above steps they attain to increase online sales, increase brand awareness of their particular product, and engage an online community of users. For those above achievements Digital marketing attracts new customers by creating and sharing valuable free content through online.

It helps companies to create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future. Digital marketing starts with identifying the customer's needs. After that the information can be presented in a variety of formats, including news, video, white papers, e-books, info graphics, email newsletters, case studies, podcasts, how-to guides, question and answer articles, photos, blogs, etc. Digital marketing requires continuous delivery of large amounts of content, preferably within a content marketing strategy. Though it has many years of history yet it is unknown to lot of people, reason is people are not used to this, but after this Covid it has taken more important place. Still more awareness to be developed in the minds of people.

KEYWORDS

Digital marketing, Target customer, contents, customer's needs.

1.INTRODUCTION

There are many new digital marketing trends and strategies that businesses must embrace if they are to thrive in 2019 and beyond. It is often used by businesses in order to achieve the following goals: attract attention and generate lead, expand their customer base, generate or increase online sales, increase brand awareness or credibility, and engage an online community of users. Digital marketing attracts new customers by creating and sharing valuable free content. It helps companies to create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future. Digital marketing starts with identifying the customer's needs. After that the information can be presented in a variety of formats, including news, video, white papers, e-books, info graphics, email newsletters, case studies, podcasts, how-to guides, question and answer articles, photos, blogs, etc. Digital marketing requires continuous delivery of large amounts of content, preferably within a content marketing strategy

1.1 What is Digital Marketing?

Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing. But in many ways, digital marketing is no different than traditional marketing. In both, smart organizations seek to develop mutually beneficial relationships with prospects, leads, and customers.

Now, think about the last important purchase you made. Perhaps you purchased a home, hired someone to fix your roof, or changed paper suppliers at your office. Regardless of what it was, you probably began by searching the Internet to learn more and find your best options. Your ultimate buying decision was then based on the reviews you read, the friends and family you consulted with, and the solutions, features, and pricing you

researched. Today, most purchasing decisions begin online. That being the case, an online presence is absolutely necessary—regardless of what you sell.

1.2 PROBLEMATIZATION

Is Digital marketing works well?

Just because everyone is doing Digital marketing does not mean that they are winning at Digital marketing. In Digital Marketing a Customer Value Journey that strategically builds relationship with new prospects and converts them into loyal, repeat customers. It includes many steps and implied hurdles.

2.REVIEW OF LITERATURE

Traditional marketers are using the traditional concept of marketing to disseminate information about a brand and build a brand's reputation. Taking advantage of technological advances in transportation and communication, business owners started to apply content marketing techniques in the late 19th century. They also attempted to build connections with their customers. A number of research papers and articles provide a detailed insight on Digital Marketing. The findings from the literature are presented below:-

Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies' (Chaffey et al., 2009). Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996).

Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998). Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement (Pepelnjak, 2008). Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002).

In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing. Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009). Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm & Hanna, 2011). With the above reviews we can assume that GST is a tax reform which will change the scenario of the country as a support for this review study.

Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013). Online services tools are more influencing than traditional methods of communication (Helm, Möller, Mauroner, Conrad, 2013). As part of study, it is proven that users experience increase in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional (Arnott, 2013). Web experiences affect the mental process of consumers and enhance their buying decision online (Cetină, Cristiana, Rădulescu, 2012).

The Internet is the most powerful tool for businesses (Yannopoulos, 2011). Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy.

3.OBJECTIVES OF THE STUDY

1. To create more awareness of digital marketing in the minds of the customer audience.
2. To find the different sources of digital marketing and to ease more knowledge to our customers.

4.RESEARCH METHODOLOGY

In this study we have taken 50 respondents randomly selected from the different kind. The study has been conducting using the primary data which was collected Through the direct interviews and through questionnaire. To gain an in-depth knowledge about the study, survey method is adopted. Along with this, as it is related to e-content most of the data are collected through the secondary data which has been collected from various published sources like books, newspapers and internet.

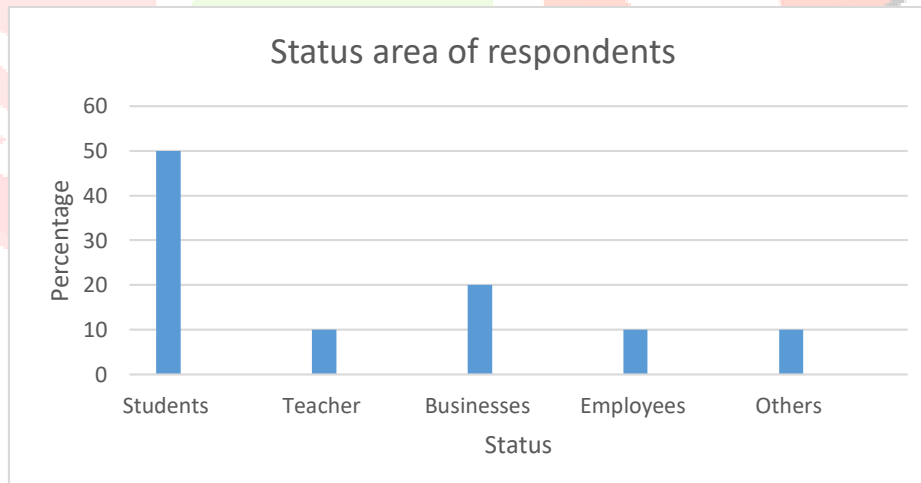
5.ANALYSIS AND INTERPRETATION

5.1Table showing the Status Area of Respondents:

Status	Respondents	Percentage
Students	25	50
Teacher	05	10
Businesses	10	20
Employees	05	10
Others	05	10
TOTAL	50	100

Source: Raw data

Chart -1



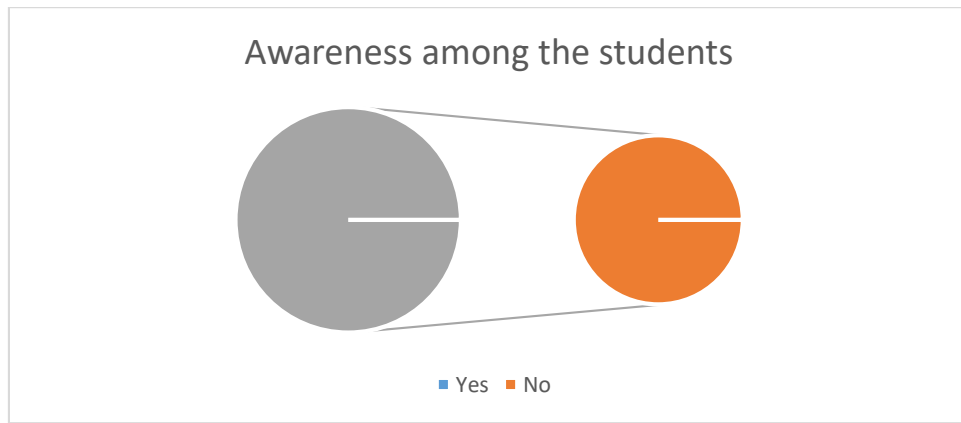
Status area of respondents tell that most of the respondents are students for about 50% who belongs to Young Generation of this present modern world of century compared to business and employee. This Youth power is having more knowledge about this modern type of marketing.

5.2Table showing Awareness among the respondents:

Awareness	respondents	Percentage
Yes	20	40
No	30	60
Total	50	100

Source: Raw data

Chart.2

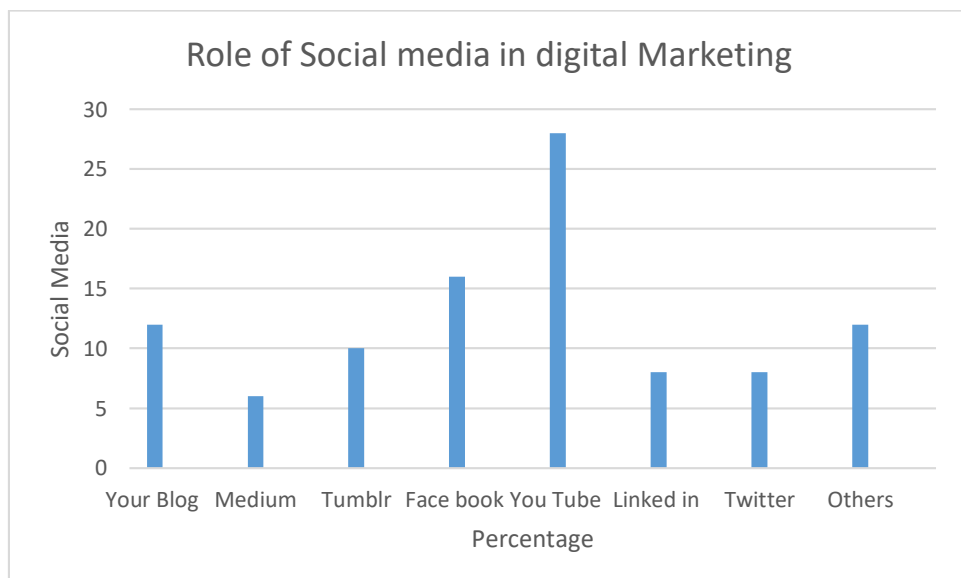


When we analyse the awareness of this digital marketing in respondents we find only 40 % are aware about this marketing. Still more 60 % must give awareness in this type of promotion strategy.

5.3.Role of Social Media in Digital Marketing

Social Media	Respondents	Percentage
Your Blog	06	12
Medium	03	06
Tumblr	05	10
Face book	08	16
You Tube	14	28
Linked in	04	08
Twitter	04	08
Others	06	12
TOTAL	50	100

Chart 3



Here we conclude that Users of this Digital marketing is more under Facebook 16% and You tube 28% which is most commonly used in everycommon people. This are being more influenced in this type of marketing technique users

5.4. Table showing Posting of Time period by the respondents:

Posting Period	Respondents	Percentage
2009-2010	01	02
2010-2011	01	02
2011-2012	03	06
2012-2013	02	04
2013-2014	02	04
2014-2015	02	04
2015-2016	01	02
2016-2017	06	12
2017-2018	06	12
2018-2019	06	12
2019-2020	10	20
2020-2021	10	20
Total	50	100

Source: Raw data

In this we can analyse and conclude that even though since from the period of 2009 onwards only this digital marketing has been implemented

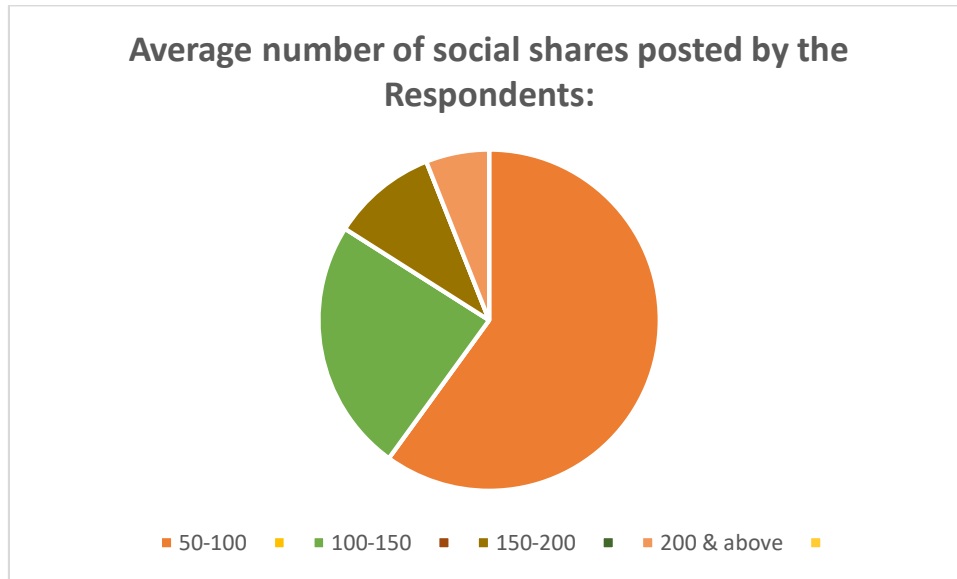
Our most of the people are not aware of this type of marketing. It can be seen that after recently from the period 2017 onwards slowly the range has come up for posting the content of their business in current digital period of marketing.

5.5. Table showing Average number of social shares posted by the Respondents:

Social Shares	Respondents	Percentage
50-100	30	60
100-150	12	24
150-200 4 8	05	10
200 & above 4 8	03	06
Total	50	100

Source: Raw data

Chart -4



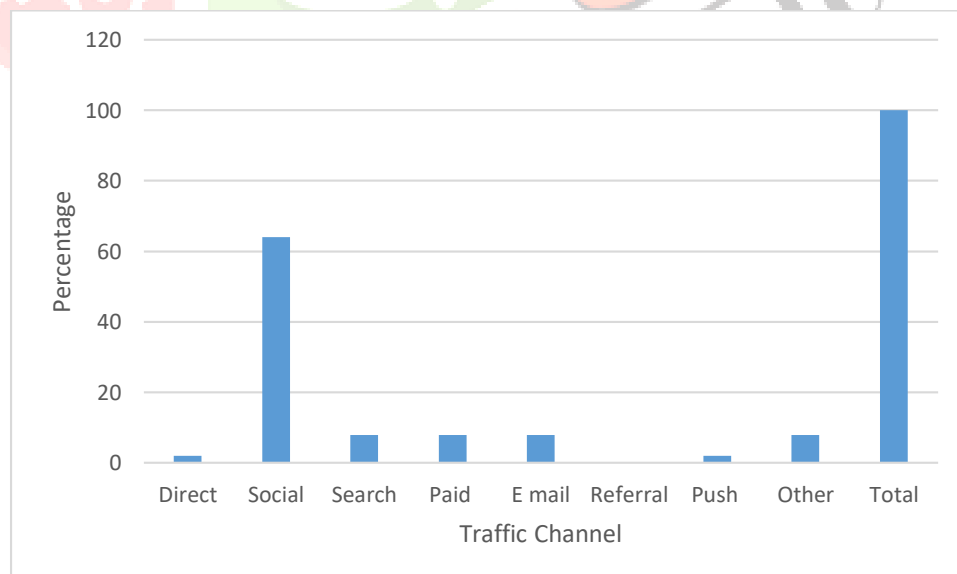
The total range of shares in social media is only up to the range of 50 to 100 not more than that. Soit’s necessary to increase the part of shares tobe done through this research and should find the way of development in future.

5.6.Table showing Popular Traffic Channel for the Blog:

Traffic Channels	Respondents	Percentage
Direct	01	02
Social	32	64
Search	04	08
Paid	04	08
E mail	04	08
Referral	Nil	Nil
Push	01	02
Other	04	08
Total	50	100

Source: Raw data

Chart -5



Here the most Traffic channels we found is through Social Search and in Email. And as we find the source is mostly the investment is necessaryso we can see the traffic channel is paid also a choice can be seen here.

6.FINDINGS OF DIGITAL MARKETING

- It will take time to see results because digital marketing is not a quick fix. It changes rapidly due to the high competition.
- The investment in Digital Marketing was Technology oriented. Video content can help to provide a great ROI and significantly increase conversions, according to businesses survival.
- An individual cannot do it by himself alone, because he may find difficult to open website and developing the related contents.
- The business person need the help of Host and website provider to start the digital Marketing.

SUGGESTIONS

Using social media to expose the Digital marketing in the recent scenario. It is used to knowing your audience and target customers to show the updated information's about the business. Creating content that you know they are interested in is a great way to get them to pay more attention to you.

- The Business man can update his Technology Knowledge.
- Digital Marketing, should be in a structured way to attract their own audiences.
- Using free website may reduce the establishment expenses.
- Always keep in touch with social media, for transferring the information to the audience.
- Focus on trust building in every interaction.

7.CONCLUSION

While digital marketing costs 62% less than outbound marketing, it generates more than three times as many leads. Because digital marketing is effective, easy to begin, and popular with consumers, it can drastically reduce the money marketers spend on advertising their brands in the past few years, social media has grown from being a medium where people socialize to one of the most powerful avenues for marketing and promotion of businesses. Social media marketing describes any marketing effort which is carried out via any social media platform; Face book, Twitter, Instagram, LinkedIn etc. The sharp rise in social media marketing is occasioned by the tremendous advantages that this marketing effort offers. More and more businesses are including social media marketing as part of their advertising plan, while those that already have a social media marketing campaign are doubling their budgets in this regard. After reading recommendations on a blog, 61% of online consumers in the U.S. then decided to make a purchase. Digital marketing provides conversion rates about 6 times higher than other digital marketing methods. According to 74% of companies surveyed, digital marketing has increased their marketing leads, both in quantity and quality.

But there are two sides to everything; including social media marketing. Social media marketing will only prove successful if done properly and effectively. Just like Everything on earth, there are rules, failure to abide by the rules of social media marketing will cause it to have a detrimental effect on your brand or business. Do not follow the bandwagon and jump unprepared into social media marketing; you may get burnt. It is important you carry out proper research and be well informed about all aspect of this marketing effort before you subscribe to it. Digital marketing helps to improve conversions because it allows you to connect with and educate your leads and customers. Not only are you working to build trust and relationships, but you are also encouraged conversions by giving consumers the information they need to make an educated purchasing decision.

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