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The Best Digital Marketing Strategy for Startups

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ABSTRACT :

The purpose of the study is to identify the role of digital marketing in start-ups. This paper provides a comprehensive analysis of digital marketing strategies for start-ups. It analyses the demographic data of budget predictions. It also identifies the primary goals of social media strategy. It talks about how can start-ups use social media to their full advantage to boost their reach to many people and potential customers it also talks about the kind of content to put for which kind of business and how to use social causes to build your brand name and as a tool of recognition. Digital marketing is the promotion of products through electronic media. It differs from traditional marketing in that it uses various channels and methods that enable companies to analyze marketing campaigns. Majority of the start-up companies follow the standard process for approaching their clients. Digital marketing plays a major role in the current era of competitive markets. The digital marketing team should be strong enough to fulfill the expectations of customers. This paper throws light on the concept of digital marketing and digital marketing strategies adopted by start-ups.

A marketing strategy for start-ups is the overall game plan for reaching people and turning them into aspirants of the Scheme that the start-ups provide. The marketing strategy for start-ups contains the Scheme's value position, key marketing messages, information on the target audience, and other high-level elements. The marketing strategy informs the marketing plan, which is a document that lays out the types and timing of marketing activities.

Keywords: Marketing, Digital Marketing, Social Media, e-mail marketing, content marketer.

INTRODUCTION :

The advancement of technology has drastically changed the daily lives of people. It has changed their standard of living, ways of communication, and daily workflow (Archambault, and Grudin, 2012). It has also revolutionized the way in which marketers communicate with their target audience (Aronson and Webster, 2007). The rapid growth of telecommunications and the widespread use of the internet has given rise to digital marketing media (Tuten and Solomon, 2014).

Entrepreneurship is the act of creating a business or business while bearing all the risks with the hope of making a profit (Ferreira,2022). The most well-known illustration of entrepreneurship is the creation of new firms. A person who possesses the aptitude and provocation to launch, manage, and be successful in an incipency enterprise, coupled with the threat necessary to do so, is appertained to as an entrepreneur. The launch of a new company venture is the best illustration of entrepreneurship. The market is opened up to new ideas by entrepreneurs, who are frequently credited as innovators or sources of fresh concepts.

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing, and collaboration (Lutkevich. B & Wigmore. I,2021). Any marketing that uses electronic bias can be used by marketing specialists to convey promotional messaging and measure its impact through your client trip. In practice, digital marketing generally refers to marketing juggernauts that appear on a computer, phone, tablet, or another device. It can take numerous forms, including online videotape, display advertisements, search machine marketing, paid social advertisements, and social media posts.

Digital marketing is frequently compared to “traditional marketing” similar to magazine advertisements, billboards, and direct correspondence. Oddly, TV is generally lumped in with traditional marketing. Majority of the start-ups use digital marketing and social media to promote their products/services. The majority of start-ups do not have competitors in the same industry who use digital marketing for their start-ups. Few start-ups will likely use digital marketing in the near future to promote their products/services.

REVIEW OF LITERATURE :

The value proposition of the SI Scheme, essential marketing messages, details about the target market, and other important components are all included in the marketing plan. The marketing plan, a document that specifies the kinds and timing of marketing operations, is informed by the marketing strategy. Because customers are spending more and more time online, digital marketing is the way of future of marketing, according to (Firoz Khan Pathan,2021).

The study also found that there are an increasing number of consumers making purchases online. As a result, adding a digital marketing strategy to the entire marketing plan became necessary to support Design with Benefits' marketing initiatives. (Narkiniemi J,1970)

The benefit of digital marketing for start-ups is that it enables them to connect with to build relationships with customers without spending a tiny fraction of what traditional marketing would. Digital marketing aids in boosting brand recognition and aids new businesses in securing and maintaining a position in the market. Through email marketing and social media marketing, digital marketing improves customer engagement. The performance of start-ups can improve by raising customer engagement. Digital marketing raises public knowledge of the services and goods offered by start-ups. (Aditi Gupta, Megha Grover,- and Smita Mishra,2022)

Any company's business growth requires a marketing plan. It provides a concise and unambiguous summary of the strategies and actions that must be taken. A marketing plan is essentially a technique to outline the promotion of products, schemes, and services. It covers everything, from target market research to particular, step-by-step procedures businesses employ to create unique marketing systems and plans.

The development of a systematic, long-term philosophy, the creation of an organized approach, the development of specificity and stability, the acquisition of cohesion among colleagues and support from non-marketers, the identification of sources of competitive advantage, and the goal of the marketing planning framework is to offer an organized method for creating a marketing plan. Start-up India must have a marketing plan because it is a crucial component of any business plan for a company entering a market.

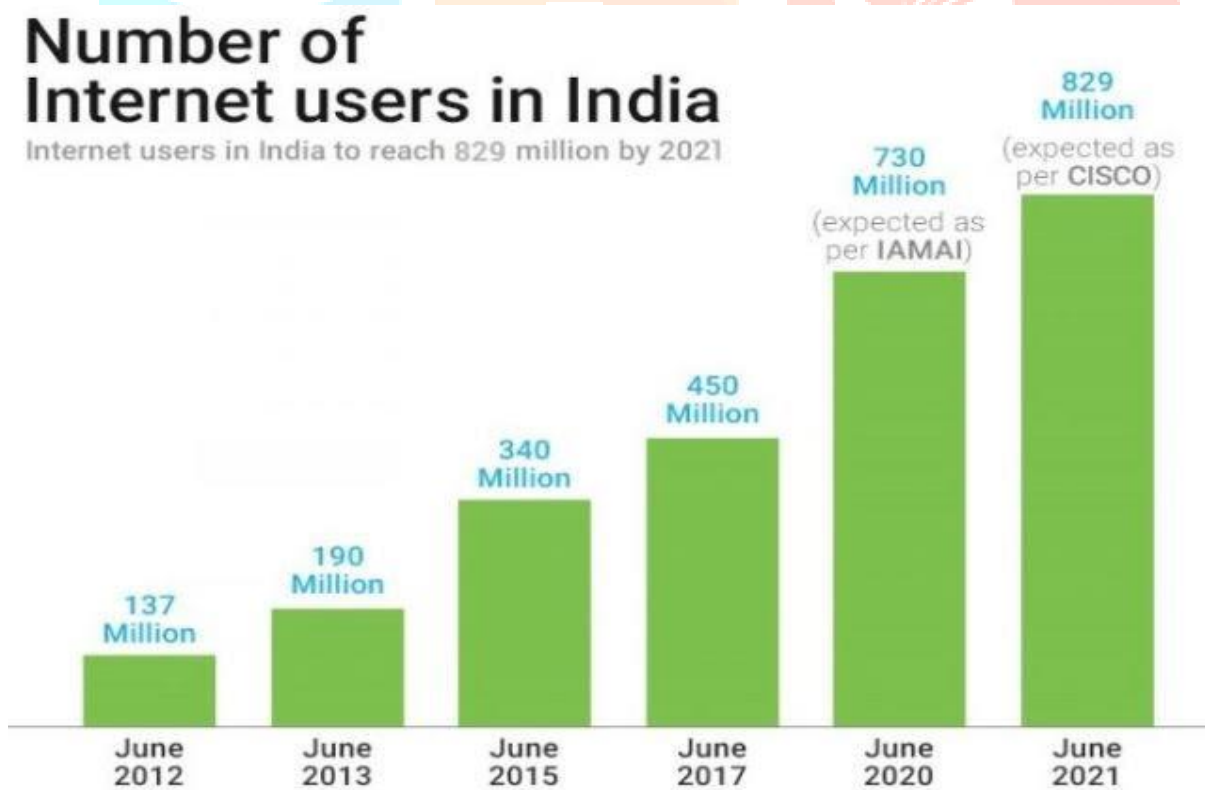
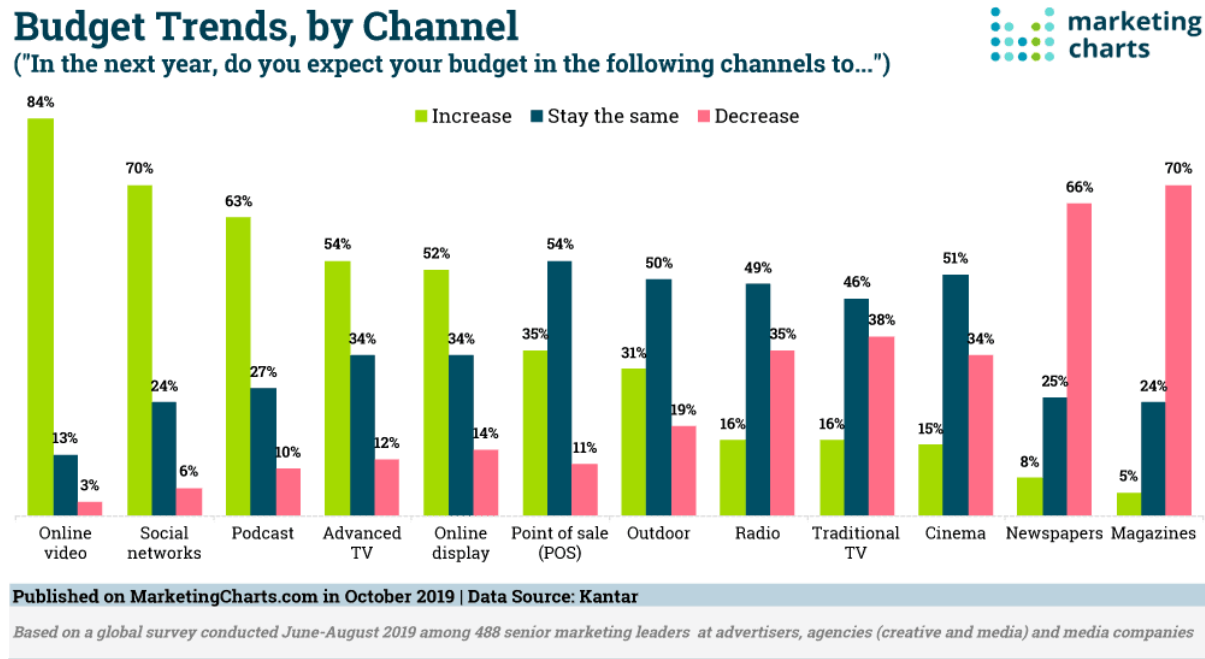
RESEARCH METHODOLOGY :

Secondary data means that data that area unit is already accessible i.e., they see the information that has already been collected and analysed by someone else. once the man of science utilizes secondary knowledge, then he should consider varied sources from wherever he will get them. In this case, he's on no account confronted with the issues that area unit typically related to gathering original knowledge. Secondary data could either be revealed knowledge or unpublished knowledge. Secondary Data has been used for this study. Data published by various authors. The data has been taken from articles and websites which talk about digital marketing strategies for start-ups, hence used for the purpose of this research paper.

ANALYSIS AND DISCUSSION :

The chart given below shows the demographic data of budget predictions which shows that while spending for most traditional methods will decrease, spending for digital will go up.

Lashbrook, J. (2019, October 23)



As budgets for digital channels area units wide expected to extend, however, area unit marketers measure their efforts?

Nearly all of the respondents say they measure ROI for or promoting activities. While marketers do well by measuring their activities, they will not measure them oftentimes enough. solely concerning one-quarter (26%) of the media firms surveyed aforesaid they live ROI incessantly. a lot of advertisers (38%) and agencies (31%) tend to live ROI on a continuous basis, however, an identical proportion of respondents say they solely live ROI either annually or once a year (34% for advertisers, 31% for agencies and 22% for media companies).



Publish Samurai. (2020, December 21)

The above chart shows the number of Internet users in India. Currently, 50% of the Indian population has access to the internet. In June 2012 the number of internet users in India was at 137 million. By June 2017, the number of mobile internet users in India has reached around 450 million. As digital transformation is going to take place the numbers will get doubled by 2021 and it is estimated to reach 829 million. This number is increasing at a phenomenal rate as there is about 38% of penetration in India

5 social media trends to implement into your 2022 marketing plan(2022, March 03).

In the above table, the primary goals of most marketers' social media strategies were to advertise products/services (35%), Increase brand awareness/reach new audiences (34%), Increasing revenue/sales (34%). However, 76% of marketers say their goals will change in 2022.

As we enter 2022, most marketers' primary goals include Increasing brand awareness/reaching new audiences (39%), Fostering relationships with customers/increasing brand loyalty (33%), Improving customer service and retention (32%)

CONCLUSION :

Majority of the start-ups use digital marketing and social media to promote their products/services. The majority of start-ups do not have competitors in the same industry who use digital marketing for their start-ups. Few start-ups will likely use digital marketing in the near future to promote their products/services.

It can be seen that digital marketing is the way to go for any business which hopes to capture global interest in its products. As such, digital marketing may not be easy to sustain but with the emergence of social media tools, such as Facebook or Twitter, organizations can still achieve the best.

It is not necessary to struggle to have in place a website in order to have a web presence, but the aforementioned tools can be effective to achieve this end. The parting note would be to have strong and reliable legal provisions that will make digital marketing beneficial to organizations that depend on it.

The analysis and following of digital promoting are up with the advancement of technology. The advancement in technology fosters multifarious opportunities and at a similar time poses new challenges for marketers. Marketers create use of Digital Portfolios as a platform to push an expert complete by processing the

merchandise in an exceedingly manner that adds believability. In the gift era, patrons expect data that gives potential resolutions to their product-connected issues. The sturdy visibility of the organization or the complete through digital promoting permits the shoppers to develop perceived data concerning the complete.

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