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A Study On Effectiveness Of Digital Marketing Strategies In Lead Generation: With Special Reference To Clarozon Technologies, Coimbatore.

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ABSTRACT

The businesses increasingly mainly focus on digital marketing to enhance visibility, engage target audiences, and generate quality leads. This study investigates the effectiveness of various digital marketing strategies employed by Clarozon Technologies, a Coimbatore-based IT firm, in driving lead generation and customer acquisition. The primary objective is to assess the impact of tools such as Search Engine Optimization (SEO), Social Media Marketing (SMM), Pay-Per-Click (PPC) advertising, email campaigns, and content marketing on generating potential customer leads. A structured questionnaire was administered to marketing professionals and stakeholders at Clarozon Technologies, along with an analysis of key performance metrics from digital platforms over a six-month period. Quantitative data were analysed using statistical tools to measure the performance and conversion rate of each strategy. The findings reveal that SEO and content marketing play a critical role in attracting organic leads, while SMM and PPC provide short-term lead boosts when strategically targeted. The study also highlights the importance of data analytics and personalization in optimizing campaign effectiveness. Recommendations are proposed for enhancing lead generation, including better audience segmentation, continuous monitoring, and investment in automation tools. The study contributes to the growing literature on digital marketing by offering real-time insights from an active industry player, providing a practical framework for businesses seeking to refine their lead generation strategies through digital platforms.

INTRODUCTION

In today's hyper-connected world, the shift from traditional to digital marketing has transformed how businesses reach and engage their customers. Digital marketing has become a vital tool for enhancing brand visibility, reaching targeted audiences, and generating high-quality leads. This is especially relevant in the Information Technology (IT) sector, where measurable and data-driven results are key to growth.

This article focuses on Clarozon Technologies, an emerging IT firm based in Coimbatore, and its use of digital marketing strategies such as SEO, PPC, Social Media Marketing, email campaigns, and content marketing. The study investigates how these tools contribute to lead generation, evaluates their effectiveness, and highlights challenges in implementation. By analyzing real-world data and practices, the research offers practical insights into optimizing digital marketing efforts for better outcomes, aiming to guide other businesses in refining their lead generation strategies.

OBJECTIVES OF THE STUDY

1. To analyse the digital marketing strategies influence the lead generation at Clarozon technologies
2. To identify the most effective digital marketing channels currently used by company

REVIEW OF LITERATURE

1. **Basimakopoulou et al. (2022)**
Basimakopoulou, Theologou, and Tzavaras explore how digital marketing has rapidly evolved in recent years. Their review highlights the need for businesses to keep up with changes in social media and mobile marketing. They discuss key challenges like platform overcrowding, privacy issues, and shifting algorithms, and suggest that companies must stay innovative and flexible to maintain customer interest.
2. **Srivastava et al. (2025)**
Srivastava and colleagues reviewed 139 research articles to understand how customers interact with digital marketing. They created a framework to help businesses improve engagement by understanding user behavior. The study also points out research gaps and stresses the importance of personalization and offering a smooth experience across multiple platforms.
3. **Nadeak et al. (2024)**
Nadeak, Rahayu, and Hendrayati focus on how important it is to choose the right digital channels and strategies. Their study shows that simply being online is not enough—companies need to align their marketing efforts with clear goals. They highlight that interactive content and precise audience targeting are key to attracting and converting customers.
4. **Ullal et al. (2021)**
Ullal and team explore the use of machine learning in digital marketing. Their review shows how it helps businesses better understand customers, predict behavior, and deliver personalized content. They argue that using data-driven tools can improve campaign results and help businesses stay ahead in a tech-driven market.

RESEARCH METHODOLOGY

The research adopts a quantitative approach to assess the effectiveness of digital marketing strategies in lead generation at Clarozon Technologies. Data was collected through a structured questionnaire distributed among employees involved in marketing and sales. The responses were analysed using statistical tools to identify patterns, correlations, and measurable outcomes. This method enables objective evaluation and supports data-driven conclusions.

A. DATA ANALYSIS AND INTERPRETATION

Table no 1: DIGITAL MARKETING HELPS TO LEAD GENERATION

Options	Respondents	Percentage
Very High	28	23.3
High	29	24.2
Moderate	23	19.2
Low	23	19.2
No Impact	17	14.2
Total	120	100.0

INTERPRETATION

The table shows that nearly half of the respondents view digital marketing as highly effective for lead generation, with 23.3% rating it "Very High" and 24.2% "High." However, 19.2% each see it as "Moderate" or "Low," and 14.2% believe it has "No Impact," indicating mixed perceptions despite overall positive feedback.

. Table no 2: MARKETING CHANNELS CURRENTLY USE

Options	Respondents	Percentage
Social Media	20	16.7
SEO	29	24.2
Email Marketing	27	22.5
Paid Ads	22	18.3
All the above	22	18.3
Total	120	100.0

INTERPRETATION

The data indicates that businesses use multiple marketing channels, with SEO (24.2%) and Email Marketing (22.5%) being the most common. Paid Ads (18.3%) and Social Media (16.7%) are also widely used, while 18.3% use all channels, showing a multichannel strategy. This reflects a balanced approach, with focus on search visibility and direct outreach.

FINDINGS

- The majority of respondents (47.5%) think digital marketing helps with lead generation to a high degree, while 14.2% feel it has no impact.
- The most commonly used marketing channels are SEO (24.2%) and Email Marketing (22.5%), with 18.3% using all available channels.

SUGGESTIONS

- **Prioritize High-Impact Channels Like SEO and Content Marketing**
With SEO and content marketing emerging as top-performing strategies, businesses should sharpen their focus on these areas to enhance lead quality and organic reach. These methods offer long-term value and align well with user search intent.
- **Strengthen Platform-Specific Strategy and Execution**
The inconsistency in digital efforts and lack of platform-focused strategies suggest a need for clearer planning and execution. Aligning content and conversion tactics with each platform's strengths—such as social media, email, or SEO—can significantly boost performance.
- **Maximize Impact with Smart Resource Allocation**
Challenges like limited budgets and insufficient manpower call for smarter use of resources. Emphasizing cost-effective tactics like SEO, while investing more in high-performing platforms like LinkedIn, can help deliver better results without overspending.

CONCLUSION

The analysis highlights SEO and content marketing as the most effective strategies for lead generation, warranting greater focus and investment. Inconsistent execution across channels signals the need for better coordination and streamlined processes. Tailoring strategies to specific platforms can improve conversion rates. Key challenges such as budget constraints and lack of expertise should be addressed through training and cost-effective tactics. Optimizing resource allocation is essential for timely campaign execution. Additionally, LinkedIn Ads stand out as a strong performer for B2B leads, making it a valuable platform for targeted investment.

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