

Impact of Digital Marketing on Business

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Abstract:- This study to show the impact of Digital Marketing on business Field to used in online service for conducting a survey of the 50 people in different city in India. In 2020 that year has upstaging that filed. Major popular brand are used to online marketing.

Keyword:- Digital Marketing, Business, Affiliate marketing.

1. INTRODUCTION:-

Digital Marketing is basically internet marketing. It refer an advertise and digital channel.

Digital marketing are waste concept of describes the product of marketing and service of business. Digital marketing is review or advertise of product from the specific brand to promote the service.

It introduction between consumer and service provider companies digital marketing is Encompassing word. It aspect of marketing like, contentment marketing, online advertising, e-mail marketing, native marketing, this are marketing are turn your business into brand and promote it world. It work traffic on your website (traffic-number of user who visit your website).

They have two types marketing to promote product:

- I. In Bound Digital Marketing:-
To promote your business Item are online with paid or unpaid service.
Ex. Facebook, YouTube, Google service.
- II. Out-Bound Digital Marketing:-
That marketing are promote business offline or do yourself marketing without internet.
Ex. Bulk message, TVs adds, pamphlets, etc.

1.1 Objective of Study:-

- ✓ To Analyze the business person are work in online field.
- ✓ To Study impact of Digital marketing in positive or negative.
- ✓ To find out which method easily used in any person or customer.

2. METHOD (RESEARCH METHODOLOGY):-

- Primary Data:- It can observe and collect of data on questionnaire and HR.
- Secondary Data:- It collect Data from Journals', Books And web suffering side.
- Sample Size: It determine some people or respondent opinion from purchasing or selling product with help of digital marketing.

2.1 Offline marketing Vs Online Marketing:-

Online Marketing	Offline Marketing
It also known as Digital Marketing.	It is also known as traditional marketing.
It used for communicate customer for online service. (E.g. E-mail, chat, Website, blogs, social media request, etc.)	It used for communicate customer for offline. (E.g. Phone Calls, Letter and E-mail, pamphlet's, etc.)

It takes always fast way to develop marketing.	It is always more time to launch product of service.
It best for reaching global audience.	It convention way of marketing best for reaching local audience.
It required less time to best analyze product or brand.	It required more time to preparing product or service.

3. DIGITAL MARKETING:-

Digital marketing is a part or growth of digital economy. The India is most economy growth in the Digital marketing. Digital marketing required Digital promotion of product and marketing strategies. The online service provider company is playing an important role in digital movement.

The India country telecoms sector is most important play role to connect people on digital marketing. Recently Jio Company is provide service on free internet in telecoms sector. That effect of Digital marketing to growth of 50% to 70% more in that year. People are more spending time in social media and E-commerce website. Thus the visibility of product is more chance for online marketing.

It include content marketing, social media marketing, Google Ad ward , App’s Marketing, YouTube Channel marketing, E-mail marketing, E-comers site marketing, etc. are play role in online Digital marketing in world.

Some shopkeeper are refer to that site business field to work are easily handle and more profited for growth of business and collection of new customer. it required only digital device that connect on internet and develop the brand and publish or advertising to the brand on that any one of service it will paid and unpaid service to choice and online business are start. This is the benefit of Digital Marketing service.

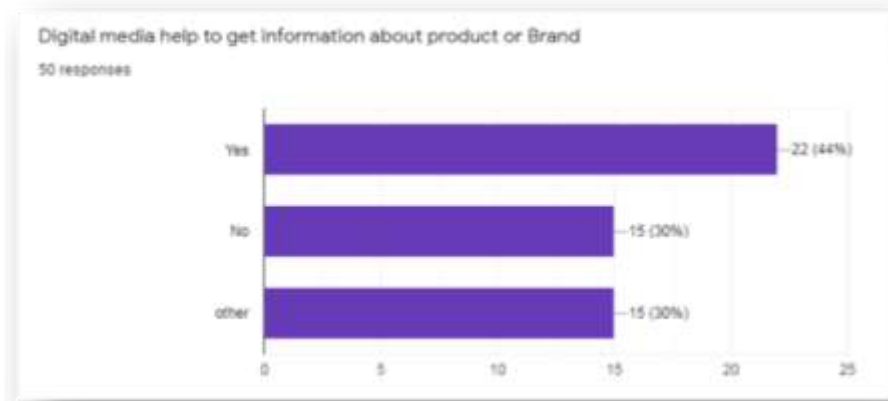
3.1 Effective way of Digital Marketing:-

- **Content Marketing:-**
It can be present in different format, including blogs, e-book, podcast, Instagram, YouTube, etc. this are connected to social media sites.
- **Social Media Marketing:-**
It part of SMM or to Involves driving traffic to your site like, face book, Instagram, twitter, Pinterest.
- **Google Ad Wards:-**
It part to connect text Add, Image add, GIF add and video or pop-upload sponsored.
- **App’s Marketing:-**
It can require or used to various type of app’s development.
- **YouTube Channel Marketing:-**
It can marketing on video and Audio filled to post video or open some education channel to promote adds.
- **E-mail marketing:-**
Mailing text filed marketing to promote ad’s The commercial message are send to customer and marketing to main list of product.
- **E-CommerSite (Afflicted Marketing):-**
It performed based marketing on E-commersite. Most online business with appreciable traffic have their own afflicted program. Like Amazon, E-bay, Link share and Flip cart run Afflicted program.

4. SURVEY OF BUSINESS PEOPLE ON USING DIGITAL MARKETING TO ANALYZE:-

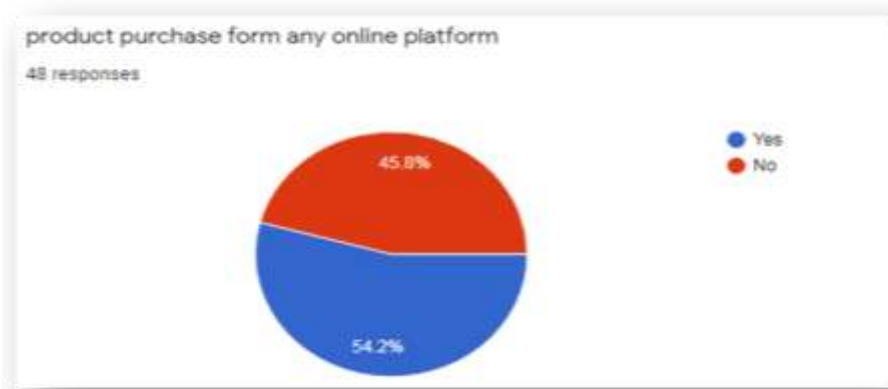
4.1 Digital media help to get information about product or brand:-

Given graph are show in how many people are used in digital marketing and analyze to product or brand are help in that field or not.



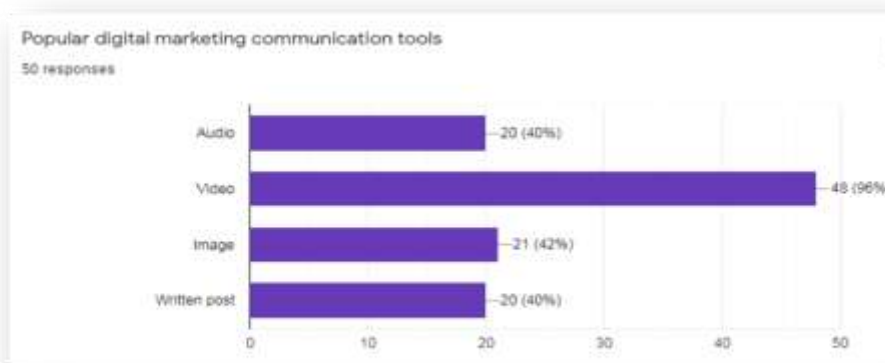
4.2 Product purchase from any online platform:-

1. Given the below graph are show in 48th responses consumer on business filed to purchase on the product on the online platform like Amazon, flipcart, e-bay etc.
2. 45.8% person are not used in online platform to shop on product
3. 54.2% person are used to online purchase product by digital platform



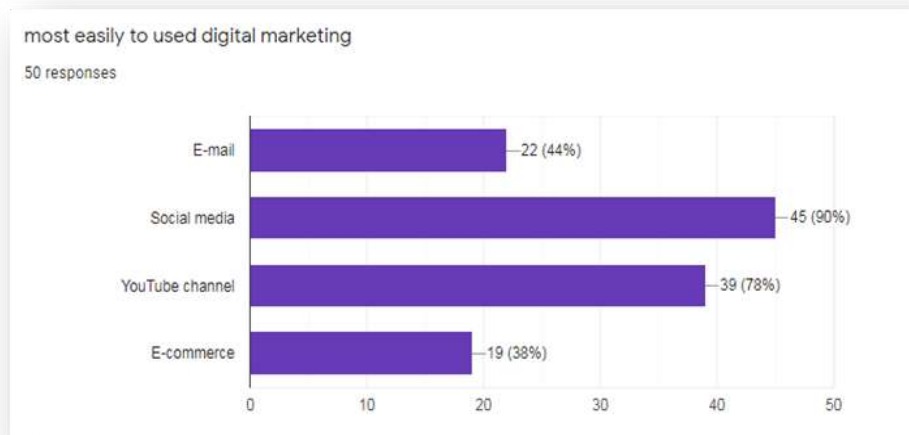
4.3 Popular Digital Marketing Communication tools:-

Given below the graph are show in 50th business responses are used for digital marketing are able to handle on the platform they have suggest for the most used for the digital marketing communication tools are video that are 96% people are used to marketing. And other are used blogs and image.



4.4 Most Easily to used digital marketing:-

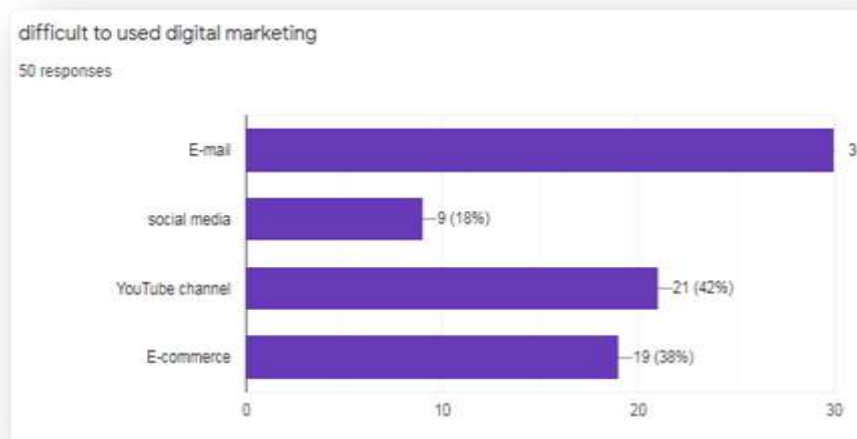
Given below graph are show in figure in most easily used digital marketing on the online platform they give the suggestion on four types of service that are 50 responses are respond on that question and that conclusion are social media are the easily to used for digital marketing and YouTube also easily understand for people in business filed.



4.5 Difficult to used digital marketing:-

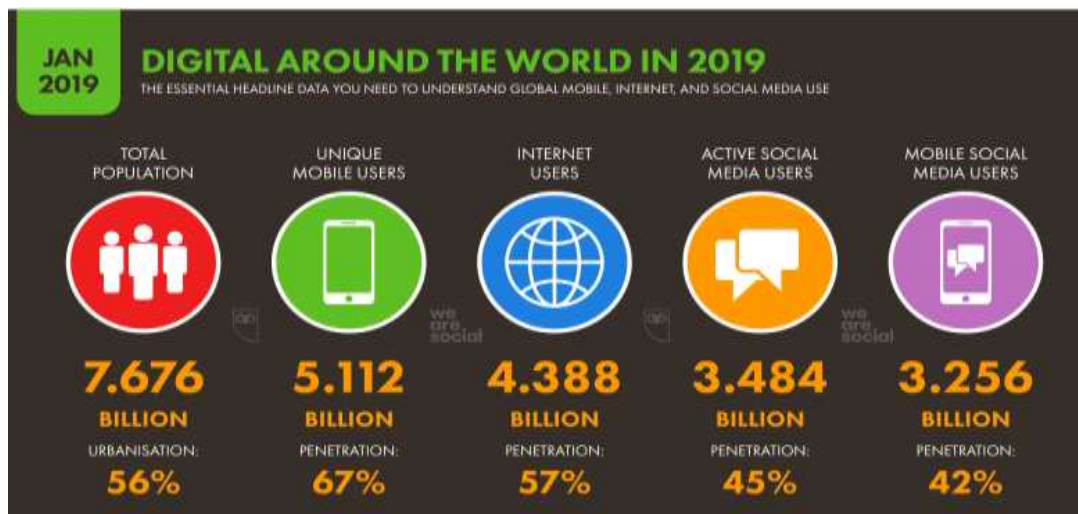
Given the below the graph are show in figure in difficult used digital marketing on four service as compare to the E-mail are the most difficult to social media. 30% people are not used in e-mail service to marketing a brand or product.

Specific IT Hub or Telecom company are used to that service for provide a brand or product in used of digital marketing.



4.6 Changing Trend:-

Given the below the picture are show in day by day are people are used in social media trend are increase because of the smart device free internet service and social connect people that are help for grow in digital marketing.



5. POSITIVE IMPACT OF DIGITAL MARKETING ON BUSINESS:-

- It used in market filled on digital that consume less money to required publication on advertise.
- Less require man power of business marketing and easily understand the market trend in every day.
- Every one consumer are used in online marketing to build or startup the new idea or business.
- It can increase in brand to awareness of consumer.
- It can easily sale in product to consumer.
- Every product is viral in thousand people of shares.

6. NEGATIVE IMPACT OF DIGITAL MARKETING ON BUSINESS:-

- Most of the shopkeepers are not used in Digital Marketing because they are not sufficient knowledge for that specific service and no one can guide for the digital marketing
- Some owner of shopkeepers is older age they are believed or faith for that tradition customs.
- All the works are online marketing that are effect of worker to work on shop or showroom.
- Less required man power that is effect of unemployment people.
- Some company are make fake profile and don't work they do not provide service for specific customer they hack on personal data.

7. RESEARCH:-

- 1) Social media marketing is the best digital marketing in my research.
- 2) YouTube are earn income in advertise marketing
- 3) The afflict marketing are less used in business person.
- 4) The business field advertise of social media marketing are most effective field of service.
- 5) Digital Marketing is effective growth of Indian economy.

8. CONCLUSION:-

Social media marketing are highly develop after telecoms industry, it perform jio are provide free service. People are suffering from more time in social media. Then the digital marketing is easily to spread on number of consumer. It can easily access and analyze product easily shopkeeper are registered for online marketing.

9. REFERENCES:-

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