A EMPIRICAL STUDY ON THE INFLUENCE OF SOCIAL MEDIA, WEBSITE QUALITY, PERSONALIZATION, AND SEO IN ONLINE MARKETING

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Abstract

Online marketing has become an essential component of modern enterprises because it allows them to reach a larger audience and communicate with potential customers in a more efficient and cost-effective manner. In recent years, the use of various online marketing tools has grown in popularity, and businesses are employing a variety of techniques to efficiently target consumers. The purpose of this article is to examine the efficiency of various online marketing strategies as well as their impact on consumers. This study examines the rise of online marketing and its implications for businesses. Online marketing is the promotion of products and services using digital channels such as social media, search engines, email, and websites. The study delves into the evolution of online marketing, its advantages and disadvantages. The review of the literature focuses on the efficacy of various online marketing strategies such as social media marketing, search engine optimisation, email marketing, and influencer marketing. According to the report, social media marketing and search engine optimisation are the most efficient strategies, whereas email marketing and influencer marketing are less effective. When planning online marketing efforts, the writers provide insights into consumer behaviour and emphasise the necessity of understanding the interests and behaviour of different customer groups. Overall, this paper gives helpful insights for firms trying to better their online marketing tactics and more successfully reach their target audience. The study investigates the efficacy of social media marketing, search engine optimisation, email marketing, and influencer marketing, as well as how these techniques might be used to improve results.

Keyword: Online Marketing, Rereferral Marketing, Relationship Marketing, Word of Mouth.

Introduction

The rise of digital technology has altered how firms sell their goods and services. Online marketing allows firms to reach out to potential customers, establish brand awareness and loyalty, and improve sales in a cost-effective and efficient manner. Online marketing tools have grown in popularity in recent years, and businesses are employing a variety of tactics to efficiently target consumers. The goal of this research is to examine the efficiency of various online marketing strategies as well as their impact on consumers.

Online marketing, also known as digital marketing or internet marketing, is the promotion of products and services using digital channels such as social media, search engines, email, and websites. Online marketing has grown in popularity among businesses of all kinds in recent years because it is a cost-effective and efficient tool to reach out to potential customers and raise brand awareness. This overview of the

Eur. Chem. Bull. 2023,12(Special Issue 5),1001-1006

1001

literature delves into many research and publications about online marketing, including its evolution, benefits, and obstacles.

Evolution of Online Marketing

The history of online marketing can be traced back to the 1990s, when the internet was still in its infancy. Initially, online marketing consisted of only banner advertisements and email marketing initiatives. However, as the internet evolved, so did online marketing. Online marketing now encompasses a diverse set of digital platforms such as social media, search engines, and mobile apps. According to eMarketer, global digital ad expenditure is predicted to reach $389 billion in 2021, a 17.7% rise from 2020 (eMarketer, 2021).

Benefits of Online Marketing

Businesses can profit from online marketing in a variety of ways, including increased reach, lower costs, and better targeting. One of the key benefits of online marketing is that it allows firms to access a larger audience than traditional marketing tactics. This is because digital channels may reach people all around the world, regardless of their location. Online marketing is also less expensive than traditional marketing strategies because organisations can reach a broader audience with a smaller expenditure. Furthermore, digital channels improve targeting because organisations may utilise data analytics to target specific demographics and customer groups. According to a Salesforce study, 68% of marketers say that digital marketing has helped them become more customer-centric (Salesforce, 2021).

Challenges of Online Marketing

While online marketing has numerous advantages, it also has a number of disadvantages for firms. The continually changing nature of digital platforms is one of the key problems of online marketing. Businesses must adjust their online marketing strategy to be relevant and effective as technology evolves. Furthermore, the growing usage of ad blockers and privacy concerns provide a hurdle for organisations attempting to reach customers through online advertising. Another problem of internet marketing is the high level of competition, as firms of all sizes compete for the attention of online consumers. According to a Hubspot survey, 61% of marketers regard generating traffic and leads to be their most difficult marketing problem (Hubspot, 2021).

Literature Review

The literature review on online marketing tools and their effectiveness in reaching and engaging with consumers provided by this paper presents a comprehensive overview of the four most commonly used tools: social media marketing, search engine optimization, email marketing, and influencer marketing. The study cites various sources to support the effectiveness of each tool and highlights the importance of online marketing for businesses today. The survey-based methodology used in this study is an effective way to gather data and provide insights into consumer behavior. The results of the study demonstrate that social media marketing and search engine optimization are the most effective tools, while email marketing and influencer marketing have a weaker impact. The study also highlights the importance of understanding the preferences and behavior of different consumer groups when designing online marketing campaigns. Overall, this paper provides valuable insights for businesses looking to improve their online marketing strategies and reach their target audience more effectively.

Chigwendere and Gwanyanya (2018) argue that online marketing has become increasingly important for small and medium-sized enterprises (SMEs) in South

Eur. Chem. Bull. 2023,12(Special Issue 5),1001-1006

1002

Africa. The authors conducted a survey of 100 SMEs to investigate the impact of online marketing on their business performance. They found that SMEs that engaged in online marketing had higher sales growth and customer acquisition rates compared to those that did not. Additionally, SMEs that used social media marketing and search engine optimization had higher customer engagement rates and website traffic. The authors conclude that SMEs should prioritize online marketing to improve their business performance.

Chaffey and Ellis-Chadwick (2019) provide a comprehensive overview of different online marketing tools and strategies. The authors argue that online marketing should be integrated into a company's overall marketing strategy and that businesses should take a customer-centric approach. The book covers topics such as social media marketing, email marketing, content marketing, search engine optimization, and online advertising. The authors provide practical tips and examples to help businesses implement effective online marketing strategies.

Nam and Kang (2021) investigate the effectiveness of influencer marketing on consumer behavior. The authors conducted a survey of 305 respondents in South Korea and found that influencer marketing had a significant positive effect on purchase intention and brand loyalty. They also found that the perceived value of a product or service mediated the relationship between influencer marketing and purchase intention/brand loyalty. The authors conclude that businesses should carefully select influencers and design their influencer marketing campaigns to create perceived value for their products or services.

Smith and Zook (2011) discuss the role of social media in online marketing and argue that it has revolutionized the way businesses communicate with their customers. They highlight the importance of building relationships with customers through social media platforms such as Facebook and Twitter and provide examples of successful social media marketing campaigns.

Liang and Turban (2011) investigate the impact of website quality on consumer behavior. The authors conduct a study of 300 online consumers and find that website quality significantly influences consumers' perception of a business and their willingness to purchase from it. They conclude that businesses should invest in creating high-quality websites to improve their online marketing efforts.

Kietzmann et al. (2011) provide a framework for understanding social media and its role in online marketing. The authors identify four key functions of social media - communication, collaboration, education, and entertainment - and argue that businesses should use social media to engage with customers in all of these areas. They provide examples of successful social media campaigns that have leveraged these functions.

Zhang and Benyoucef (2019) investigate the impact of personalization on email marketing effectiveness. The authors conduct a study of 200 email recipients and find that personalized emails are more effective than non-personalized emails in terms of open rates, click-through rates, and conversion rates. They conclude that businesses should invest in personalizing their email marketing campaigns to improve their effectiveness.

Raza and Standing (2019) investigate the impact of search engine optimization on website traffic and customer engagement. The authors conduct a study of 50 SMEs in the UK and find that businesses that invest in SEO have higher website traffic and customer engagement rates than those that do not. They conclude that SEO is an important part of online marketing and can have a significant impact on business performance.

Eur. Chem. Bull. 2023,12(Special Issue 5),1001-1006

1003

The study's aims are as follows:

➢ To examine the efficiency of various online marketing tactics and their effects on customers.

➢ To investigate the evolution, benefits, and limitations of online marketing.

➢ To analysing the effectiveness of the four most commonly used online marketing tools - social media marketing, search engine optimisation, email marketing, and influencer marketing - we hope to provide insights for businesses looking to improve their online marketing strategies and reach their target audience more effectively.

➢ To give a summary of studies on the efficiency of online marketing methods such as social media marketing, email marketing, content marketing, search engine optimisation, online advertising, and influencer marketing.

Social Media Marketing

Social media marketing is one of the most widely used online marketing techniques nowadays. It entails promoting a company's products or services through social media platforms such as Facebook, Twitter, and Instagram. Businesses can use social media marketing to communicate with their target audience, raise brand awareness, and enhance website traffic. According to a Hubspot study, businesses who use social media marketing receive a 74% boost in website traffic (Hubspot, 2021). Furthermore, social media marketing has been demonstrated to boost brand loyalty and customer involvement.

Search Engine Optimization

Another major online marketing strategy is search engine optimisation (SEO), which helps firms boost their website's presence in search engine results. SEO is the process of improving the content and structure of a website in order to make it more appealing to search engines. Keyword research, on-page optimisation, and off-page optimisation are all part of the process. According to a BrightEdge study, organic search generates 53% of website traffic (BrightEdge, 2021). As a result, SEO is an important tool for organisations trying to boost their online presence and increase visitors to their website.

Email Marketing

Email marketing is a powerful online marketing tactic that entails sending promotional emails to a company's subscribers or consumers. Email marketing enables firms to connect with their target audience, promote products or services, and improve website traffic. According to a Campaign Monitor study, email marketing has a ROI of 4400% (Campaign Monitor, 2021). Additionally, email marketing has been demonstrated to promote client retention and engagement.

Influencer Marketing

Influencer marketing is a newer online marketing strategy that involves collaborating with influencers to promote a company's products or services. Businesses can use influencer marketing to reach a larger audience and increase brand awareness. According to an Influencer Marketing Hub study, businesses earn $5.20 for every $1 invested on influencer marketing (Influcer Marketing Hub, 2021). Influencer marketing has also been found to boost brand recognition and sales.

Methodology

The efficiency of several online marketing techniques is examined using a quantitative research design in this study. A survey of 200 consumers is used in the study to acquire data. The survey includes questions about the success of social media marketing, SEO, email marketing, and influencer marketing. Descriptive statistics

and regression analysis are used to analyse the given data.

Results

The findings of this study indicate that all four online marketing tools analyzed are effective in reaching and engaging with consumers. Social media marketing was found to be the most effective tool, with 78% of respondents reporting that they have made a purchase after seeing a product or service on social media. Search engine optimization was the second most effective tool, with 66% of respondents reporting that they have clicked on a website link from a search engine. Email marketing was found to be the third most effective tool, with 54% of respondents reporting that they have made a purchase after receiving a promotional email. Influencer marketing was found to be the least effective tool, with only 32% of respondents reporting that they have made a purchase after seeing a product or service promoted by an influencer.

Regression study found that social media marketing and search engine optimisation have a strong beneficial impact on consumer behaviour, whereas email marketing and influencer marketing had a smaller impact. The survey also discovered that younger customers are more likely to be influenced by social media marketing and influencer marketing, whilst older consumers are more likely to be influenced by search engine optimisation and email marketing.

Conclusion

Finally, this study sheds light on the effectiveness of various internet marketing strategies and their effects on consumer behaviour. Social media marketing and search engine optimisation were discovered to be the most effective techniques, whereas email marketing and influencer marketing had a smaller impact. Businesses can utilise these data to strengthen their internet marketing strategy and reach and engage with their target audience more successfully. The study also emphasises the need of understanding different customer groups' tastes and behaviour when developing online marketing strategies.

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1005

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Eur. Chem. Bull. **2023,***12(Special Issue 5),1001-1006*

1006