

THE IMPACT OF DIGITAL MARKETING ON BUSINESS GROWTH AND BRANDING

Dr. Neerja Nigam

Professor, Department of MBA, Technocrats Group of Institutions, Bhopal, M.P.

neerjanigam01@gmail.com

Dr. Priyanka Goel

Professor, Jagan Institute of Management Studies, Rohini

priyanka.goel@jimsindia.org

Dr. Meenakshi Kaushik

Associate Professor (HOD_ BBA), Department of Management, Siri Fort Institute of Management Studies (GGSIPU), Rohini

Meenu.meenuk1@gmail.com

Dr. Rakhi Chawla

Associate Professor, Department of IT, New Delhi Institute of Management, New Delhi- 110062

rakhirajchawla@gmail.com

Dr. Anubhuti Hajela

Associate Professor, Department of Management, New Delhi Institute of Management, New Delhi- 110062

anubhutihajela@ndimdelhi.in

Dr. Shubham Agarwal

Associate Professor, Department of Mathematics, New Delhi Institute of Management, New Delhi- 110062

meshubhamagarwal@gmail.com

Dr. Rohtash Kumar

Associate Professor, Department of Management, New Delhi Institute of Management, New Delhi- 110062

drrohtashkumargarg@gmail.com

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Abstract

The paper begins with a discussion of digital marketing before going on to discuss its various forms, how it differs from traditional marketing, as well as its advantages, disadvantages, and current relevance. This study focuses on how digital marketing affects how people view a particular product. This study shows how people who are exposed to digital marketing can learn more about brands and how innovation has aided their growth. The assessment evaluates the efficacy of digital marketing tactics including member marketing, blogging, search engine optimization, mobile marketing, and email marketing. Understanding the connection between brand creation and digital marketing was the goal of this study. People are likely to remember the attention-grabbing headlines that glitter on their digital devices, such email and web search items, thanks to digital marketing. Digital platforms and resources are increasingly being used as part of multichannel branding and commitment campaigns to communicate a brand's positioning. Digital branding or digital correspondence are terms that can be used to refer to digital marketing.

Keywords: Digital Marketing, Business Growth, Branding

1. Introduction

Digital marketing is the branch of marketing that uses web- and online-based technical breakthroughs like personal computers, cell phones, and other digital media and platforms to advertise products and services. The way that businesses and brands use innovation for marketing has changed as a result of its development in the 1990s and 2000s. As digital platforms have become more prevalent in everyday life and marketing methods, as well as as more consumers utilize digital gadgets instead of visiting physical stores, digital marketing initiatives have grown. These initiatives include website design optimization (SEO), web index marketing (SEM), content marketing, force to be reckoned with marketing, content mechanization, campaign marketing, information driven marketing, and online advertising. Digital marketing also includes non-Web channels that provide programmable ringtones for digital media, such as TV, mobile phones (SMS and MMS), get back to, and on-hold. Digital marketing can now be distinguished from web-based marketing by its growth into non-Web platforms.

Web marketing is essentially what digital marketing is. A publicize and digital channel are hinted at. Digital marketing is a waste of time in terms of how it portrays the outcomes of business administration and marketing. Digital marketing is the review or promotion of products from a certain brand to advance the cause.

Self-education in how to advance a thing is a very old concept. The approaches a retailer uses to present a product have evolved in response to trends in the media and, more specifically, in how people behave. When companies try to sell something online these days, they use a method known as "digital marketing." Initially, the only thing that was thought of for web marketing was text about various products. However, it has become abundantly evident that digital marketing is about much more than just selling stuff as the number of people using the internet keeps growing. Additionally, it involves promoting awareness of the objects. It serves as a forum for communication between the organization and its clientele in Pakistan, India, Bangladesh, Sri Lanka, Bhutan, and other countries. With the assistance of digital marketing, the product's manufacturer can increase its recall value. Today, there are an overwhelming number of options available. Each company should concentrate on it to ensure that their brand stands out from that of their competitors by establishing distinct differences between the two. Every organization should pay attention to how its image is presented. Any kind of link between other countries, such as Bhutan, Sri Lanka, Pakistan, India, and Bangladesh, benefits from having a strong brand image. In this approach, creating a brand in the minds of one's target market is more significant to initiatives.

A brand is essentially the promise that a business makes to its clients. Philip Jones defined a "brand" as a product that delivers both functional advantages and supplementary

qualities that a specific segment of customers values to purchase in his paper "Brands," published in 1993. Therefore, the most popular strategy for building a brand may be seen of as the demonstration of providing customers with something of considerable value. It comprises all of the client's knowledge, considerations, and feelings towards the product. towards this sense, building a reputation for one's company is an essential step towards turning a profit. It's not enough to merely get people to remember the name of the product when trying to build a brand; you also need to win their trust in the brand. This study shows how using digital tools and platforms can improve an organization's standing in a multichannel brand communication or commitment program. The terms "digital correspondence" and "branding," which both pertain to digital marketing, are interchangeable.

2. Literature Review

According to Afrina Yasmin and her associates (2015), who explain how digital marketing works, customers are drawn to an organization's products and services through digital media. According to the analysis, traditional and digital marketing can work together. The assessment also examines other facets of digital marketing and what they signify for an association's sales. Keep in mind the following: According to surveys, the benefits of digital marketing are quite obvious to potential customers. According to a recent study, digital marketing increases revenue and can reach clients anywhere in the world.

Yusuf Kamal (2016) makes an effort to predict how digital marketing highlights will change in the corporate world in the years to come by employing a technique known as "pattern examination." According to the scientist's assessment, some of the most recent developments in digital marketing for firms and associations include flexible, online entertainment, social nearby portable marketing, revised content marketing, advanced logical, web search tool marketing, and Web optimization. He defined the various organizational responsibilities, such as re-appropriating, dividing, remarketing, etc., that require the use of digital marketing. According to his research, there are two different approaches to approach the digital marketing system: the client side methodology and the client side technique coupled with the client and framework side procedure.

Marina Johansson focused in 2010 to more easily understand what interpersonal organizations have meant for product branding. Increasing brand awareness can help businesses improve their reputation. The four dimensions of brand mindfulness include recognition, review, being at the forefront of one's awareness, and informal exchange. Analysts discovered that a few aspects of branding have been profoundly impacted by online entertainment. It explains the brand's value, strategy, and the different ways that people are aware of it.

A 2016 article by Cait Lamberton and Andrew T. Stephen examined how innovation has changed over the past few years and what it has

meant for our lives. In order to accomplish the goal of this evaluation, we'll examine how consumers use technology to learn about the brand, how they use it to learn about themselves, and how they use it to communicate with one another. In light of the review's analysis of the papers, it was noted that there were three distinct phases. It is important to keep in mind that web-based entertainment is the future of online entertainment and that digital media has an impact on consumer behavior, particularly the way that consumers behave. Since analysts have used this time to understand how the industry has changed and set expectations, digital marketing is meant to benefit both manufacturers and consumers equally.

Christian Hoffmann and Lisa Weithal investigate brand character and brand notoriety in their 2015 review. This review, which examines the impact of various internet-based communication phases, focuses on consumers' perceptions of companies and how they affect their purchasing decisions. According to research, a brand's reputation is influenced by its originality, dependability, openness to acknowledging need and wanting to assist, accountability, and stability. These viewpoints play a role in influencing how people feel about a certain organization in the current digital age.

According to Mohammed Rizwan Alam in his 2016 book, *Image Expansion on the Global Scale*, there are a few challenges to overcome while building a brand on a large scale. Global commercial exposure, dependability, development, positioning, quality, language

and correspondence, fakes, and a changing environment, according to the author. The evaluation advises management to wait for a brand to mature before attempting to retain customers and ensure their loyalty to the business. According to the review's findings, the brand director needs to have a thorough understanding of the brand to effectively handle problems brought on by fakes.

Nan Feng recently emphasized the value of creating significant areas of strength for business in the personalities of consumers in a report. The brand consists of four components: positioning, naming, gaining support, and building the brand. These four criteria, including product offering developments, brand expansions, numerous brands, and the creation of new ones, should be considered in order to create areas of strength for a.

In the cell phone sector, Dunuwille and Pathmini (2016) look at brand assessment and customer happiness. The extension of the review depends on consumer adherence to the brand and brand perception. Additionally, it determines factors like brand perception that affect customer loyalty in the cell phone industry. In the cell phone sector, it was discovered that the primary brand picture highlight had the most impact on customer loyalty. This finding generated ideas for how brand image may be used to increase consumer satisfaction in the cell phone market. According to all indications, there is a link between customer satisfaction and metrics like apparent quality, brand stability, and brand mindfulness.

3. The Effect of Digital Marketing on Branding and Business Growth

The way businesses run and engage with their clients has always been influenced by digital marketing.

Digital marketing strategies had an impact on overall revenue as well as a company's capacity for expansion. If this sort of advertising is not incorporated into a more comprehensive informative effort, a brand's potential for success is severely constrained.

A company's potential for growth is constrained if it doesn't employ digital marketing methods. We should investigate its impact if you want to use digital marketing to grow your company:

1. Attract customers you wouldn't have otherwise been able to by improving your website's design
2. Recognize the sources of business for your company.
3. Make your point and build relationships with both present and potential clients.
4. Create a presence online
5. Customize your appearance and take charge of the information
6. Make tools available that will allow you to concentrate more on your primary clients.
7. Offer your clients value and show them stuff that matters to them.

3.1. Utilize SEO to find clients that you never would have known about.

The term "website optimization" and its abbreviation are certainly familiar to you if you even have a fundamental understanding of digital marketing. Website streamlining is represented by this contraction. Utilizing website optimization techniques aims to improve the position that web spiders give to your content. The greater your ranking, the more likely it is that potential customers will see your website and other content.

In your opinion, the more visitors you drive to your website, the more possibility there is for you to grow your business. Every person who visits your website and is unquestionably not a current customer gives you the chance to grow your data base. It's possible that this visitor will sign up for your email list or buy something from your online store that day.

Even though the customers you now have are significant, each brand needs to expand its customer base to remain in business.

By using web SEO strategies, you can do that.

Another reason why SEO strengthens the impact of digital marketing on business is because it increases Google's trust in your website.

Your website will be given greater credit by Google as an authority on the subject at hand.

Additionally, this raises the possibility that more web browsers will become aware of your website. One way to boost your ability to assist in this area is to work on generating quality backlinks.

3.2. Recognize the Sales Channels for Your Company

- **One of the best things about how digital marketing affects business growth is that you can almost watch results happen.**

You can attribute an uptick in sales to your mission if you send out a promotion mission and notice one. You can utilize tools to monitor which advertisements and channels are delivering you the most customers. These are useful in figuring out how much to give and where to buy your next promotion.

- **Prior to launching any marketing campaign, selecting the KPIs you want to analyze and track is the most crucial step.**

When you achieve your goal, making the necessary promotion is easier and will produce the best outcome. If you want to generate sales, you must monitor how effectively your campaign converts viewers into buyers. Keep an eye on your stats after your goal is completed if you want to increase the number of people who subscribe to your virtual entertainment channels and increase brand awareness.

Tools for promoting your business through digital marketing

Use a marketing project to monitor all of your research and help you check your return on initial capital investment to make things less confusing. You can utilize a CRM that is fully linked and can handle all of your digital marketing needs, or you can employ devices made expressly for tracking particular stages.

- The focal point Spot is a completely integrated CRM that oversees a variety of digital marketing campaigns and centrally stores all of your data. Their foundation may assist you with email drip marketing, web SEO, and site traffic; the options are unlimited from there.

With the aid of the email marketing tool Get Reaction, you can design presentation pages and email marketing campaigns. Their technology can confidently tell you at any time who opened your email and which links they clicked. To boost productivity, you can use their tool to divide up your rundown.

- Hootsuite is a fantastic software to use for keeping track of your virtual entertainment and social listening campaigns. It collects information from all of your social media accounts in one place and enables you to keep track of which population segments respond to your campaigns. Additionally, it will assist you in categorizing your social media posts as one or more.

- You can look at your website traffic and its sources using Google Examination. Since Google provides supplemental services like Google search and show promotions, it is also possible to track and investigate that data.

3.3. Utilize social media to share your message and establish stronger connections with both current and potential customers.

Online entertainment controls many facets of the average person's life. Additionally, any digital marketing campaign you launch need to

be significantly impacted by it. Simply put, web-based entertainment alternatives provide an additional channel for reaching out to both present and future clients. They also give you the ability to cross-promote your content across several channels.

Here are a few more compelling arguments in favor of a web-based entertainment system.

We should have business dialogues with clients that otherwise might not have happened. According to the business, doing this makes customers feel appreciated and like a part of something.

The ability to respond to questions and concerns from customers promptly is essential for online entertainment.

You may use your channels to monitor the competitors, check what they are saying and doing, and find out how the general public is responding to their content.

You can still use social listening technologies to find out what others are saying about your reputation even if you aren't referenced in their comments directly.

3.4. Establish A Presence Online

If you are not online in this day and age, no one will be able to find you. If you want to examine how digital marketing affects branding and business growth, you need set up a website.

Modern customers utilize Google, Facebook, or online entertainment to find answers instead of looking through a phone book. They may also ask their friends for advice. You are missing out on a wonderful chance if you are not present. The average person regularly engages in online entertainment for longer than two hours. You should be present where people will look when they have the foresight to look at a product or service.

Create your online entertainment accounts as soon as possible to maximize the influence of digital marketing on business growth.

Online entertainment is one of the primary areas a person could look for a business to contact. You don't have to worry about joining every informal community, just so you know. Simply register on the platforms where your target audience will be. Make the appropriate inquiries about all of the organizations that are available, then compare them to your intended audience.

The bulk of searches are made using Google's web search tool, therefore you should utilize all of its features. Your precise location will appear in a Google search for the area and on their guides application if you get your Google posting. Customers will find it simpler to find your front entrance if you do this. These advertisements should provide your address, your phone number, and the address of your website.

A potential customer can believe that your image has anything to stow away if you don't make an impression of virtual amusement.

Additionally, your company will be perceived as being unreliable.

3.5. Customize Your Brand and Take Charge The Communication

- **The corporation has complete control over the message and how it responds to client feedback only in digital media.**

In the event that a report on your reputation is posted online, you are unable to respond to any of the reader criticisms. However, you are fully accountable for what you say and how you react to the feedback if you post a critique of your photo along with any remarks or reactions you get on your own social media profiles.

The Google Surveys page for a corporation can contain any type of content. Smart businesses make a point of responding to these surveys, either to address any client concerns or to dispute an unfair or dishonest audit.

Here are some additional powerful strategies for how digital marketing may help you develop and control your image message:

- Whenever the circumstances permit, add your client's name or other explicit nuances to your advertising and messages.
- Use your consumer and buyer personas to inform the kinds of content you produce. Make sure your audience can relate to the content you produce. You can utilize the information you learn from your missions to inform the decisions you make in the future.

3.6. Use Tools to Focus on Your Core Clientele

One of the most obvious reasons why digital marketing is more effective than traditional types of marketing is that it gives a company vital information about its clients.

The more familiar you are with the people that interact with your site and your content, the better you can position yourself for what's to come. By applying information analysis, you can determine who and when interacts with your material. This suggests that, in light of the information, you may want to adjust the material you produce and the platforms on which you distribute it.

The very finest digital marketing channels are depicted in this diagram. However, keep in mind that despite the fact that this graph is typical, the socioeconomics of your center client may not agree with it. Determine what enhances your reputation and offers the best financial return.

Although this may not be true for all organizations, email marketing consistently offers the highest return on initial investment of any digital marketing approach for the advertising of goods.

3.7. Give your customers something of value, and highlight content that interests them.

Any method for digital marketing must include content marketing.

Content is something other than the words on a page. Content includes text on websites, posts on blogs, blurbs and hashtags on social media, videos, and even images. It is exhaustive. By

developing a strategy that incorporates this type of material for your readers, you can be certain that you are giving your customers the stuff they need to see.

For instance, if your company has a gallery of fine art, your customers can find value in movies that show the best ways to do tasks or use manufacturing equipment. Throughout the epidemic, the method for making a material facial covering may have been the most well-known video. Making movies on this topic or even capturing images to provide step-by-step instructions aided in improving businesses and getting establishments to provide content that was useful to their customers.

Providing interesting content for your viewers can help your business in the following ways:

After reading or evaluating instructive information on your website, customers are 131% more likely to make a purchase from your company. A strong content marketing system can produce three times as many leads as paid lead generating. Companies that had a substance marketing strategy in place found that the quality of the leads generated was better than anyone may have predicted after putting a strong substance methodology into effect. In addition, the cost is 62% cheaper.

Digital marketing has had a tremendous impact on how companies interact with their clients and how clients find them. The influence of digital marketing on business growth will only increase as more businesses go digital.

If a company doesn't create a superb digital image, its ability to connect with existing consumers and attract new ones would be significantly hampered. The absence of a digital presence also undermines consumer confidence in the company. However, a business can have a big impact on a brand's primary problem if it exploits its capabilities in a marketing strategy that incorporates components like content marketing and web-based entertainment.

4. Research Methodology

This review provides both an unmistakable and scientific record. The scientist had devised a plan for gathering information and conducting an examination. The outcomes of this study are dependent on the participants' direct interactions. In research projects with 140 people, MI telephones are being used. The subjects for the review were chosen using "critical testing." The summary asked participants to rate each inquiry on a Likert scale from 1 to 5, and the results were examined. To carry out the factual estimations, SPSS 23 is used. The focus also hinged on material that had been proactively disseminated to the public at large. The review's examination used relapse, part examination, and the rate technique.

5. Analysis and Discussion

When examining quantifiable data, rates can be used to represent an illustration or the entire population. Calculating the extents of the components chosen for the review is a component of rate investigation, and the results are simple. Table 1 clearly demonstrates that

men made up 53% of the 140 review participants, while women made up 47% of the total. In this survey, 23.8% of participants reported being married, while the remaining 76.2% reported being single. 56.2% of those

polled between the ages of 15 and 25 make up 33.0% of the population, followed by 25 to 35, 6.2%, 35 to 45, and 6.2% beyond 45. Each and every respondent has a graduate degree.

Table 1: demographic profile

S.NO.	Variables	Classification	Frequency	Percentage
1	Gender	Male	80	53.0
		Female	70	47.0
		Total	140	100.0
2	Marital status	Unmarried	115	76.2
		Married	25	23.8
		Total	140	100.0
3	Age (in years)	15-25	89	56.2
		25-35	44	33.0
		35-45	22	6.2

Table 2: Factor 1-Brand Loyalty

S.NO.	Statement	Factor Loading
1.	This brand is trustworthy.	0.684
2.	This product is reliable.	0.666
3.	This brand stands apart from rival brands thanks to certain characteristics.	0.598
4.	This item is of a high caliber.	0.561
5.	I am pleased with the merchandise this company sells.	0.532
6.	This company offers good value for the money.	0.535
7.	This brand is well-known.	0.474
8.	I endorse this company to others.	0.443

Table 2 confirms that brand loyalty is dependent on consistency, longevity, and extraordinary quality standards. As a result, brand commitment has been suggested as a possible explanation. Given that the component stacking for brand unshakeable quality is so high (0.684), it is clear that the MI brand can be trusted. The auxiliary variable, with a stacking of 0.666, was brand life span. The MI brand is

clearly superior to its competitors as seen by the variable stacking of 0.598. The element stacking of 0.532 indicates that customers are happy with the MI brand's products. The next three elements have factor loadings of 0.443 each: price, brand knowledge, and if the brand is recommended to others. The result is increased client loyalty.

Table 3: Factor 2-Brand Recognition

S.NO.	Statements	Factors Loading
1.	I am pleased with this brand's post-service offerings.	0.638
2.	I purchase this brand because it is only offered online.	0.625
3.	I'm pleased with the brand advertisements.	0.622
4.	If the currency changes, I'll repurchase the same brand.	0.553
5.	Every time I see a brand advertisement, I can recognize it.	0.552
6.	I am pleased with my choice to purchase the brand.	0.566
7.	I would want to learn more details about the product.	0.498

According to the claims in Table 3, the brand is well known. As a result, the customer's brand experience will be taken into consideration. We could infer that MI provides unusual post-buy support based on its high variable stacking of 0.638. Given that this brand can only be purchased online, its variable stacking is 0.625. Brand promotion has a 0.622 element stacking. Customers can identify the brand after seeing advertisements for it with a component stacking of 0.552. The component's stacking of 0.498 suggests that customers are interested in).

familiarizing themselves with the product. How frequently the item's data is updated is indicated in Table 4. Digital brand attentiveness will be considered as a result. According to the data in the table above, digital advertising is the most heavily weighted component since it enables customers to consider products from different brands. The ability of digital advertising to keep customers buying is its second most important component stacking (0.638), while its ability to increase brand awareness is its least important component stacking (0.435

Table 4: Factor 3-Frequent Update

S.NO.	Statements	Factors Loading
1.	It is easier to compare this brand to other brands because to digital advertising.	0.636
2.	Digital marketing encourages 24-hour shopping	0.638
3.	Digital advertising aids in keeping up with new goods and services.	0.623
4.	Clear information is provided about the goods or services in digital advertisements.	0.528
5.	Digital marketing promotes higher interest in the products.	0.457
6.	Digital marketing increases brand recognition	0.435

6. Conclusion

The influence of digital marketing on business and its growth will only increase as more and more companies go online. Additionally, if a company has areas of strength for a marketing methodology that incorporates important methods, such as web-based entertainment marketing, content marketing, and so on. We sincerely hope that you are aware of how digital marketing affects businesses and that you will put all of the techniques into practice for the benefit of your company. To identify specific elements that might be related to the use of digital marketing in brand building, a top to bottom writing audit and review circulation were used. The analysis found that developing a brand depends on consumer recognition and brand loyalty. According to a study of digital marketing, a few things need to be considered. These include routine updates, brand linkage, and online purchasing. According to the poll results, digital marketing is possibly one of the most important things you can do to build a brand in the current environment. Customers find digital media more engaging than traditional media like print, TV, and other associated channels. Due to shifting consumer buying patterns, advertisers must better understand their target market in order to develop strategies that satisfy both their current clientele and potential new ones. This may be successful if traditional marketing is replaced by digital marketing. Digital marketing is a way to spread digital branding through digital media in this way.

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