

# Digital Marketing: Disruption, Expansion and its Impact on Businesses

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## Abstract

The research paper is about Digital marketing: disruption, expansion, and its impact on businesses. In this research paper I will discuss about the various types of digital marketing tools used by companies. I will take three tools of the digital marketing and how they help the companies to attract more audiences. I have focused on SEM (Search Engine Marketing), use of websites and use of keywords. As digital marketing has become a useful tool for the companies and help them to lower down their cost of marketing activities therefore correct use of the tools like SEM is necessary for the companies to target the potential audience similarly proper use of websites is necessary to give useful information to the audience and with good content help the companies to draw more traffic, further how keywords are an important tool to increase the ranking of the websites in the search engine result page (SERP). Further I have discussed about the current trends followed by companies during covid-19 pandemic and to know whether digital marketing is a helpful tool to generate revenues for companies during this crisis. For my research I have focused on both primary and secondary data to find out how these digital marketing tools help the companies in their business.

**Keywords:** Search Engine Marketing, website, use of keywords.

## 1. Introduction

As we all know marketing is a very wide term which is being used by many companies or say is used in every small or large business. We can also say that marketing refers to the activities used by the companies to promote their products and services. Marketing basically includes advertising of

products, selling of products and delivering of the end product to the consumer and to other businesses.

Professionals those who are involved in a corporate world of marketing and promotion departments in the organization try to seek their key potential audiences via advertising.

Promotional activities are mainly used by the businesses and companies to boost their sale for which they even take the help of celebrities, use phrases and even catchy slogans, take the help of graphic designers to design different and catchy packaging for their products and even utilize the help of all media platforms.

- In marketing there is a term called “marketing mix” which is also known as 4P’s – product, price, place, promotion.
- The main objective of marketing sell the products and services of the company or businesses and try to identify its ideal customers, helps to draw the attention of their customers to the various products and services available for them.

Marketing as a term also means attracting the customers and building a relationship with them, and try to offer them the exact products and services they are looking for and converting their potential customers into permanent, marketing also helps in making their customers a loyal one towards their products and services.

When the company is able to match its products and services with that of its customers wants and needs it make the sale of goods and services and hence increase in the profitability for the company and business.

The four P’s of marketing are- Product, Price, Place and Promotion, collectively they are called marketing mix.

Let’s talk about them a bit.

### 1. Product

Product generally refers to the first stage and also the first “P” of marketing

mix. It offers the items, goods, and services which the business have for its customers. The product offered the company should be good enough to capture the market and offer what the customer is actually looking for and should also have some distinct features so that it can be differentiated form the other competitors in the market. Before launching the actual product into the market the marketers should properly study the market as to what products are being sold in the market and what the customers have to offer, whether there is a substitute product of the same or not so that a proper marketing companying can be done.

### 2. Price

Then comes the second p of the marketing mix “Price”, it generally refers to for how much the company is ready to sell its product for. Before finalizing the actual price of the product there are some things which the company should keep in mind like the cost per unit price, its marketing cost and the distribution expenses. The companies should also keep in mind that the prices set by their competitors selling the alternative products so that it’s easy for the customers to switch between the two.

### 3. Place

Third “P” refers to the place where the final distribution of the product has to be done. For this the company decides various distribution channels like whether to sell the product via physical store, online or both. What should be sold in a storefront, and which type of product placement should be done? And when it’s sold online which digital product placement should be done?

#### 4. Promotion

When we talk about promotion it's the last "P" of marketing mix it involves various marketing campaigns which include activities like advertising, selling, sales promotion, public relations, direct marketing, sponsorships, etc. before promotion the company finalizes the other 3 "P's" and depending on that it promotes the product to the target customers.

Keeping 4P's in mind every organization plans their marketing strategies which can help them to grow their business and create their brand image in the market. Marketing is an important tool for every business organization as with the help of proper marketing they can showcase their products and services in the market and get a suitable position in the market.

When we talk about different marketing methods there are two main forms of marketing that comes in our mind, traditional marketing and digital marketing. As we all know traditional marketing is the oldest form of marketing which is still used by many companies use of newspapers hoardings etc. are some of the traditional marketing techniques used by companies to make people aware about their existence in the market and to attract customers but with the changing scenario and changing techniques companies have changes their marketing techniques and shifted from traditional to digital marketing, digital marketing is a common term which is used now a days by every other business men of organizations, as this is the tool that helps the organizations to reach a wide amount of audience within a less span of time, its comparatively

cheaper than traditional marketing therefore all the small companies try to take full advantage of this marketing technique. Talking further digital marketing give companies a platform to present their products and services on a digital/ online platform as now a days use of internet is very common and every other person has a mobile phone with an active internet connection, this allows companies to advertise their products and services online and target large market.

Digital marketing tools like website, SEO, SEM, etc allows companies to know more about their customers taste and preferences and allow them to offer exactly the same product or service which their targeted audience is looking for. in this research we have mainly focused on digital marketing and some of its tools like use of website in attracting audience's attention, use of keywords that can help companies to attract more traffic and help to show their website on higher level in the Search Engine Result Page (SERP), further we talked about the use of SEM in overall growth of digital marketing.

SEM a great tool in order to boost the company's performances in the digital channels

Further we have also collected the data from which we would be able to identify how much budget does the companies set for their different marketing activities, from which social media platform does companies get more traffic and from which platforms they are able to earn more revenues. In addition to this considering the current situation of Covid19 pandemic, how companies are adapting the changes and is there any change in their

marketing techniques or not. Is digital marketing a better option in this time of crisis to generate revenues for their businesses? And to know which digital marketing trends do they follow.

### 2.1 Traditional marketing

Traditional marketing is the oldest and very common form of marketing which also encompassing the advertisement that we see and hear every day and can be categorized into four types:- print, broadcast, direct mail, and telephone.

It is also a conventional mode of marketing that helps the companies to reach out semi-targeted audiences with various types of offline advertising and promotional methods.

Traditional marketing is a type of marketing which is very hard to ignore and includes the traditional ads we encounter on a daily basis. Many of the common and most tried offline marketing are as follows:

1. Print which include -magazines, newspapers, etc.
2. Broadcast which include TV, radio, etc.
3. Direct Mail which include- catalogues, postcards, etc.
4. Telephone which include -telemarketing, sms marketing, etc.
5. Outdoor which include-billboards, fliers, etc.

### 2.2 History of digital marketing

1990s was the year when digital marketing was first introduced. This was the time when internet was introduced and development of Web 1.0 was under process. Web 1.0 use to allow users to find the information they are looking for but it didn't allow

them to share that information over the web. As at that point of time the use of internet was not that much popular as people were still unaware of this term and considering this the marketers were still unsure of the use of digital platform.

The digital era started in the yr 1993 when the first clickable banner went live, and this was then purchased by HotWired for their advertising. By this gradual shift in the marketing methods in the yr 1994 and Yahoo was launched and various companies come up with different technologies for their digital marketing.

In the year 1996 when World Wide Web came into existence on the very first year Yahoo received about 1 million hits. Looking at this companies stated to optimize their websites as they see a lot of change in the digital market space and to increase their search engine rankings. Many other search engines and tools were also launched in the same yr like the HotBot, LookSmart and Alexa.

It was the year 1998 when Google was launched. To compete in the digital market Microsoft launched the MSN search engine and Yahoo come up with Yahoo web search. After the launch of all these two year down the line all the small search engines were wiped out or left behind and all the control was taken over by these big companies. It was the year 2006 when digital marketing saw it's largest rise as the search engine traffic was reported to have grown to about 6.4 billion in a single month. Seeing this to compete with Google and Yahoo Microsoft launched Live Search.

In 2007, Tumblr was launched. Also web streaming service Hulu was also

found in this year. Mobile giant Apple launched its iPhone in the same year.

Spotify launched in the year 2008 and Groupon also went live in the same yr.

Google also launched real-time search engine in the year 2009. With this Google also come up with products like Google Ad Words which helped the companies to show their 3 line ads on the top of the search engine and to get cost-per-click advertisement Ad Sense was introduced. To target its customers Google come up with this technique to show ads to the customers as per their interest and it became a helpful tool in digital business.

Soon Web 2.0 was introduced which allow the people to interact with other users as well as other businesses, people were becoming active users and started to contribute in the digital platform. Internet was also know was 'super information highway' by this information volume also increased and use of digital marketing also increased and internet advertising also increased.



Fig.1 Web 2.0

Then came the social networking sites. MySpace was the first social networking site to arrive in the digital marketing world which was then followed by Facebook. After the launch of all these sites companies realized that the beginning of new era of business has started, as companies found out new

ways to promote their product and brand. With the help of new resources they try to utilize the most form the social networking platforms.

2012 was year of social media, around this yr companies have increased their social media budget up to 65% and Google has also launched it's Google knowledge Graph. As MySpace and Facebook was the most popular social media sites companies thought that it will help them in expanding their business all over the net and promote their products and brand on various channels

The introduction of cookie was also a plus point for digital marketing industries. The first cookie was designed to record user habits which means to track the browsing habits and patterns of users how frequently they use internet so that the companies can promote their products to the users as per user preference. Since then the use of cookies have been altered by the time as of now cookies are used to collect the literal user data.

As we see in the current scenario digital marketing has shown more growth opportunities which can help the business to grow. As we see now a day's more than 180 million people have smartphones and have access to internet are all are active on social media platform therefore it's a huge tasks for the digital marketers to understand the behavior of their customers.

As we all know the main work of digital marketing is very helpful tool used by companies in order to promote their products and brands with the help of various online channels to reach to their targeted and potential customers.



As we all know how the buying behavior of the consumers have changed from the past decades as people have started to move to online and digital markets. This shift of customers from traditional to digital has made the companies to shift their businesses to a digital platform and adapt with the changing scenario.

It is very necessary for the businesses to understand and know how the digital marketing works so that they can form their own marketing strategies and use different digital tools for their marketing campaigns to capture its targeted audiences.

### **2.3 What is digital marketing?**

So when we talk about digital marketing the first thing to know is what is digital marketing?

Digital marketing is nothing but the buying and selling of product and services and promoting brands using different digital channels. Digital marketing helps the businesses to find their target audience and attract customers with the help of internet and other digital platforms.

When we talk about digital marketing there are various technologies used by the companies in order to get their marketing message to the target audiences. When we talk about current scenario it's important for every company to have their own website as we all they need to invest on PPC and display ads, email marketing, use of mobile technology like smart phones, social media, and various other digital mediums to attract their target audiences.

In the current time internet plays a significant role as it affects the buying

behavior of the customers and it's important for the businesses to have a digital platform which also help them to boost their visibility as much as possible.

### **2.4 How Digital Marketing works?**

For the businesses to work the owners need to understand how the digital marketing works so that they make a appropriate marketing decision and helps in making their digital marketing campaigns for all these to work they should understand how it all works and help in reaching their marketing goals.

#### **Website Marketing?**

Website can be said as the cornerstone of digital marketing strategy. This is the face of the company where the targeted customers first land and find the useful information which they are seeking for, as this is the place where our potential customers will become the paying one. The main goal of digital marketing is to attract, engage and convert the potential leads into making purchases and for this an attractive website is very necessary.

There is a great saying that "First Impression Is the Last Impression" so according to this companies also try to make their first impression the best one with the help of a website as it's the only platform where the targeted audience will first encounter when looking for goods and services. Keeping this thing in mind the company should pay proper attention in the layout of the site and use of proper design, graphics and colors. According to the data about 8% of the people will stop engaging with the website they find unattractive.

Not only the appearance but your website should be easy to navigate and gives proper guidance for the next step that consumers need to take. And also the website should be fully optimized for mobile devices which help in improving the site experience when using from a mobile device.

### Search Engine Optimization

Search engine optimization another big term in digital marketing that helps that helps companies to reach and convert their consumers in this digital age. Investing in SEO and optimizing your site's content so that it appears to the search engines like Google and help's to reach more customers and make more leads. The ultimate goal of the company is to rank higher on the Search Engine Result Page (SERP) so that your website is more visible to your targeted audience and drive more organic traffic.

SEO helps to bring more traffic but also helps in ensuring that the leads that your company is generating are of higher quality, it helps the company to target the right audience who are actively looking for your product and services. By wisely choosing correct keywords and giving proper content in your website you can reach a wide amount audience who are interested in your products and services.

### Content Marketing

Another important tool of digital marketing is content marketing, it helps to create and promote content helps to engage people and targeted audience who are interacting with you. It can also be used to create brand awareness of the product and services, increasing leads, retaining loyal customers.

Whichever digital marketing tool you use content is always useful to support your tool as content is used to provide smallest and detailed piece of information to your customer like a "Thank You" mail to your potential customers or a E-Book that describes the challenges faced by the customers when searching online.

### Social Media Marketing

As we now days with the use of social media platforms companies try to reach their target audiences it can be used as effective digital marketing tool used by companies. It includes popular channels like Facebook, Instagram, LinkedIn and many more. Social media help companies to increase their brand awareness, help in generating more leads, and even improve customer engagement.

## 2.5 Difference between traditional marketing and digital marketing

Traditional Marketing	Digital Marketing
1. Traditional marketing is a one way communication.	1. Digital marketing is a two way communication.
2. Traditional marketing is an expensive form of marketing.	2. Digital marketing involves less cost than traditional marketing.
3. Print, TV Ads, Direct mail, and telephone are some examples of traditional marketing.	3. Online advertisement, social media, email marketing and text messaging are some examples of digital marketing.

4. Slow results.	4. Fast results.
5. With the help of traditional marketing it's easy to reach local audience.	5. With the help of digital marketing its easy to reach targeted audience.
6. Traditional marketing is a personal approach.	6. In digital marketing physical presence is not required.
7. In traditional marketing a hard copy of products and services is provided.	7. Digital marketing use all the digital platforms like website videos to provide information.

Table 1. difference between traditional marketing and digital marketing

### 3.1 Literature review

Digital Marketing industry in India has spread to almost all the business sectors. Some of the important applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management. How digital marketing has changed the total retail and retail E-commerce sales in India (2013-2018), Indians having active internet connections and where digital marketing has the greatest commercial impact, (M. Suginraj) has come up with all these points in his research (Growth of online marketing in India). Further to know more about digital marketing (Hima Vamanan Nair) come up with the research (Digital marketing: a phenomenon that rules the modern world) in which he talked about the meaning of digital marketing its scope for the companies significance and its functioning. Digital marketing not only helps the people in their businesses and corporate sectors but also help in the education sector as well. Digital Marketing has expanded the boundaries of education. In this era of digitalization where every industry is focusing on becoming digital, educational institutions from all over the world are no longer finding

it difficult to market themselves to their audience or suffer from a lack of brand awareness. Due to the big spread of information, educational institutions have the chance to show the opportunities that students could get from the service they provide, not only in the country but in a worldwide market (PATRUTIU BALTES, 2015). To illustrate the impact of digital marketing in Big Choice Group, the researcher (Isidro Fierro) used a case study (Digital marketing: a new tool for international education) in which she compares the digital innovations within the structure of the company. Digital marketing has not only affected the sectors but the people and their buying behavior as well. In the research (Digital Marketing and Its Impact on Buying Behavior of Youth) by (Dr. S. Sivasankaran) has talked about the same how digital marketing has affected Indian markets and the youth. To understand more about digital marketing and to know the difference between traditional marketing and digital marketing and how it has impacted on the sales of a firm (Afrina Yasmin, Sadia Tasneem, Kaniz Fatema) have done the research (Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study) using different



statistical tools to draw the conclusion for the same moving on from sales and difference between different marketing another important point is to built a good customer relation, (Marko Merisavo) in his research(The Effects of Digital Marketing on Customer Relationships) talked about the same. In order to sell more products and services the companies should know the purchase behavior of the people which factors affect them and which attracts them (Mrs. K.R. Mahalaxmi, P.Ranjith) in their research (A Study on Impact of Digital Marketing in Customer Purchase Decision in Trichy) paper talked about the same using different statistical tools and prove the hypothesis by using chi-square test.

With the use of smart phones and active internet connection people are more likely to spend more time with their phone and here comes the role of social media according to (Lindsey Julian) in his research (Using Social Media to Increase Consumer Loyalty to a Brand) companies try to make best use of this opportunity, moreover to see how social media changed the way brands act toward customers and how customers gained power in their relationships with brands (Charles Rupin) in his research (Social media as a new engaging channel in brands' relationship marketing). Use of digital marketing is an important tool for companies to know more about digital marketing and tools involved in it like SEM (Search Engine Marketing) and SEO (Search Engine Optimization) use of website etc. (Achmad Nizar Hidayanto, Moch. Sidhki Adha, Meganingrum Arista Jiwanggi, and Tisha Melia) in their study (Utilization

of Google Tools and Social Network Websites to Improve Performance of Search Engine Marketing (SEM)) talked about the same in their research. To know more about SEO (Search Engine Optimization), its algorithms and how it helps companies to grow their business (Patil Swati P, Pawar B.V and Patil Ajay S) in their study (Search Engine Optimization: A Study) talks about the same. Moreover to get more insights about SEO and SEM and how they work and help companies in making strategy for their business (Achmad Nizar Hidayanto, Moch. Sidhki Adha, Meganingrum Arista Jiwanggi and Tisha Melia) in their research (A study of impact of search engine optimisation to internet marketing strategy) explained the ways how companies can use internet and different web tools to drive more traffic to their sites. SEO techniques are discussed that enterprises, web developers and bloggers can use to increase their site's visibility in SERP's (Raza ul Mustafai, M. Saqib Nawazi, M. IkramUllah Lali) in their research (SEARCH ENGINE OPTIMIZATION TECHNIQUES TO GET HIGH SCORE IN SERP'S USING RECOMMENDED GUIDELINES) talked about the use of SEO and use of proper keywords which can then help the active customers to get what they are looking for another important point that comes here is how SEO helps in the ranking of the pages testing different theories in their research (Karthikeyan, K & Sangeetha, M) talked about and discussed that search engine marketing can contribute remarkably to a web site's search engine visibility, which in turn can bring great value to a web site. (Page Rank based

Design and Implementation of Search Engine Optimization). To know more about SEM and its (Chris Barry and Debbie Charleton) done their research on SEM (In Search of Search Engine Marketing Strategy Amongst SME's in Ireland) and talked about SEM strategies SEO strategies and challenges in SEM. To get a great and healthy traffic it is necessary for your website to be on top with a higher ranking (

Khalil ur Rehman and Muhammad Naeem Ahmed Khan) talked about methods that can help to increase the ranking of their website in their research (The Foremost Guidelines for Achieving Higher Ranking in Search Results through Search Engine Optimization).

#### 4.1 RESEARCH METHODOLOGY

Methodology is a very important part of research as it consists of different steps and concepts which need to be considered before starting the research. The main structure of research is research design which is important to give right direction and angle to the research, it's like a work plan or blueprint which help the research to move in a right path. It is used to answer the initial questions of the problem and also helps in answering the logical questions. It also helps in identifying whether to go for a qualitative research or quantitative and also helps in determining the sample size and whether it will be descriptive or explanatory. Overall it's all about choosing the best way to do the research. In my research I have done data collection and then analyzed the data collected. Analysis of the collected data is important to get the actual

result of the research and to clarify the objectives and to conclude the research.

#### 4.2 Purpose of the study

To know the use of digital marketing by different organizations and tools of digital marketing which can help in the growth of the organization. To know if SEM is a great tool to boot the performance of the company, to know the use of website and is it a great way to capture large amount of people and to know the use of keywords and how they are helpful in targeting a large market. Further to know how companies are using digital marketing in covid-19 pandemic.

The following analysis have been done:

- Correlation
- Regression
- Cross tabulation

#### Analysis

##### 1) Correlation

Correlation can be described as a tool that helps to indicate the degree of relationship between two variables and also helps in making predictions about future behavior.

Correlation has following values-

- a) 1 means a perfect positive correlation
- b) 0 means no correlation
- c) -1 means perfect negative correlation

##### 2) Regression

Hypothesis is defined as an assumption about something. Hypothesis testing is done to check the plausibility of the given data from a set of population and to check whether the stated hypothesis

is acceptable or not. In the process of testing hypothesis we try to gather as much data as possible to prove our hypothesis.

- Null Hypothesis: this is generally denoted by  $H_0$ .
- Alternative Hypothesis: this is generally denoted by  $H_a$ .

P-value is used to test a hypothesis test and help to accept or reject the null hypothesis.

- A smaller  $p$  ( $<0.05$ ), then we reject the Null Hypothesis. This indicates that null Hypothesis is invalid.
- A larger  $p$  ( $>0.05$ ), then we reject the Alternate Hypothesis. This indicates that Null Hypothesis is valid.

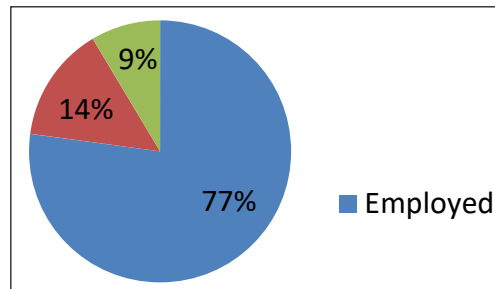
R-square is a statistical tool which helps to measure how close the data is to the fitted regression line. It can also be termed as coefficient of determination, or the coefficient of multiple determinations for multiple regressions.

R-square always lies between 0 and 100%

The problem identified in this research was to know since when the companies are using digital marketing and is SEM a great tool for companies to boost their business, moreover use of websites and keywords are also taken in consideration. In order to understand the use of digital marketing and its tools, questionnaire was prepared in order to know more insights from the companies containing questions about the use of digital marketing and SEM. The demographics were also taken into consideration as controlled variable.

The results of the 105 participants are as follows:

Digital marketing has changed the way of marketing for the companies, switching from traditional to digital



Pie diagram. Demographic

is a big change by the companies. Still many companies still prefer to choose traditional marketing then for digital maybe because they feel it is more convenient and easy to use. As we see from the above pie chart maximum number of respondents are employed (77%) working in a corporate firm using digital marketing for their day to day marketing activities and to expand their business, then comes self employed (14%) who use digital marketing to expand their business and to generate more revenue. Use of different tools and use of SEM (Search Engine Marketing) help the companies to boost their sales using different SEM companies try to target more potential customers. Using websites can help to target more audience and providing them the information they are looking for, with the proper use of keywords can help to increase the visibility if the website and reach wider audience.

#### Research objective- 1

- Use of Digital marketing helps to lower down the overall cost of

marketing and helps in generating revenues.

1. Correlation between use of digital marketing when launching a new product through digital marketing platform.

Products with the help of digital marketing helps to target your company is using digital marketing		
Launching new products w	1	-0.156396841
Since how long your comp:	-0.156396841	1

**Table 2. Correlation Between digital marketing and launch of new products**

As we can see from the above table there is a weak negative correlation between the two statements. Which indicate that though the companies are using digital marketing for the betterment of their companies marketing activities and for growth but still they don't prefer to launch their products via online mode, companies still believe that to launch their new products they should go for some traditional methods like TV, newspapers etc. so that people get aware of the product or service and then go on the digital platforms to look for them.

**2. Research Hypothesis 1:** To test the use of digital marketing helps in lower down the overall cost of marketing activities or not?

Ho- digital marketing doesn't help to lower down the overall cost of marketing of the companies.

Ha- digital marketing helps to lower down the overall cost of marketing of the companies.

P-value	0.038025918
R Square	0.041118411

**Table 3 Research Hypothesis 1**

As we can see from the above ( $0.03 < 0.05$ ) which means that Alternative Hypothesis ( $H_a$ ) is accepted and Null Hypothesis is rejected ( $H_o$ ) this indicates that digital marketing helps the companies in reducing their overall marketing cost.

Moreover R Square value is 4% which is still not more but can be taken into consideration as there are many other factors which affect the marketing activities of the company and should be taken into consideration.

- Since how long your company is using Digital Marketing?

Row Labels	Since how long your company is using Digital Marketing?
0-3 yr	48
3-5 yr	30
5-7 yr	8
7 yr and more	19
<b>Grand Total</b>	<b>105</b>

**Table 4. Time period of companies using digital marketing**

From the above table we can see that there are total 105 numbers of respondents using digital marketing who have responded to the given questionnaire. Digital marketing is seen as an important tool for companies to grow their business with everything becoming digital companies also try to take their marketing practices digitally. By understanding the importance of digital marketing we can see most of the companies have opted to digital marketing on the span of 0-3 and 3-5 years. Moreover others are using it since a quite long time.

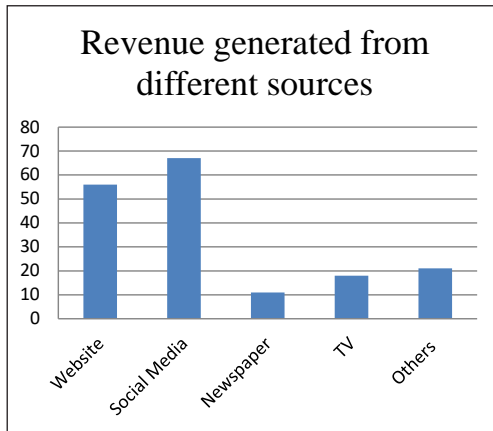


Fig 2. Revenue generated from different sources.

As we see form the above bar diagram we see that the max revenue that is generated from social media channels and website which means that in the changing scenario digital marketing helps the companies to generate more revenue via online channels and promote their goods and services

**Research objective 2:**

- Using SEM (Search Engine Marketing) to increase sales and bringing healthy traffic to the company.
- 2. Correlation between uses of SEM (Search Engine Marketing) and SEO (Search Engine Optimization) is a helpful tool for business and it helps to target the right audience at the right time and right place.

<i>SEO are useful for the companies to gain mc right time and at the</i>		
SEM and SEO are use:	1	0.603
SEM allows you to re:	0.603	1

Table 5. Correlation use of SEM and getting right audience.

As we can see from the above table there is a strong positive correlation between the two which means companies prefer to use SEM and SEO to target more potential audiences. SEM and SEO are the important tools when we talk about digital marketing so use of them can help companies to promote their goods and services and target their potential customers who are looking for the same. And it also helps to increase the visibility of the websites so that they can be ranked higher in the SERP (Search Engine Result Page). Use of different type of SEM can helps to boost the digital marketing activities of the companies.

- SEM is an important tool to increase visibility of website?

Row Labels	SEM is an important tool to increase visibility of website?
Agree	63
Disagree	3
Neutral	23
Strongly Agree	15
Strongly Disagree	1
<b>Grand Total</b>	<b>105</b>

Table 6. Use of SEM to increase visibility of website

Form the above table we can see that there are total 105 numbers of respondents digital marketing who have responded to the given questionnaire using. It consists of both employed and self-employed people, out of which about 15 people Strongly Agrees that Search Engine Marketing (SEM) is an important tool to increase the visibility of their website, whereas 63



people agrees to it and about 23 people responded neutral. On the other hand only 3 people disagree towards this and only 1 respondent feels that SEM is not a helpful tool to increase the visibility of their website.

- Which type of Search Engine Marketing does your company uses?

Row Labels	Which type of Search Engine Marketing does your company uses?
All of the above	50
Local (Maps)	7
None	12
Organic (Unpaid)	14
Organic (Unpaid), Local (Maps)	5
PPC (Pay-Per-Click)	11
PPC (Pay-Per-Click), Local (Maps)	2
PPC (Pay-Per-Click), Organic (Unpaid)	4
Grand Total	105

Table 7. Types of Search Engine Marketing.

Form the above table we can see that there are total 105 numbers of respondents using digital marketing who have responded to the given questionnaire. When using Search Engine Marketing there are various type of SEM which companies uses in order to increase their visibility and attract their potential customers. As we see 50 respondents said that they involve all the 3 type of SEM in their marketing strategy, they are as following PPC (Pay-Per-Click), Organic (Unpaid), and Local (Maps), whereas 14 respondents go for Organic(Unpaid). Moreover

there are some other ways also which companies and business use to improve their marketing, as we can see 12 respondents have selected None which means they must be using some other techniques or tools for their marketing.

### Research objective -3

- Using website is an important tool to gain more audience and to promote goods and services.
3. Correlation between use of website to expand business and timely update in website help to gain more audience.

<i>website is an important tool fodate your conte</i>		
website is an ii	1	0.190
How often do y	0.190	1

Table 8. Correlation between website and update in website

As we can see form the above table we see there is a weak positive correlation between the two. As website is an important tool for expanding businesses as it is the first thing which people look and if the website is attractive enough they'll spend more time in the website and explore different features, and it may help in converting them into a potential customers of the company. Timely update and changing strategies with the changing market is also an important factor. Use of proper keywords also helps to increase the visibility of the website.

1. Research hypothesis 2- To test whether keyword is a helpful tool for websites in increasing their visibility or not?

Ho- keywords are not a helpful tool for websites in order to increase their visibility.

Ha- keywords are a helpful tool for websites in order to increase their visibility

P-value	0.003219894
R Square	0.081179206

Table 9. Research Hypothesis 2

As we can see from the above table p-value is ( $0.003 < 0.05$ ) therefore Alternative Hypothesis (Ha) is accepted and Null Hypothesis (Ho) is rejected, which means keywords are a helpful tool when it comes to increase the visibility of the websites.

Moreover R Square value is 8% which is not more but can be taken into consideration as there are other factors also which effect in the visibility of the website and add into companies digital marketing activities.

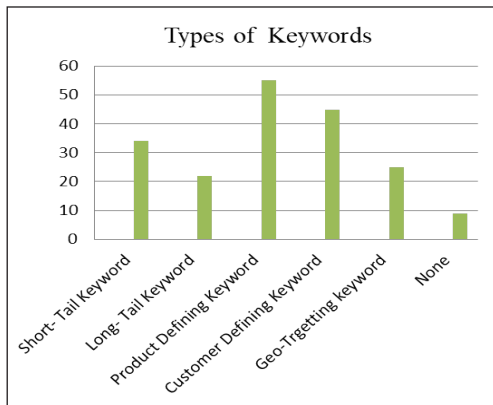


Fig 3. Types of keywords

As we can from above column diagram we see that companies usually focuses on Product defining Keywords and Customer Defining keywords to get the targeted audience and to know to know their potential customers. Then comes the short-tail keywords and Geo-targeting keywords, short-

tail keywords are the small search phrases which consists of only one word whereas geo- targeting focuses on the geographical location it helps the searches to reach to a particular outlet or place which they have searched for.

- Website is an important tool for business?

Row Labels	Website is an important tool for business?
Maybe	12
No	3
Yes	90
Grand Total	105

Table 10. Website is an important tool for business

Form the above table we can see that there are total 105 numbers of respondents using digital marketing who have responded to the given questionnaire. About 90 respondents agrees to the fact that website is an important tool for a business and said yes on the other hand only 3 respondent said no for the use of website for their business, moreover 12 respondents said maybe for the use of website.

- How often do you update content on your website?

Row Labels	How often do you update content on your website?
Daily	22
Monthly	25
Quarterly	6
weekly	50
Yearly	2
Grand Total	105

Table 11. How often do you update content on your website

Form the above table we can see that there are total 105 numbers of respondents using digital marketing who have responded to the given questionnaire. About 50 people responded that they update their website weekly as compared to 25 respondents who update it monthly and 22 respondents who update daily. On the other had people updating their websites quarterly are 6 and yearly are 2. Different companies have different strategies which they use for their business therefore updating website timely can also be considered as a strategy used by companies.

3. Research Hypothesis 3- To test whether Digital marketing helps to lower down the overall cost of marketing for the companies and helps in generating revenues for the same during covid-19 pandemic or not.

Ho- Digital marketing does not helps to lower down the cost and don't help in generating revenues during covid-19 pandemic.

Ha- Digital marketing helps to lower down the cost and help in generating revenues during covid-19 pandemic.

P-value	0.007441953
R Square	0.067495067

Table 12. Research Hypothesis 3

As we can see form the above data we see that the p-value is less than 0.05( $0.007 < 0.05$ ) which means that we'll reject the Null Hypothesis (Ho) and accept the Alternate Hypothesis (Ha).

This means there is a relation between the two and digital marketing is helps lower down the overall cost

of marketing which then helps the companies to properly allocate the amount for different activities and it also helps in generating revenues for the companies during this world crisis and help the companies to do their marketing activities by staying safe and generating revenues.

Moreover R Square value is 6% is not more but can be taken into consideration as there are many other factors which affect the marketing activities of the companies and companies allocate the revenues by considering all factors.

- Companies have changed their way of marketing techniques during Covid-19 pandemic?

Row Labels	Companies have changed their way of marketing techniques during Covid-19 pandemic?
Employed	81
Others	9
Self Employed	15
Grand Total	105

Table .13. Use of Digital Marketing during Covid-19

Form the above table we can see that there are total 105 numbers of respondents using digital marketing who have responded to the given questionnaire. As we can see in the changing scenario whole world is facing problems due to Covid-19 therefore to keep their business to run smoothly all the companies and businesses have changed their way of marketing techniques in order to maintain that stability and can generate revenues in

this situation as we can see from above 81 employed respondents agree to the fact that their companies have changed their way of marketing in this situation similarly 15 self-employed respondents also agreed to this fact and 9 other respondents working as a intern as agrees with this fact.

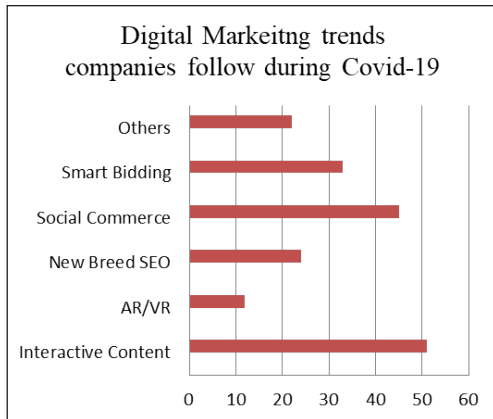


Fig 4 Digital Marketing trends followed by companies during Covid-19

The above bar diagram shows the different Digital Marketing trends which are being followed by the companies during Covid-19 pandemic. As we can see from above companies mainly focuses on Social commerce and Interactive content this means giving more information to the people via website and all the social media channels. Then comes the smart bidding and new breed SEO this means that use of proper keywords in attracting more audiences and increasing the website ranking in the search engine result page.

## Findings

**Use of Digital Marketing** - it was found out that many companies have changed their marketing techniques

and have shifted from traditional to digital whereas there are still many companies or firms who are still using the old methods of marketing and find it more reliable and productive than the digital one.

**Use of SEM (Search Engine Marketing)** - it was found that SEM is a great tool to be used by companies in order to boost their marketing, it also helps and supports other marketing activities of the companies and helps to reach the right customer at the right time and at right place.

**Use of Website** - it was found that website is an important tool when it comes to promotion of goods and services as it is the face of the company and it proper and timely update in the website is necessary to hold customers for a longer duration in the website and guide them in becoming a potential customer.

**Use of Keywords** - it was found that the use of keywords is important to support the marketing activities and help in creating the visibility of the website of the companies. Selection of proper keywords and bidding on right keywords which matches the relevance of the content in the website helps the website to get a higher ranking in the search engine result page (SERP)

**Use of Digital Marketing during covid-19** - it was found out that during this time of crisis digital marketing is helping companies to generate more revenues and to run their business with the help of digital marketing. We also found out the current trends which the companies a following during this Covid-19 pandemic.

## Conclusion

From the above research it was observed that SEM (Search Engine Marketing) is an important tool to be used in digital marketing which help the companies to target the right audiences, moreover use of website can be said as a beneficial tool for the companies to expand their product and services by reaching wide number of audiences, and use of correct keywords can help to increase the visibility of the website and helps to get a higher ranking in the search engine ranking page (SERP).

Although use of SEM and other tools are necessary in digital marketing, companies are able to earn more revenues via digital medium (website, social media). But still there are firms who are not fully converted into digital they still prefer traditional marketing methods in order to launch their products and reach their audience.

The data from the above research clearly suggest that use of SEM is beneficial for the companies as it supports all the other marketing activities as well and give a clear picture to what steps to be taken next, it also give proper insights of the different marketing activities and helps in allocating budgets to different activities. Similarly it goes for the use of websites and how they have helped companies to increase their brand image and how important it is to timely update the content on the website to attain the customers. Moreover use of correct keywords is also an important tool that can help companies to outlook their competitors and help in driving more traffic to the websites.

As from the above data we say that 0.60 is a strong positive correlation between the use of SEM to target more audience

at the right time and right place. Therefore use of SEM is beneficial for companies to expand their businesses in the right direction and giving the customer the exact thing which he is looking for.

Moreover we have also discovered that digital marketing is a helpful tool for the companies during the Covid-19 pandemic. Using digital marketing to sell products and services, for improving brand image, and helping companies to generate revenues through digital channels. Further we found out different digital marketing trends which companies follow during this pandemic.

## Limitations

Due to Covid-19 pandemic the collection of primary data was restricted to some companies only as there were no personal meeting because visiting companies was not possible. Due to covid-19 only some data has been collected of 105 respondents which is the analysed for further study. Due to few numbers of respondents it was difficult to find out the exact situation of the markets and how digital marketing has impacted the markets.

More over internet connectivity was a problem in gathering more information regarding the research, analysis of data has been done using excel and using excel tools as use of other analysis tools was not possible.

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- [Structure questionnaire, not appended here to save space, can be made available by publisher or author to interested readers.]