

# **A Thorough Analysis Of The Top Digital Marketing Tactics For Start-Ups**

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## **Abstract:**

*Advertising and other methods can be more focused when there is effective marketing in place to collect data on the targeted consumers. Furthermore, this was started in order to have a better understanding of how online business sellers' digital marketing methods function. Traditional marketing has been eclipsed by digital marketing. The skills gap in digital marketing is impacted by several factors. Online advertisements are becoming more common. Businesses' opinions of the benefits of digital marketing can be categorized because it is how they do business. Utilizing digital marketing platforms to satisfy client objectives necessitates an integrated strategy. Businesses need to comprehend the lifestyles of their customers in order to thrive in this new market. Despite a lack of funding for technological advancements, digital marketing has developed into a platform for online advertising for small company owners.*

*Businesses need to comprehend the lifestyles of their customers in order to thrive in this new market. Despite a lack of funding to keep up with technological advancements and take advantage of online development, digital marketing has developed into a platform for online advertising for small business owners. Digital marketers are starting to pay attention to social media advertising. It is anticipated that spending on social advertising will rise in the upcoming years due to the possible increases in market share that social media marketing may provide for online advertisers.*

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## **I. Introduction:**

A thorough plan that directs companies or start-ups on how to use online channels to reach more clients is known as a digital marketing strategy. It aids in achieving particular company objectives, boosting sales, and raising brand awareness. These media outlets may consist of email, social media, paid search, organic search, and more. Since there are several kinds, there are numerous digital marketing tactics. including paid advertising, social media, and search engine optimization (SEO).

The following are essential components of a digital marketing strategy:

- Marketing objectives: Specific, quantifiable results you hope to attain through marketing.
  - Target audience: The people who are currently and potentially your consumers.
  - Budget: The amount of money set aside to carry out marketing initiatives.
  - Resources that are at your disposal for carrying out marketing strategies: equipment, manpower, and other resources.
  - Rivals: Other companies providing comparable goods or services.
  - Online marketing channels: You can interact and communicate with your audience through digital platforms.
- In essence, a strategy serves as a company's road map.

## **II. Review of literature:**

The variables from previous research that will affect start-ups' digital marketing tactics are combined in this study. While concentrating on the four Ps of the marketing mix, it also looks into the effects on

performance of utilizing various organizational approaches to the development of marketing strategy. In particular, we created and tested a model that shows how the number of marketing strategy approaches followed in relation to adaptation and standardization and business performance are mediated by the use of marketing mix elements. With varying degrees of success, earlier research on the effects of developing marketing strategies has primarily examined direct financial performance (Miller and Cardinal, 1994). The limitations of utilizing performance as an outcome variable are discussed by Ramanujam and Venkatraman (1987), who note that any causal relationship between planning characteristics At best, organizational performance and features could be shaky. Menon et al.(1999) note that instead of looking at formulation and implementation challenges as interconnected components, academics have a tendency to look at them individually. Thus, we propose in this study that the optimal strategy formulation is responsible for the implementation success of marketing strategies. This is a crucial overview since, as noted by Farjoun (2002), Venkatraman and Ramanujam (1987), Sinha (1990), and Ramanujam et al. (1986), improving marketing strategy execution is the main goal of the strategy creation process. "Marketing strategies only result in superior returns for an organization when they are implemented successfully," as stated by Noble and Mokwa (1999). Thus, we contend that the continuance of reviewing through the assessment procedure the formulation and use of marketing strategies with reference to the correlation between strategy formulation and outcomes.

### **III. Scope:**

Since more and more people are using the internet and it's becoming more practical than ever to buy and sell products online, the field of digital marketing is constantly growing. Digital marketing offers a way to reach a larger population at comparatively lower prices by breaking through the limitations of traditional marketing, which was typically associated with higher spending and lower returns on investments. The ability for businesses to track the performance of their digital marketing efforts and the return on investment for each dollar spent is one of the largest benefits of digital marketing. They have access to many tools that allow them to watch and monitor consumer behavior, demographic groupings of a region where the most sales are being created, and have access to a number of tools that complement these campaigns and provide priceless information. Digital marketing is here to stay because the internet is here to stay and will continue to be a tool for global human connection.

### **IV. Objectives of the research:**

- To research how digital marketing affects new businesses
- To evaluate the function and impact of digital marketing in the marketing industry
- To comprehend the approach and use it as a template for effective start-up marketing tactics
- To determine the different approaches and plans that are impeding the expansion of digital marketing.
- To research the perspectives of three parties—consumer, business, and third-party agency—about the development of digital marketing

### **V. Research Methodology:**

Direct collection of first-hand information from the source is one of the main ways of data collecting. A variety of techniques, like as surveys, interviews, observations, and experiments, are employed to gather precise and pertinent data pertaining to the study goals. The basic data used in this study were gathered using questionnaires.

**Research Design:**

For this study, a descriptive research design is employed.

A scientific technique called descriptive research design entails watching and characterizing a subject's behavior without exerting any kind of influence.

**Method of Data Collection:**

Primary method i.e. Questionnaire is used for data collection. A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents.

**Sample Design:**

For this study, 50 is the sample size.

The quantity of observations used in a survey or experiment is referred to as the sample size.

**Sampling Method:**

For this study, the Convenience Sampling Method is employed. Convenience sampling is a non-probability sampling technique wherein a representative sample is selected from the population based

on their accessibility or ease of contact. Grab sampling and availability sampling are other names for this kind of survey.

Designing questionnaire:

The following procedures were used when creating the questionnaire using Google Forms: -

1. The questionnaire was created using Google Forms, a Google Company tool.
2. Multiple choice and linear scale questions were entered into Google forms.

Data Analysis:

Another survey was conducted among 55 people, asking them about their online business experience and strategies. Some results of the survey have been tabulated below.

Which Social media platform have you commonly used for visual storytelling and engagement?

OPTION	PERCENTAGE
Instagram	90.2%
Snapchat	2%
Twitter	5.9%
LinkedIn	2%

Why is it important to track and measure your digital marketing efforts?

OPTION	PERCENTAGE
To ignore the performance of marketing campaigns	1.9 %
To increase spending	9.6 %
To make informed decisions and optimize strategies for better results	86.5 %
To rely solely on intuition for marketing decisions	1.9 %

What digital marketing initiatives has your business undertaken?

OPTION	PERCENTAGE
Website enhancements with SEO	4.1%
SEO advancements and social media	30.6 %
You tube and Google ads	20.4 %
Instagram and Facebook ads	28.6%
E mail advertising	8.2 %
Marketing on LinkedIn	8.2 %

What is your business hoping to accomplish with digital marketing?

OPTION	PERCENTAGE
Bring visitors to the website or social media platform to generate ad revenue	16 %
Drive customers to our website or social media page to make purchases	64 %
Market analysis	10 %
Establishing an online presence	4%
Bring clients into physical stores	6%

### **VI. Findings:**

- Tracking their digital marketing efforts has shown to enable business owners to actively monitor the results of their spending in this domain. Moreover, it provides them with information about their customers which would help them to personalize and target their efforts towards them.
- Digital marketing tools like SEO and Social media advertising has positively benefited businesses in maintaining an online presence, engaging with customers and drive traffic to their website/application
- As mentioned in the research paper, targeting digital marketing campaigns on reputed platforms has also shown to increase trustworthiness of a brand. Therefore, companies prefer to engage with customers and launch campaigns on platforms like Instagram, Facebook and YouTube

- There are various methods of generating revenue on your website. Website visitors scrolling through ads placed on your web page is one way of generating revenue and visitors making a purchase on your website is another. In the survey, 64% of the people generated revenue through website purchases or a combination of advertisement on websites

### VII. Limitations

Because of its reach, digital marketing offers a wide range of advantages in the marketing space. Nowadays, with more and more people purchasing things online, it is obvious that using digital marketing strategies to the fullest extent possible will become necessary. But it's important to remember that, out of all the marketing strategies that businesses can use to advertise their goods and services, digital marketing might be the most complex. 50 participants who said they were somewhat active on social media sites like Facebook and Instagram as well as video platforms like YouTube participated in a poll that we performed. They were questioned regarding the advertisements they had seen on various platforms, the ads they could remember, and whether they can recollect and whether these advertisements truly inspired them to buy a product or use a particular service.

The answers they provided are listed below.

Question	Response	Percentage
Are you active on social media ?	Yes	100%
Do you recall any advertisements you saw in the recent past on these platforms?	Yes	70%
Did they capture your attention?	Yes	20%
Did they capture your attention?	Sort of	30%
Did they capture your attention?	No	50%
Did you make a purchase because of these ads?	No	70%

Our research leads us to the conclusion that not all efforts in the field of digital marketing will not necessarily produce outcomes that are commensurate. Advertising on reputable venues, such as YouTube and television, generally thought to greatly boost a company's credibility.

The following are some further restrictions on digital marketing:

- **Out of proportion to the funds invested:** An organization may incur significant financial losses with little to no return if it makes careless decisions about the platform it will use or the kind of ads it will produce. Conversely, if digital marketing campaigns are handled carelessly, the company's reputation may even suffer.
- **Time-consuming:** Because of the complexity of digital marketing initiatives, it requires a lot of work to reap any real benefits. This is where appropriate tactics and the utilization of appropriate resources, such as Tweet decks and Ahrens, may be helpful. Additionally, because interactions with digital marketing are one-way, they lack a feedback system. On the other hand, you may track visitor activity on your website with Google Analytics and assess the effectiveness of your YouTube ads.
- **Brutal competition** - The intense rivalry associated with digital marketing is one of its main drawbacks. Citing our survey once more, we can deduce that over 90% of people's attention is focused on consuming content where they are subtly exposed to potentially helpful advertising. This is because digital marketing is primarily focused on reaching potential customers through platforms like YouTube, Instagram, and Facebook as well as through online affiliate marketing and Search Engine Marketing (SEM). The impact of your advertisement is further reduced in the remaining 5–10% of the times that they are exposed to advertisements because there is fierce rivalry among brands for the customers' attention.

### VIII. Suggestions:

#### Survey customers to better understand them –

You can use online tools like Google Forms to conduct customer surveys. By learning about the problems that customers face, you can make improvements to your products and acquire insight into the minds of potential customers.

#### Use tools to reach a bigger audience-

Businesses can grow to greater heights through digital marketing by utilizing a variety of resources. Search Engine Marketing (SEM) and Search Engine Optimization (SEO)

are two such tools that are frequently discussed these days. Optimizing various elements of your website to help it rank higher on search engine platforms and searches is known as search engine optimization. It can be accomplished in a number of ways, such as by using relevant keywords in your website's titles and tags to help bots rank it higher. You can also optimize different parts of your website using A/B testing tools, such as Optimize, to find out which version of your website converts better and has a lower bounce rate.

### **Higher spending doesn't equate to higher success**

In the modern day, investing strategically in digital marketing is crucial. Nonetheless, there are a few things to think about while making purchases in this area. It has been demonstrated that placing advertisements on reputable platforms increases a company's credibility. Selecting less expensive options on unidentified sites may even harm the company's reputation. Furthermore, a number of digital marketing strategies just require a basic understanding of search engine dynamics, social media algorithms, etc. and little to no financial investment. Using A/B testing tools to test what works on your website and optimizing it with the right themes can also greatly increase conversion rates—the percentage of visitors who complete a desired action, such as completing a purchase. The best course of action is to carefully invest in campaigns that have many returns.

### **Use the 7 C's of digital marketing-**

Content, Context, Connection, Community, Customization, Communication, and Conversion are the seven Cs of digital marketing. Knowing this strategy may help a company communicate its message more successfully and with less money spent while reaching a wider audience.

### **Knowledge of current trends –**

Keeping up of the trends around social media content is possibly the most crucial tip of all. Rather than vying for the 10% of users' attention that is usually devoted to adverts, businesses could embed their ads into entertaining social media content, which wouldn't set them apart from the other 90% of content that drives users to platforms like Facebook, Instagram, and YouTube in the first place.

### **Segment your visitors –**

Categorizing your clients into distinct groups is a crucial step in comprehending them better. You can divide them into groups according to their demographics (age, sex, location, and type of device used to access your website), whether they were merely visitors or if they made a purchase. The business owners can create strategies to optimize profits and keep clients by offering deals and discounts thanks to this segmentation. There are numerous ways in which segmentation aids in tailoring your business strategy to individual customers.

## **IX. Conclusion:**

As has been said thus far in the research report, it is evident that digital marketing is crucial to raising a brand's online presence and generating significant sales. Among the numerous elements of a successful digital marketing campaign launch are a clear description of your objectives, target market, available budget, tools and resources, and rivals. Among the various forms of digital marketing that one might concentrate on in order to implement these tactics, we have:

- a. search engine optimization (SEO),
- b. content marketing,
- c. email marketing,
- d. affiliate marketing, and
- e. social media marketing.

Digital marketing is very important for raising brand awareness, but its implementation needs to be done carefully to be effective. Consequently, the study report discussed many tactics for effective implementation, including segmentation, strategic investments, utilizing the seven C's of digital marketing, and utilizing technologies such as SEO, SEM, Google analytics, Optimize, etc.

Further referring to the contents above, here are some of the limitations of digital marketing

- a. Time consuming
- b. High competition
- c. If not conducted tactfully, disproportionate returns to the money invested.

Since running a business has become more dependent on certain departments inside an organization, such as marketing, the fundamental idea of marketing has had to evolve to keep up with the digital age. In actuality, the advent of the digital world has merely provided marketing with a huge opportunity to expand its reach, for all that it stands for. Digital marketing's reach and scope will only expand in tandem with technological advancements.

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