



Marketing strategies of using Digital Marketing

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ABSTRACT

Marketing is a tool that paves the way for the spread of any technology to all sectors. Marketing all products will help us increase our sales and get fair prices for quality products. Due to the rapid development of the information industry, marketing of current products has become much easier and has a much wider market. In today's world, we can easily increase sales by marketing any product and using various methods to determine its quality and by creating the necessary quality standards. Currently, various types of grading methods are used to determine the quality of a product. By producing quality products, we can establish ourselves in the global market and achieve the required sales volume and a reasonable profit. The purpose of this research paper is to examine the current and potential methods of marketing products and provide opportunities for them.

Introduction:

Marketing a product is very difficult in the early stages and we can only market it on a small scale. Even if the products are of good quality, when we market them, we do not get the right price. Our profit margin is reduced through intermediaries called brokers and we do not get the right price. In the early days, it was difficult to get a fair price for quality products and sell them quickly. Today's world has become much more expansive and has developed into a more accessible place. The development in the field of computer science is very high and growing at a very fast pace. By utilizing the advancements in computer science, we have become better equipped to sell our quality products and get the right prices for them, with much easier methods. In today's world, social media is a powerful force that determines what we buy.

Social media is used as a tool to determine the thoughts around us, as a force that determines what we buy, what we use. We can only find a solution by using current information technologies to position our products in the global market and get the right price for them. We can learn how to use current information technologies by examining some methods. In today's world, using information technology, we can easily obtain the information we need, how to obtain quality certificates for the products we need, and how to sell them. There are many possibilities that we can easily obtain in today's world. The objective of these studies is to obtain quality code certificates that determine the quality of products so that we can easily get customers and thereby facilitate sales and gain proper profits.

Review of Literature:

Digital marketing is the fastest growing marketing method in the world today. Search Engine Optimization (SEO), Social Media Marketing, Content Marketing, Email Marketing, and Pay-Per-Click (PPC) advertising are some of the most successful digital marketing techniques.

In order to reach and engage the target audience, a successful digital marketing plan frequently takes a comprehensive approach, incorporating multiple media.

Digital Marketing

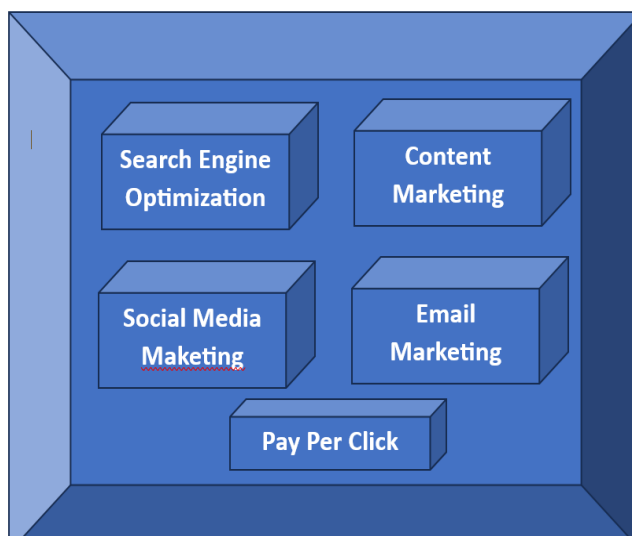


Figure-1 Digital Marketing

- 1. Search Engine Optimization (SEO):** Improving website visibility in search engine results pages (SERPs) to attract organic (unpaid) traffic. Keyword research, on-page optimization (website content, structure), off-page optimization (link building), technical SEO (site speed, mobile-friendliness).
- 2. Social Media Marketing:** Building brand awareness, engaging with customers, and driving traffic through social media platforms. Content creation, community management, social media advertising, influencer marketing.
- 3. Content Marketing:** Creating and distributing valuable, relevant, and consistent content to attract and retain a target audience. Blog posts, articles, videos, infographics, ebooks, webinars.
- 4. Email Marketing:** Building direct relationships with customers, nurturing leads, and promoting products or services. List building, email segmentation, personalization, automation, A/B testing.
- 5. Pay-Per-Click (PPC) Advertising:** Running paid advertising campaigns on search engines and social media platforms to drive targeted traffic and conversions. Keyword targeting, ad copywriting, landing page optimization, campaign tracking and analysis.

6. Other important methods

Affiliate marketing	Partnering with other businesses or individuals to promote products or services and earn a commission on sales.
Video marketing	Creating and sharing video content to engage audiences and promote products or services.
Influencer marketing	Partnering with influencers to reach their audience and promote brand awareness.
Web design and development	Creating a user-friendly and visually appealing website that effectively represents the brand and provides a seamless user experience.
Conversion Rate Optimization (CRO)	Improving the percentage of website visitors who take a desired action (e.g., making a purchase, filling out a form).
Voice Search Optimization	Optimizing content for voice search queries to capture traffic from users searching through voice assistants.
Personalization	Tailoring marketing messages and experiences to individual users based on their preferences and behavior.
Omnichannel Marketing	Providing a seamless and consistent customer experience across all marketing channels.

Table-1 Marketing Types

Research Methodology:

Selling a product can be done based on the quality of the product. We can increase sales and profits by improving the quality of the product. Producing high-quality products at low cost can increase our production capacity and further increase sales. Producing high-quality products at low cost can increase our production capacity and further increase sales. Many factors such as low production cost, perfect quality, and quality

delivery will help us grow our business and earn sustainable profits. By examining the following factors, we can produce more products of high quality at lower cost and make a reasonable profit. By providing quality products, we can achieve reasonable profits and high sales.

Production Factors

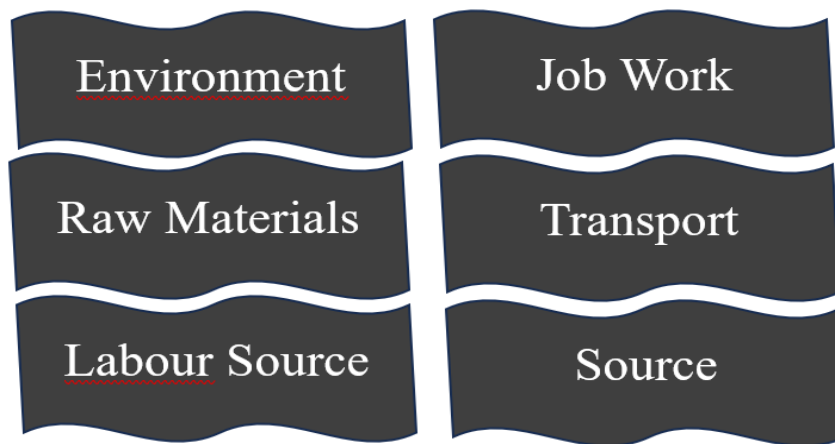


Figure-2 Production Factors

Proposed methodology: Every product sells well at different times, but at some times its sales may be slow and at other times its sales may be very high, just as its demand may be high in some places and low in others.

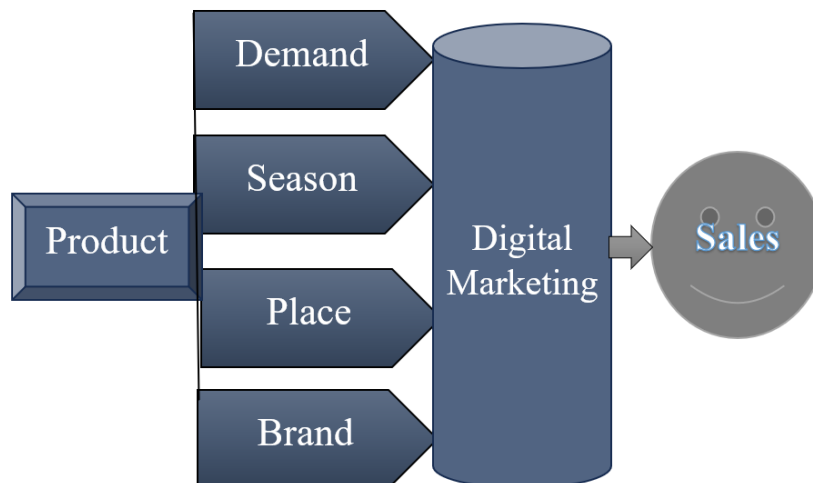


Figure 3 Sales Strategy

Demand (Stage1): It is important to know which product has the highest sales power globally, which product is in high demand, or which product is in common use for everyone. In the current world, the demand for gold is high and the number of people investing in it is high. Those who do business related to these words can earn high profits. Investing in need-based solutions can help businesses thrive. Some items can be classified as causes of current demand.

Trending products to sell online

Shirts	Pants	Coats and jackets	Underwear	Alcoholic beverages
Skin care	Dresses	Sneakers and boots	Bedding	Kitchen appliances
Makeup	Motor vehicle parts	Arts and crafting materials	Cycling	Meat
Vitamins and supplements	Activewear	Shampoo and soap	Hats and accessories	Perfume and cologne

Table-2 Online Products

Season (Stage 2): Some products will have high sales and some will have low sales, which will result in different sales depending on the situation at the time. Some products sell best in winter, some products sell

best in summer, some products sell moderately in both seasons, so these should be taken into account according to seasonal conditions.

Summer:

Clothing	Swimsuits, beachwear, light and airy dresses, and shorts.
Accessories	Sunglasses, hats, and sandals.
Outdoor Gear	Beach towels, beach umbrellas, and camping equipment.
Seasonal Food	Ice cream, popsicles, and refreshing drinks.
Home Goods	Outdoor furniture, patio decor, and cooling pillows.

Winter:

Clothing	Coats, jackets, sweaters, scarves, and gloves.
Home Goods	Winter bedding, heated blankets, and space heaters.
Holiday Decorations	Ornaments, lights, and festive decor.
Winter Sports Equipment	Skis, snowboards, and ice skates
Cozy Items	Slippers, warm pajamas, and hot chocolate.

Table-3 Season Sales

Place (Stage 3): Sales of products vary seasonally and may vary depending on the type of location where certain products sell best, depending on the adaptation of each region. Depending on the information availability and transportation methods of each location, some products will be in high demand and some will be in low demand.

Christmas: Christmas trees, ornaments, decorations, gingerbread houses, and holiday-themed clothing are popular during the Christmas season.

Deepavali: Dress, Costumes, decorations, and Fireworks.

Back to School: School supplies, backpacks, and lunchboxes are popular during the back-to-school season.

Valentine's Day: Chocolates, flowers, and romantic gifts are often purchased for Valentine's Day.

Brand (Stage 4): By producing quality products, we can meet quality standards and create a brand name that is known worldwide for the quality of the product we create. A brand name is one that meets its quality standards and is reasonably priced, making it easily appealing to all parties and helping to drive sustainable business. Its quality is determined by some of the following brand names.



Figure 4 Brand Name and Logo

Result & Discussion:

In the current situation, due to the rapid growth of the digital marketing sector, the volume of online sales enabled by e-commerce technology is increasing year by year. We can easily calculate its impact through the following graph.

Year	Sales Percentage
2015	7
2016	9
2017	10
2018	12
2019	14
2020	18
2021	19
2022	20
2023	21
2024	22
2025	23

Table -4 Ecommerce Sales Percentage

The growth in online commerce is increasing year by year, as can be clearly seen in this graph. Through this graph, the percentage of growth between sales in 2015 and sales in 2025 has changed drastically

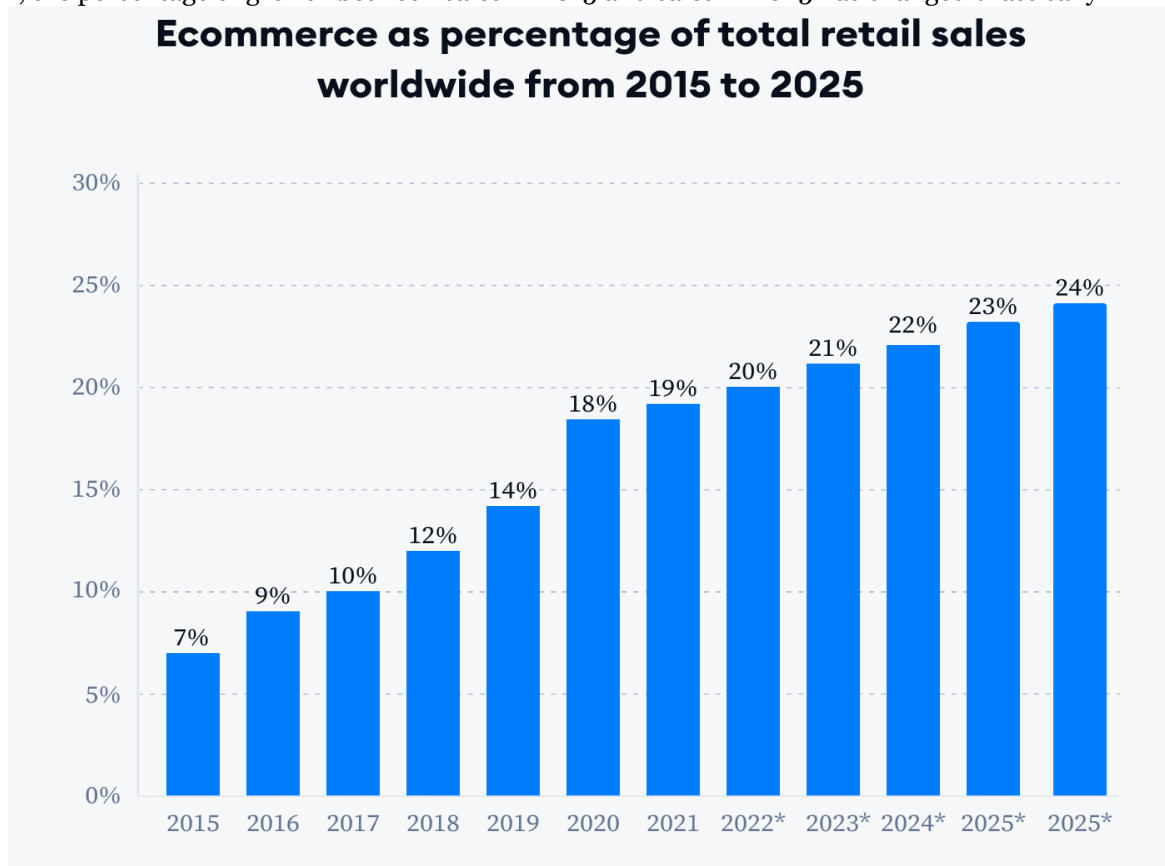


Figure 5 Ecommerce Marketing

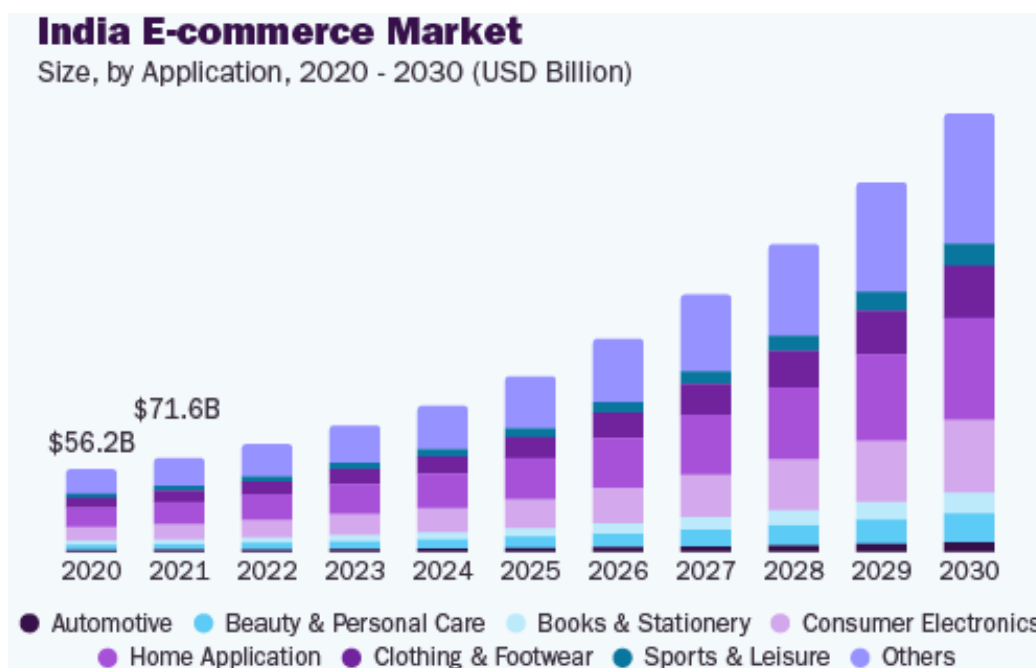


Figure 6 India Ecommerce Marketing

Conclusion:

There are many differences between ancient sales and modern sales. Ancient sales were limited to a narrow geographical area and had a limited sales volume. Today's sales world is expanding and trying to facilitate global sales, we can communicate and increase sales to any brain in the world. The development of the computer science sector in the current world is very rapid, which makes the exchange of information very easy. Due to this, through the technology known as digital marketing, we have been provided with all the means to sell any product quickly and with great profit. The benefits of digital centric people lead us the world through faster processing and higher volume of sales with greater profitability

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