To Assess the Effectiveness of Digital Marketing for the B2B clients

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Abstract

Digital Marketing is promotion of products or brands through at least one type of electronic media. Online advertisement is also called as internet advertising and it uses the internet to deliver promotional marketing messages to consumers. This paper has been embraced to evaluate the adequacy of Digital Marketing exercises for the B2B customers. The result of the examination would get, meet and exceed the expectation for the customers who have taken up Digital Marketing. The essential goal is to study the attributes that contributes to the effectiveness of digital marketing activities for clients. A sample of 49 business firms who utilize Digital Marketing to advance their organizations were taken into considered in Hubli city by convenience sampling for this research. The study found that the methods, platform, processes being offered are by and large effective leading to client satisfaction.

Keywords: *Effectiveness, Digital Marketing, Online Advertising, B2B, Attributes, Convenience.*

Introduction

Digital Marketing is promotion of items or brands by means of at least one type of electronic media. For instance, publicizing mediums that may be utilized as a major aspect of the advanced showcasing procedure of a business could incorporate special endeavours made through the Internet, web based life, portable telephones and electronic boards, just as through advanced and TV and radio stations.

The fast development of Digital Marketing Industry is an immediate outcome of the worldwide marvel that is the Internet, also, viability of Digital Marketing directs in producing income and mindfulness.

Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs, for accurate targeting and excellent reporting.

As advanced stages are progressively fused into advertising plans, computerized promoting efforts are winding up increasingly common and proficient.

Digital Marketing Has a Huge Potential

India is a gigantically populated nation and studies demonstrate that a normal Indian goes through 4.4 hours in a day on the web while utilizing their workstations. The advanced mobile phone entrance in the nation is likewise on the ascent and utilizing their keen gadgets they go through about 3.1 hours on a normal on the web. Allowed that daily has just 24 hours, it's an enormous level of time that is spent on the web.

The market for advanced showcasing is gigantic given that 68% of the brands selling in the rate are just going to increase later on. Out of this 68%, 42% of the brands today are deciding via web-based networking media promoting as their prime computerized advertising stage.

Elements that Contribute towards Digital Marketing are:

Search Engine Optimization (SEO)

It is the way toward expanding the quality and amount of site traffic by expanding the visibility of a site or a website page to clients of a web internet searcher. Website design enhancement alludes to the improvement of unpaid outcomes, and avoids direct traffic/guests and the acquisition of paid position.

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Web optimization may target various types of search, including picture search, video search, scholarly search, news search, and industry-explicit vertical web crawlers.

Search Engine Marketing (SEM)

It is a type of Internet showcasing that includes the advancement of sites by expanding their visibility in web crawler results pages fundamentally through paid promoting. SEM may join site improvement (SEO), which modifies or reworks site substance and site design to accomplish a higher positioning in internet searcher results pages to upgrade pay per click (PPC) postings.

Social Media Optimization (SMO)

It is the utilization of various internet based life outlets and networks to create attention to expand the familiarity with an item, brand or occasion.

Online networking Optimization (SMO) is the technique for social action that pulls in guests to a site through a raised hunt rank. It demonstrates there is a science to online life simply like Search Engine Optimization (SEO), the way toward amplifying guests to a site by accomplishing a top position on web crawlers around explicit catchphrases.

Social Media Marketing (SMM)

It is the way toward picking up site traffic or consideration through internet based life locales. Internet based life advertising programs normally focus on endeavours to make content that stands out and urges per users to share it over their informal organizations.

It is a sort of web publicizing that executes distinctive web based life masterminds in order to achieve marking objectives.

Social Media Integration

Social media integration is a combination of advertising methodology that enables you to use social channels as an expansion of your current marketing and promoting endeavours, or as an essential vehicle.

It is when programming handles every single social medium record like Facebook, LinkedIn, Twitter, Instagram, Pinterest and so forth.

Measuring The Effectiveness Of Digital Marketing Campaigns

The definitive criteria to assess business activity ought to be its Profit Generated or some other monetary measurements.

The criteria and measurements can be characterized by their sort and time range.

With respect to type, we can either assess these crusades "Quantitatively" or "Subjectively". Quantitative measurements may incorporate "Sales Volume" and "Income Increase/Decrease" while subjective measurements may incorporate the upgraded "Brand mindfulness, picture, and wellbeing" just as the "association with the clients".

Literature Review

Afrina Yasmin (2015) Digital channel in marketing has become essential part of strategy of many companies even for small business owner there is a very cheap and efficient way to market his/her products or services, It also focuses on the importance of digital marketing for both marketers and consumers and explains differences between traditional marketing and digital marketing.

Joel Jarvinen (2012) says the advancement in digital measurement tools remain largely unexploited, and the firms lack the human resources and know-how to make the most of opportunities provided by the developing digital environment. B2B organizations should refresh their capacities regarding digital marketing usage and estimation so as to adjust current practices to fit in the qualities of the present digital media scene.

Dave Chaffey (2012) describes techniques that can be used to set up a digital marketing optimization programme, including a review of how people, process, measures and tools can be combined. It also examines levels of adoption of analysis techniques in web analytics. Organizations should survey their structure and their interest in web analytics and digital marketing to ensure opportunities are not becoming lost despite a general sense of vigilance.

Anup kumar Dhore (2018) emphases on studying the impact of internet advertising on consumer buying behaviour, which raises the consumer's intentions towards the product and buying behaviours. The internet advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced to purchase through internet advertising.

Yi-Shun Wang (2001) developed a comprehensive model and instrument for measuring customer information satisfaction (CIS) for web sites that market digital products and services. It achieves significant progress towards developing a general instrument for measuring customer information satisfaction with web site marketing digital products and services.

Fawad Khan (2013) have defined digital marketing parameters to measure the awareness and effectiveness of digital marketing among marketing professionals. Professionals are more sceptical towards digital marketing tools and concepts. They do think about it as a significant device for promotion and yet worried about the issues of security and misdirecting of data of digital marketing.

Need For Study

Digital Marketing is essential for the advancement of business and its growth. For example, online experience of the customers on various websites, emails, web indexes and various sites are used to interface with present and forthcoming buyers. The B2B firms should also embrace this for their growth. This study will help us to understand the effective ness of digital marketing practises on their B2B client.

The outcome of the study would help the digital marketing companies to understand and accomplish the expectations of their clients.

Objectives

1. To enumerate attributes that contributes to the effectiveness of digital marketing activities for clients.
2. To assess satisfaction level of clients on the identified attributes with respect to Digital marketing activities.
3. To identify areas of improvement with respect to effectiveness of digital marketing activities that enhances overall satisfaction of clients.

Hypothesis

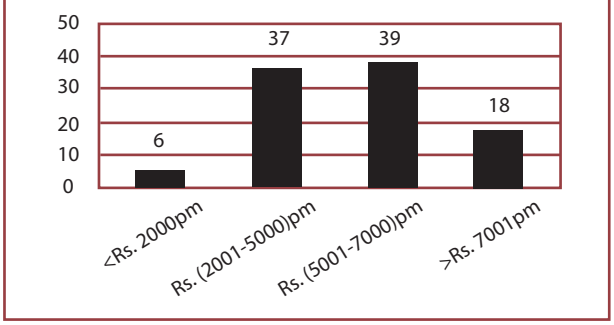
- **H0:** There is no association between Budget allotted for digital marketing and revenue currently generating from Digital marketing on a monthly basis.
- **H1:** There is association between Budget allotted for digital marketing and revenue currently generating from Digital marketing on a monthly basis.

Research Methodology

The research designed used in this study is descriptive research design. The primary data for this study is quantitative in nature. It involved designing of questionnaires to understand the attribute that determined the effectiveness of digital marketing. 49 business to business organisations that use digital marketing to promote businesses of their clients are selected as sample for the study through Non-probability, Convenience sampling method. After collection of the data, analysis is done with the help of MS Excel and SPSS. Data analysis techniques used for the study are Factor Analysis, Cross Tabulation and Chi-Square.

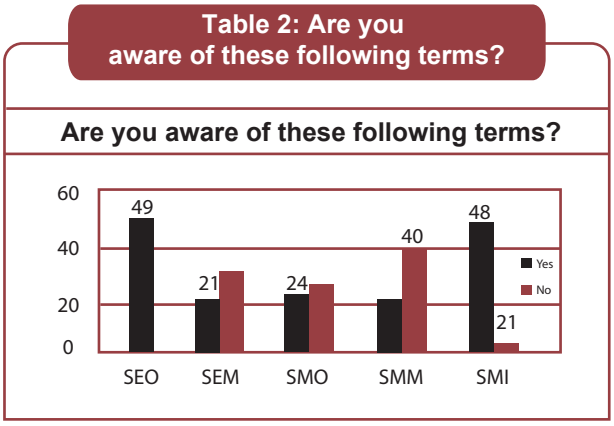
Data Analysis And Discussion

Table 1: Budget Allotted for Digital Marketing.



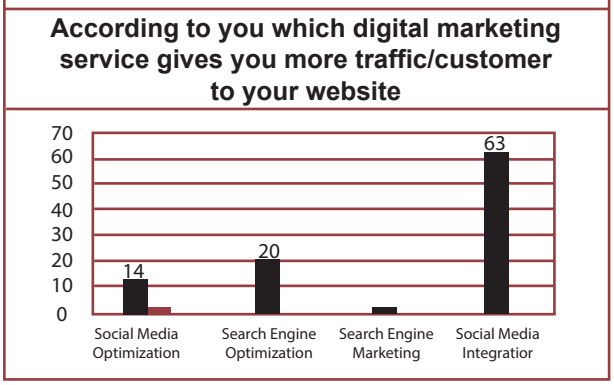
- **Budget-**Most of the clients have a budget of Rs.5,001-Rs.7,000 per month.

Table 2: Are you aware of these following terms?



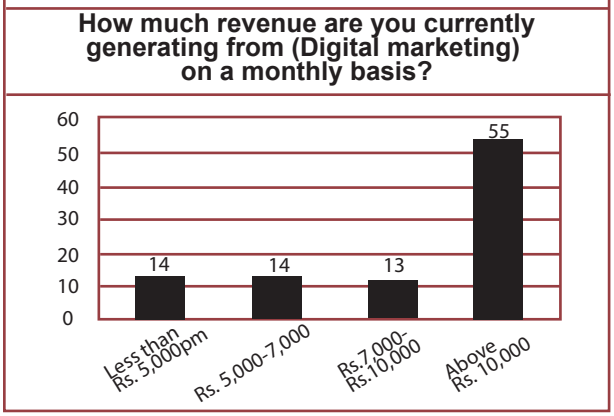
- **Awareness in Hubli-**100% are aware about Search Engine Optimization, followed by 98% of the clients are aware about Social Media Integration.

Table 3: According to you which digital marketing service gives you more traffic/customer to your website?



- Social Media Integration is the primary services which goes more traffic or customers.

Table 4: How much revenue are you currently generating from (Digital marketing) on a monthly basis?



- **Revenue Generation: -**A good portion of 55% of the clients are generating a revenue above Rs.10,000.

Table 5: Major Aim of Digital Marketing ROTATED COMPONENT MATRIX

	Component	
	1	2
1. Quality of Lead	-0.191	0.818
2. Quantity of Lead	0.833	-0.097
3. Organic results	0.807	0.105
4. Optimizing website	0.202	0.798

Extraction Method: Principal Component Analysis.
In Table 5, the Rotated Component Matrix shows the factor, Quality and Quantity of leads is the major aim of digital marketing.

Table 6: Which Digital Marketing strategy can be preferred to promote your business? ROTATED COMPONENT MATRIX

	Component	
	1	2
1. Search Engine Optimization(SEO)	0.010	0.912
2. Social Media Optimization(SMO)	0.767	-0.049
3. Social Media Marketing (SMM)	0.667	-0.395
4. Social Media Integration	0.635	0.277

In Table 6, the Rotated Component Matrix shows Search Engine Optimization and Social Media Optimization are the two prominent Digital Marketing strategies that can be preferred to promote business.

Table 7: What is your satisfaction level on the following factors?

	Component
	1
1. Profit Generation	0.885
2. Post engagement	0.809
3. Search Engine Optimization	0.745
4. Social Media Marketing	0.790
5. Lead Generation	0.665

In Table 7, the Component Matrix, Clients are Satisfied with Profit generated and it is the primary attribute to determine the effectiveness of digital marketing followed with Post engagement as secondary.

Table 8: How important are the following attributes for you in services delivery?

	Component
	1
1. Qualified personnel	0.402
2. Customized solutions	0.837
3. Price	0.700
4. Timely communication	0.859

In Table 8, Timely Communication is the most important attribute for service delivery.

Table 9: Budget Allotted for digital marketing V/S Revenue generated on monthly basis Cross tabulation

		How much revenue are you currently generating from Digital marketing on a monthly basis?				
		<5000	5000-7000	7000-10000	>10000	Total
Budget Allotted	<2000pm	2	1	0	0	3
	Rs.2,001-5,000pm	3	5	4	6	18
	Rs.5,001 - 7,000pm	0	1	3	15	19
	Rs.7,001 - 10,000 pm	2	0	1	6	9
Total		7	7	8	27	49

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.775a	9	0.014
N of Valid Cases	49		

From the table above we have:

Pearson Chi-Square value 20.775 with 9 degree of freedom and P=0.014 < 0.05. Hence H1 is accepted, viz., there is an association between Budget allotted for digital marketing and revenue currently generating from Digital marketing on a monthly basis.

Findings

1. Social Media Integration gives more Traffic/Customers, followed by Search Engine Optimization.
2. Quantity of Lead and Quality of Lead are the prominent attributes that the clients are looking forward for effective results.
3. Search Engine Optimization and Social Media Optimization are the two prominent Digital Marketing strategies that can be preferred to promote business.
4. Clients are highly satisfied with profits generated and it is the primary attribute to determine the effectiveness of digital marketing followed with Post engagement as secondary.
5. Timely Communication is the most important attribute for service delivery.
6. Through the survey we found that less lead are generated comparatively.
7. Different social media are not utilized adequately to generate business.
8. P=0.014 < 0.05. H1 is accepted, viz., there is an association between Budget allotted for digital marketing and revenue currently generating from Digital marketing on a monthly basis.

Conclusion

Digital channels in promoting have turned out to be fundamental piece of system for numerous organizations. Even for small business owner, it is a very economical and efficient way to market their products or services. Digital marketing has no boundaries as modern technology has completely change the way promotional activities are carried by the business today. It is concluded from the study that the methods, platform and processes being offered by digital marketing are by and large effective and leading to client's satisfaction.

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