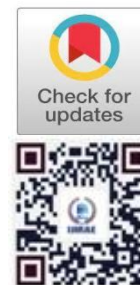


A Study on Digital Marketing Strategy

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Abstract: Digital marketing commonly known as online or web marketing has become an essential component of contemporary business strategies. This study primarily aimed to enhance brand awareness among the general public and increase the adoption of online behavioural advertising. Additional objectives included examining customer expectations and developing approaches to build long-term customer relationships. The findings indicated that approximately seventy percent of marketers consider social media marketing a key tool for improving brand visibility. Essential elements of digital marketing, such as search engine optimization (SEO), pay-per-click advertising (PPC), and social media marketing, play a crucial role in promoting products effectively. The planning process within digital marketing typically involves three fundamental components of marketing management: identifying opportunities, formulating appropriate strategies, and initiating actionable steps. The research adopted a descriptive qualitative methodology, utilizing interviews and participant observation to gather relevant insights. Overall, the study concluded that digital marketing is a cost-effective promotional method and provides measurable avenues for engaging and connecting with customers in their daily lives.

INTRODUCTION



Digital marketing is a component of marketing that uses Internet and online basis digital technologies. Digital marketing is a set of powerful tools and methodologies used for promoting products and services through the Internet. Its development during the 1990s and 2000s changed the way of brands and business to use technology for marketing activities. As a digital platform becomes increasingly incorporated into the marketing aspects of everyday life and as people increasingly use digital devices instead of visiting a shop, digital marketing has become a central component of modern business practices, offering firms new ways to reach, engage, and influence their target audiences. With the rapid growth of internet usage, social media platforms, and mobile technology, organizations are increasingly shifting from traditional advertising methods to digital channels that provide wider reach and measurable results. As consumer behaviour continues to evolve in the digital era, companies are compelled to adopt well-structured strategies that align with changing market dynamics and technological advancements. Understanding these strategies is essential not only for improving promotional effectiveness but also for sustaining competitiveness in an increasingly digital marketplace.

A REVIEW OF LITERATURE

Lmelda Debby Christina, Fenni, DaviaRoselina (2019) this study focused on role and strategy of various digital marketing channels. The methodology used in this study was descriptive qualitative using interview and participant observation. This study found that digital marketing strategy has an important role in promoting a product. This study concluded that digital marketing strategy has been well within the company. Authors: RadityaSetiawan, PanggahTuhuPrasetyo, AhyarYuniawan. A thematic literature review (2020–2024) showing how digital marketing contributes to the sustainable business performance of MSMEs, with a focus on digital transformation. WahyuRahmadia&JhonVeri. Explores digital marketing strategies in the context of Industry 5.0. Key strategies identified include big data integration, social media, and content editing. Thomas Nadeak, AgusRahayu, HenyHendrayati. Systematic literature review that highlights how modern firms leverage digital-era marketing strategies (social media, big data, personalization) to stay competitive.

RESEARCH METHODOLOGY

This research employs a theoretical model approach to examine the interrelationships among key concepts in digital marketing. Rather than gathering primary data, the study relies on secondary data sources including academic journal articles, industry reports, market research studies, and white papers to explore how current digital marketing practices influence product promotion techniques. The qualitative methodology is descriptive in nature, focusing on synthesizing and interpreting existing literature. Specifically, the research involves a systematic review of relevant secondary materials. Selection criteria were established to identify high-quality sources: peer-reviewed journal publications, reputable industry reports, and authoritative online resources published within the last five years. Through this process, the study constructs a conceptual framework grounded in the patterns, trends, and theoretical insights found in the secondary data.

OVERVIEW OF DIGITAL MARKETING

Digital marketing plays a crucial role in increasing brand awareness among the general public. Brand awareness, or brand recognition, directly influences how customers perceive a company and shapes their attitudes and purchasing decisions. When effectively implemented, it helps businesses attract new customers and retain existing ones over time, making it a core element of marketing strategy. Successful branding requires clarity and specificity, and it often involves steps such as strengthening customer awareness, promoting the company's website, identifying the target audience, selecting suitable online platforms, and tracking key performance indicators. In this context, understanding customer expectations is essential for refining marketing strategies and fostering long-term relationships. Market research through surveys, interviews, and focus groups is the first step in identifying customer needs. Additionally, analysing data from website traffic and customer interactions, conducting competitive analysis, and engaging in social listening on digital platforms provide valuable insights into customer preferences and expectations. Digital marketing also enables businesses to reach specific customer segments with tailored messages, improving both conversion rates and return on investment. It offers customers the convenience of accessing information or making purchases anytime and anywhere, thus supporting quicker and more informed decision-making. Through social media and other interactive digital channels, businesses can engage directly with customers, encouraging them to share reviews, provide feedback, and participate in discussions. Such engagement strengthens brand loyalty and builds meaningful relationships between businesses and their audiences. The accessibility of digital platforms available 24/7 allows customers to browse, compare products, receive personalized recommendations, and explore authentic reviews from other users. Interactive content, including influencer videos and social media campaigns, further enhances customer connection to brands. Ultimately, digital marketing is not just a tool for driving sales; it is also a powerful approach for building trust, encouraging engagement, and creating long-lasting relationships between businesses and customers.

Value proposition of digital marketing strategies

1. Cost-effective

Digital marketing is cheaper than TV, radio, or print ads, making it affordable even for small businesses.

2. Targeted audience

Businesses can show ads to people based on age, location, interests, and behaviour, increasing chances of sales.

3. Easy to measure

You can track clicks, views, sales, and customer behaviour in real time using tools like Google Analytics.

4. Fast communication

Messages reach customers instantly through email, social media, and websites.

5. High engagement

Customers can like, comment, share, and interact with brands directly on social media.

6. Global reach

Businesses can reach people around the world without any physical presence.

Adverse factors of digital marketing strategies

1. High competition

Many brands advertise online, making it harder to stand out.

2. Requires technical skills

Running ads, SEO, and analytics need knowledge and skills which some businesses may lack.

3. Security and privacy risks

Online platforms can face data breaches or misuse of customer information.

4. Dependent on internet

If customers have poor internet connectivity, they may miss ads or online content.

5. Negative feedback spreads fast

Bad reviews or complaints on social media can quickly affect a brand's reputation.

6. Constant updates needed

Digital trends change quickly, so businesses must keep updating their strategies.

DIGITAL MARKETING STRATEGIES



Social Media Marketing

1. Using platforms like Facebook, Instagram, TikTok, or LinkedIn to promote products, build brand awareness, and engage with customers through posts, ads, and stories.
2. Search Engine Optimization (SEO) : Improving website content so it appears higher in Google search results. This helps attract more organic (free) traffic.
3. Pay-Per-Click Advertising (PPC) : Paid ads on Google or social media where sellers pay only when someone clicks on the ad. Helps get quick traffic and leads.
4. Email Marketing : Sending promotional emails, newsletters, or offers to existing or potential customers to increase sales and customer loyalty.
5. Content Marketing : Creating valuable content—blogs, videos, infographics—to educate customers, build trust, and attract visitors to the website.
6. Influencer Marketing : Collaborating with influencers who promote the seller's products to their followers, increasing reach and credibility.
7. Affiliate Marketing : Paying commissions to partners (affiliates) who promote products and bring in sales through special links.
8. Online Marketplaces Optimization : Improving product listings on platforms like Amazon, Flipkart, or Etsy through good images, descriptions, keywords, and reviews.
9. SMS & WhatsApp Marketing : Sending short messages or updates directly to customers' phones—great for offers, reminders, and quick communication.
10. Retargeting Ads : Showing ads to people who already visited the website or added products to the cart but didn't buy—helps increase conversions.

Industry insights

Digital marketing strategies play a major role across industries, and each sector uses them in different ways to reach customers effectively. In the retail industry, brands use social media marketing to promote new collections and connect with shoppers, as seen when H&M showcases new arrivals through Instagram Reels. The food and beverage industry relies heavily on influencer marketing, where apps like Zomato collaborate with food vloggers to increase engagement. E-commerce companies such as Amazon use retargeting ads to remind customers about products they viewed but did not purchase. In the education sector, platforms like Coursera use content marketing through blogs, videos, and webinars to attract students.

Travel companies like MakeMyTrip use SEO and YouTube travel guides to inspire bookings. In real estate, firms such as Lodha Group use Google Ads and virtual property tours to attract buyers. Healthcare providers like Apollo Clinics depend on local SEO to appear in “near me” searches. Automotive brands such as Tesla use video marketing to highlight vehicle features and attract global attention. The fashion and beauty industry, seen with Nykaa, uses influencer content and user-generated videos to boost online sales. Finally, in banking and finance, institutions like HDFC Bank run online education campaigns to build trust and promote financial products. These examples show how digital marketing strategies are adapted across industries to meet customer needs and achieve business goals.

Findings

Traditional marketing refers to old or offline methods of promoting products using TV, radio, newspapers, banners, and brochures. It focuses on reaching a broad audience through physical or broadcast channels.

Digital marketing refers to online methods of promoting products using social media, websites, email, and search engines. It focuses on reaching targeted audiences through digital platforms and real-time data.

Relative assessment between Traditional and Digital Marketing (Same Points)

- Channel Used:
Traditional marketing uses offline media, while digital marketing uses online platforms.
- Audience Targeting:
Traditional marketing targets a general audience, whereas digital marketing targets specific groups based on interests and behaviour.
- Cost:
Traditional marketing is usually more expensive; digital marketing is more cost-effective.
- Measurability:
Traditional marketing has limited tracking, while digital marketing provides real-time measurable results.
- Communication Speed:
Traditional marketing offers slow or one-way communication; digital marketing enables fast and interactive communication.

Role of technology in digital marketing

Technology plays an important role in digital marketing by making it easier and faster for businesses to reach people online. With technology, companies can understand what customers like by using data and analytics. Tools like email automation, chatbots, and social media schedulers help save time and improve communication. Search engines and social media use smart systems to show the right ads to the right people. Technologies like AI and big data help create personalized messages and product suggestions for customers. Tools such as SEO software and website analytics help businesses see what is working and what needs improvement. Overall, technology makes digital marketing more effective, more accurate, and helps businesses connect better with their customers.

RECOMMENDATIONS

The study highlights the increasing influence of marketers on social networking sites and emphasizes the need for stronger safeguards, especially for protecting children online. It also underscores the importance of enhancing customer loyalty, improving product availability, and creating differentiation in a competitive market. Additionally, conversion rate optimization is identified as a valuable approach for analysing user behaviour and find opportunities to develop website performance and customer conversions. The findings conclude that digital marketing offers a cost-effective and measurable way to advertise products while enabling businesses to engage with customers in their daily lives. As a result, digital marketing has become an essential component of modern business strategies in modern era.

CONCLUSION

Digital marketing has become a very important part of modern business strategies, largely due to the wide range use of the internet and mobile devices. The study shows that consumers are increasingly turning to online platforms, making digital marketing more effective than traditional approaches. Its cost efficiency, ability to measure performance, and tools such as social media engagement and conversion rate optimization allow businesses to understand customer behaviour, strengthen loyalty, and differentiate their products more easily. Overall, the findings indicate that the growth of digital marketing is closely connected to the rise of the digital era. Most respondents recognize its growing importance and believe its potential will continue increasing in the future. As companies adopt more digital tools and technologies, digital marketing is expected to play an even larger role in generating revenue, improving customer connections, and supporting long-term business sustainability.

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