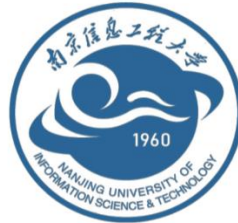


## **THE STUDY OF DIGITAL MARKETING AND IT'S IMPACT IN THE BUSINESS WORLD.**



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### **ABSTRACT**

The aim of this research is to show how the digital marketing of products or services using digital technologies mainly internet platform such as YouTube, Facebook, WeChat, twitter and many more. Digital marketing is one of the faster growing career path nowadays and great way to grow business and reach out to potential customers in which generate targeted advertising for products and services for people who need them. Here are few benefits of digital marketing better customer engagement, brand image which can be designed for effective company brand awareness if a customer don't know or have any

awareness of a brand he/she will not be able to make conversion. So with the help of this awareness there will be a positive brand sentiment for a long-term value.

**KEYWORDS:** Brand; Cyber Squatting; Digital marketing; Discount; Email marketing; Feedback ; Global Marketing; Platform; Privacy

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## CHAPTER ONE: INTRODUCTION

Digital marketing is a modern business practice that has to do with information and ideas, goods and services via other electronic means and internet the term digital marketing can sometime be misused by researcher for instant digital marketing – E-Commerce or E-business these are all different words with different meaning. This has become a part of our every day's life both professionally privately online then going to store by taken up product information and making companion on various prices, promotions and deals.

Digital marketing is also known as online marketing. It has made things digitalized so as to promote product or brand in the market to connect it with it potential customers. Business can easily utilize these various types of platforms strategically in other to generate good revenue like Pinterest, LinkedIn, Quora and Snapchat which have billions of users especially now that technology is advancing. It has also broaden the horizons of the reach and has become one of the broad topic of so many things happening at once and this is because it is has an evolving field that enable a lot of dynamic technology advancements in our surroundings.

## CHAPTER TWO: LITERATURE REVIEW

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

Digital marketing is a form of marketing which promotes and sells products or services on the internet. Digital marketing is important because it helps markets or business grows, connect with its customers. When they are online and it improves operation. Business can be connected with ideal customers when they are Google, through SEO and PPC, social media with social marketing and also through email with email marketing. Digital marketing is the reason of fast growth of e-commerce the use of this marketing strategy helps to increase the speed of buying and selling. We can spread out maximum viewers or customers with the help of digital marketing. One of the main advantage of leading your marketing digitally is the case which result can be traced and observed rather than conducting exclusive customer explorative, you can quickly view customer response rates and amount of achievement of your marketing campaign in real time.

Digital marketing is advertising of goods brands or from various forms of electronic device which can also be referred to as online marketing, internet marketing or web marketing. In certain countries it is mentioned differently for instance in Italy is called web marketing, while worldwide is digital marketing and it is quiet dominate in the USA. Online marketing is actual concept of marketing of good and services by using various forms of technologies such as mobile phones, laptops which are mostly use. The internet has become a medium of communicating and allows conversation of currency and value. It promotes and facilitate innovation (i.e. looks in customer and supplies and may lower cost the top priority for almost every organization is innovation. This can be when companies put as much energy and investment into marketing new offering. As they do in generating the Marketing roles in some companies varies

with the growth of artificial intelligence driven algorithm and predictive analytics that offers information, goods are services to customers. Marketers need to be included in development discussions earlier in the innovation process. Let's considered what happened when a revolutionary product or service was launched without the full power of marketing. Google glass was smart, stunning technological advancement which failed. Google didn't identify the burning consumer needs that would draw mass adoption. One of the benefits of instant message marketing is that it gives contact list of customers for of customers so that they can be reach out to frequently with special sales coupons and new product promotions innovation marketing is the set of innovation activities and process which communicate and market new products and services to a targeted group of consumer. This has to do with conducting of marketing research into customers, behaviors, trend, needs developing of prototype or changes within product designing, launching a new product in a unique place, and promoting products in an unconventional way.

**Digital marketing can assist business gain corporation advantage in its relationship new entrants and producers of substitute products.**

In the digital age, customers are expected to be able to engage with the brands the love or that of which suits their satisfaction in a meaningful way for an example from responding to customer complaints and questions on social media to establishing your business as an expert in a rich, these relationships are vital element to a successful internet marketing.

**Digital marketing can also break traditional barriers for business success.**

This includes time, speed of communication, to reach global communication network. Traditional marketing is also hard to be ignore and some of their aids include prints, (newspapers, magazines) direct mail (catalogues, post cards) outdoor (fliers, bill boards etc) Broadcast (TV, radio etc) Telephone sms, tele marketing etc. traditional marketing may be outdated but the fundamental aspect

of it remain will continue to live on but the fact of the matter is digital marketing is effective because it does not ignore any of the four Ps of marketing instead uses them in a special way and in some cases which are better than traditional marketing. Due to the advancement of technology businesses are now connecting to their audience as compare, to those days. Digital marketing will not replace traditional marketing completely it just that it has ton of different routes and also an unquestionably taken a huge portion of the market.

### **It breaks geographical barriers.**

Breaking of geographical barriers is one of the most important advantages of digital marketing for a for a business that because it helps introduce your company into foreign markets and serve customers thousands of miles away like living too far, transport issues, or very busy. Digital marketing also enhances the possibility to break geographic barriers, and significantly increase efficiency of business operations and structural barriers by linking electronically business (goods and services) to business partners. Digital marketing also plays major role in supporting the designer of a work flows, job requirements, and organization structures, in a company. In many cases digital marketing improves the quality of business performance and total management approach. It exponentially allows business sales to boost by making it visible and accessible to more consumers who are already or in search of the product and services in your riche. Technology has offered us so many ways to live and explore our lives and businesses or organizations notwithstanding the size of it, which enables to reach their targeted audience more effectively and to keep consumers posted as to the changes that may occur. One many ask how does digital marketing grow business generates better revenues – a study which was conducted by Google on digital marketing revenues, it was found out that a lot of businesses and companies decided to follow the digital marketing approach or practice and have 2.8 times higher growth in generating revenue. Most

organizations are practicing those strategies efficiently and the probability of increasing their workforce as well as revenue is 3.3 times.

Search ranking for potential leads – in recent times search engines like Google can help you reach new audience through a various ranking sites. People prefer to purchase products and services online.

Social media – it also plays a vital role in today’s business which is now part of our daily lives. It is a platform which utilizes the right online marketing strategy to bring in new customer and makes it easier to communicate with already existing customers by understanding the behavior of customer such as feedbacks, review likes and comments.

Build your brands – brand awareness is also the strongest element in building a Brand’s reputation of a business be it a small or big business or organization the tools of digital marketing and its solution will help each and every business build a healthy and trusted brand name for instance a good slogan, graphic design for logo is highly recommended to help in keeping business and its audience together and their experience will be share through reviews once they are satisfy with those products which will also open opportunities for potential new customers and bigger markets for the company. Digital marketing enables rapidly changing market environment with broad product ranges and short model for product life span; which can sometimes be processed by others, in arbitrary market sizes, and individual needs for product and services.

The benefits and limitations of digital control systems to regulate marketing and management decisions.

Digital marketing benefit both big and small business in so many ways by giving access of affordable price to the mass market and these benefits includes the added advantages.



## **Advantages of Digital Marketing**

Improve conversion rate – customers only need to click and make a purchase when there is a website as compare to other who will have to go from one place to another searching for a particular product to purchase or place a phone call.

Social currency – it provides content marketing strategies like articles, videos and images which go viral easily by creating campaigns using various strategy of content marketing.

Personalization – once customer data is linked to your website it becomes easier to greet and them whenever you visit the site. This also help to measure online marketing with web analytics and campaign become more effective as to how it was before and will be able to track how customers respond to advertising and website usage.

Global reach out - it makes trade global as in the internet is available to customers across the globe by allowing business website to find new markets and trade to customers who live in different country or state and with the help of the website one is able to use a small investment to trade globally.

Track-able measure –it helps in the work analytics process in making business easier to establish the effectiveness of the business campaign and how effective the website is to the customers.

## **Disadvantages of Digital Marketing**

Competitive - it is very challenging to standout against competitors. So long global audience is targeted by prepare for competition in many folds such as consuming of some customers.

Skills and training - training and skills should be updated because platforms, trend and tools charge rapidly so it is advisable staffs have the right knowledge to carry out a successful market.

Security and privacy - there are a whole lot of legal consideration privacy, security, term and condition to be legally considered before using and collecting

customer data for digital marketing. Learn to read carefully before complying with these protection data and privacy. (Cyber-squatting)

Anti-Brand Activities – registering well-known brand or company as internet domains for a profitable resell which affect the image of the brand. The usage of modern digital systems to store external stakeholders' data, monitor competitors that may include environmental business factors such as YouTube, twitter, Instagram, WeChat, and Facebook are free to use and can be managed and operated easily from their own business websites. Sharing of files is one of a simple way of exchanging documents, image files, and spreadsheets this can be done either near or a far.

**Online collaboration software** – it allows more than one stakeholders to be brought into one or more workplaces by means of partnership project, or initiative service and the use of integrated project tool enable collaboration across boundaries and chart progress not forgetting the built in publishing facilities which generated blog posts, wikis and web pages.

Publishing platforms – blog post wikis and web pages are better alternatives for free software and are built into PSS feeds.

Time consuming- it's important to measure your results to ensure a return-on-investment and its one the biggest disadvantage because it becomes difficult for one to devote their time which gives out negative results. To do away with these businesses should focus on the strategy that a company needs to plan according. Feedback and complaint – should in case there's any criticism it becomes visible to other audience through the website reviews, and it relies only on technology which put the net at risk of errors which causes customers to change to different brands.

**Way to increase effectiveness of digital marketing.**

There should be an effective strategy for digital marketing because it is another way to strengthen long-term relationship with their consumer which includes effective email.

The exclusivity of customer establishment and details should be kept on a database and a certain number of customers should be offered with deals of promotion for follow up as it relates to the recent buyers behavior and this means will allow build up loyalty over email.

Customers should be rewarded- such as e-gift cards, discounts helps business stand out among other competitors, this kind of gesture encourage the customers to know you recognize their patronage and engagement by a way of saying thank you shows you value their time.

The first stage of forming is a strategy for a wider system of digital marketing. Both traditional and digital marketing have vision, mission and overarching strategy of business even though it uses communication tools and other technologies. There are three main stages of digital marketing according to Dr. Dave Chaffey they are opportunity, strategy and action. Any business want to structure their plan must implement a successful digital marketing strategy.

### **CHAPTER THREE: METHODOLOGY**

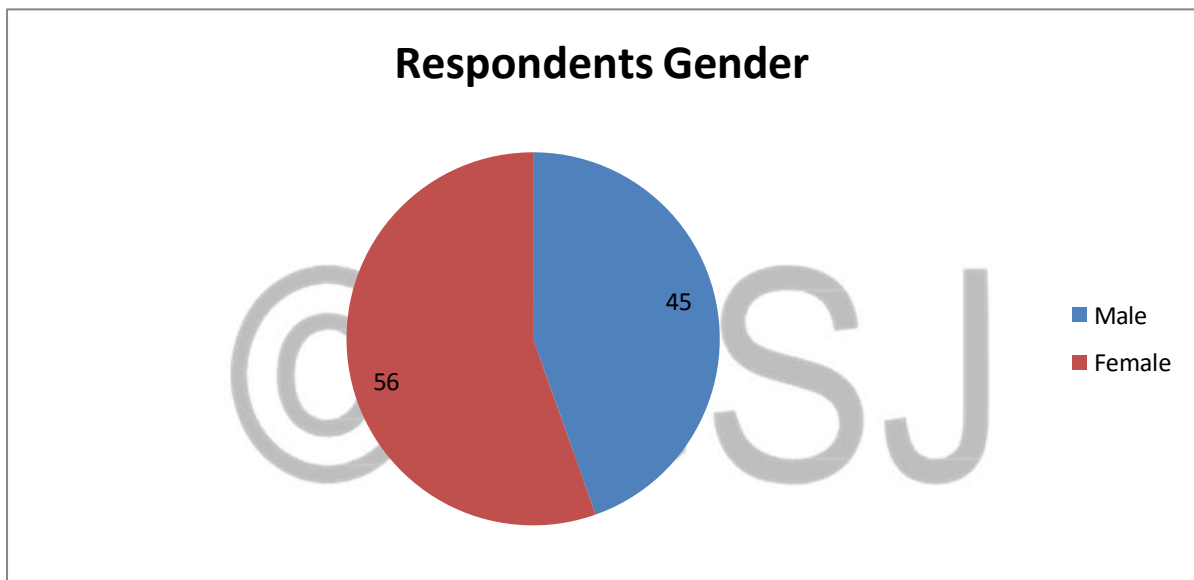
The accomplishment of the objective on the importance of digital marketing and its impact in the society. The statistic of this data for this research is a quantitative method which aim is to understand the major impact of digital marketing among business. A survey research was used I this to investigate how helpful digital marketing is by using an appropriate data collection tools to find out the opinion of the participants through demographic information questionnaires which also includes open-ended which is a clear format that enable the researcher understand the status of the correspondent view and close ended question to help collect relevant data from targeted audience for this research. The questionnaires the respondents are users who are interested in the collection of data by the means of in-depth interview and quantitative method that was gathered from correspondents as a result of understanding the result of the users. The entire research particularly adopted a systematic formulation and it consist of research objective, methodology, research plan and data assessment.

## CHAPTER FOUR: RESULTS

**Table 1: Respondents Gender**

Gender	Frequent	Percentage
Male	44	45
Female	54	56
Total	98	100

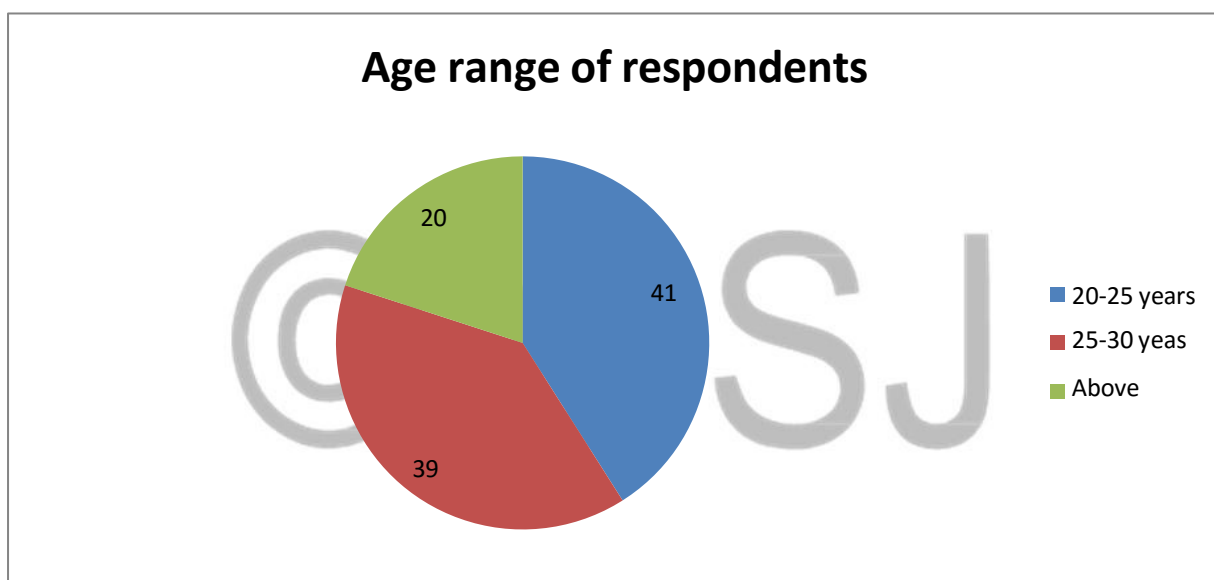
Table one of this research shows that 44 respondents comprising of 45% were male, while 54 respondents comprising of 56% were female.



**Table 1: Age range of Respondents**

Age	Frequent	Percentage
20-25 years	40	41
25-30 yeas	38	39
Above	20	20
Total	98	100

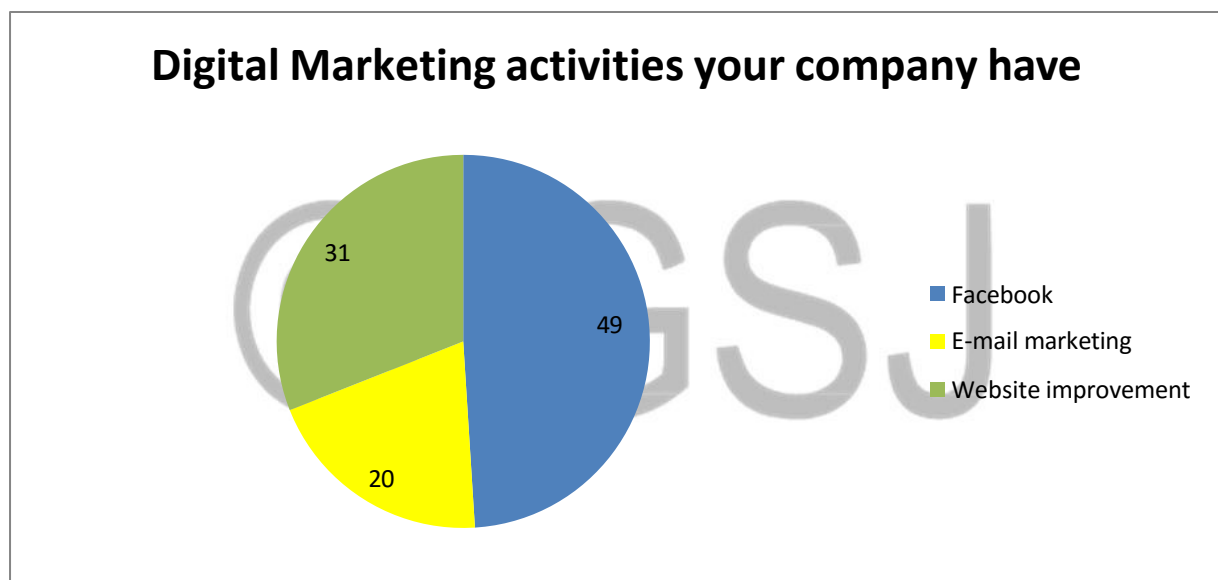
Table two of this research shows that 40 respondents comprising of 41% are in the age of range of 20-25 years old, 38 respondents comprising of 39% are in the age of 25-30 years, while 20 of the respondents are above.



**Table 3: Digital Marketing activities does to your company have?**

Digital Marketing activities your company have	Frequent	Percentage
Facebook	48	49
E-mail marketing	20	20
Website improvement	30	31
Total	98	100

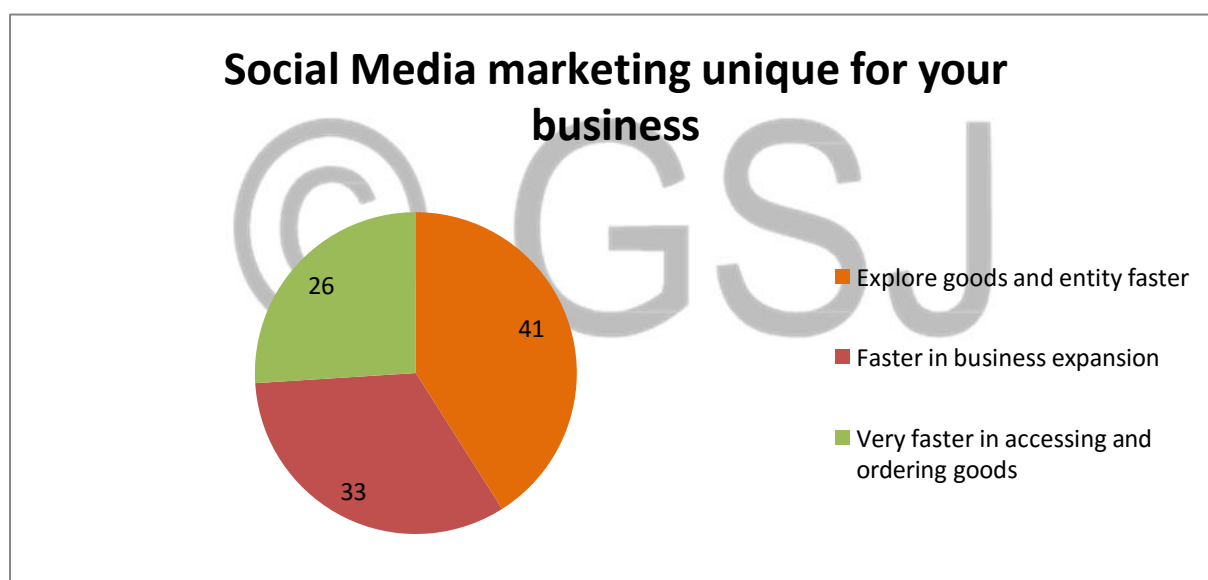
Table three of this research shows that 48 respondents comprising of 49% said that their business is involve in Facebook marketing, 20 respondents comprising of 20% said that their business is in E-mail marketing, while 30 of the respondents comprising of 31% said that their business is involve in website improvement.



**Table 4: What makes social media marketing unique for your business?**

Social Media Marketing unique for your business	Frequent	Percentage
Explore goods and entity faster	40	41
Faster in business expansion	32	33
Very faster in accessing and ordering goods	26	26
Total	98	100

Table three of this research shows that 40 respondents comprising of 41% said that social media marketing can explore good and entity faster, 32 respondents comprising of 33% said that social media is faster in business expansion, while 26 of the respondents comprising of 26% said that social media marketing is very faster in accessing and ordering goods.

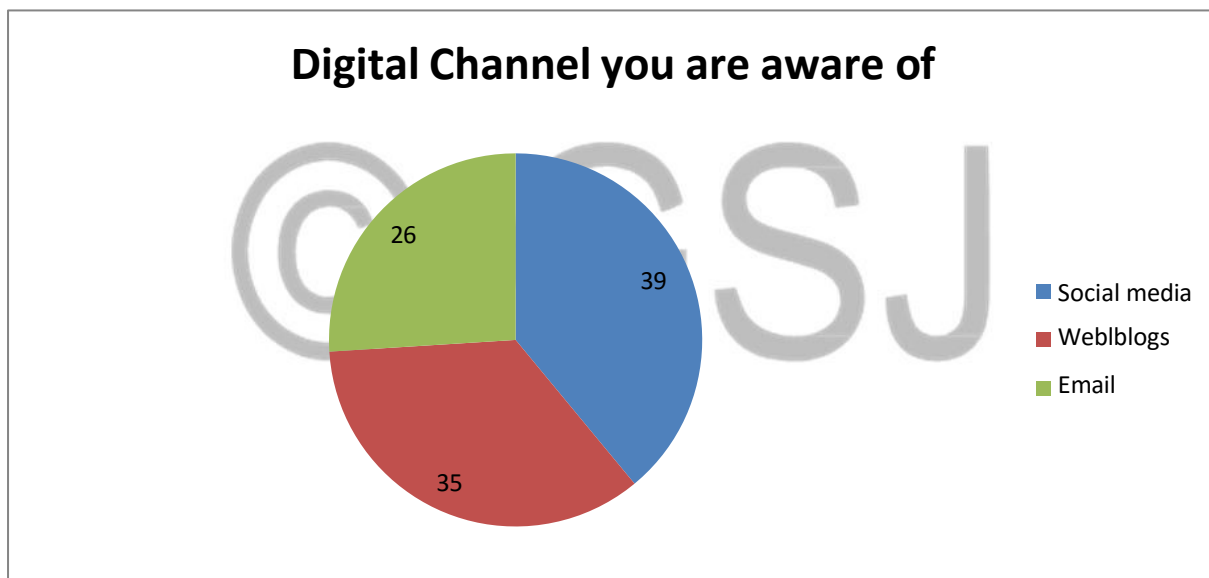




**Table 5: Digital channel you are aware of**

Digital channel you are aware of	Frequent	Percentage
Social media	38	39
Weblblogs	34	35
Email	26	26
Others	0	0
Total	98	100

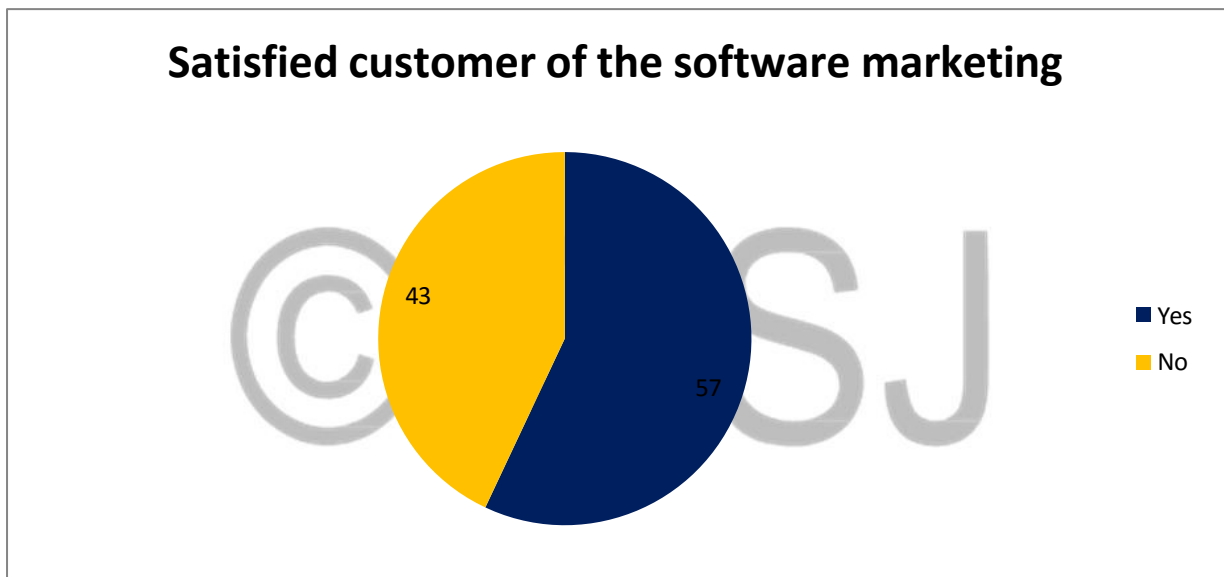
Table five of this research shows that 38 respondents comprising of 39% said that they are involve in social media marketing, 34 respondents comprising of 35% said that they are involve in weblblogs, while 26 of the respondents comprising of 26% said that they are involve in Email.



**Table 6: Satisfied customer of the software market**

Satisfied customer of the software market	Frequent	Percentage
Yes	56	57
No	42	43
Total	98	100

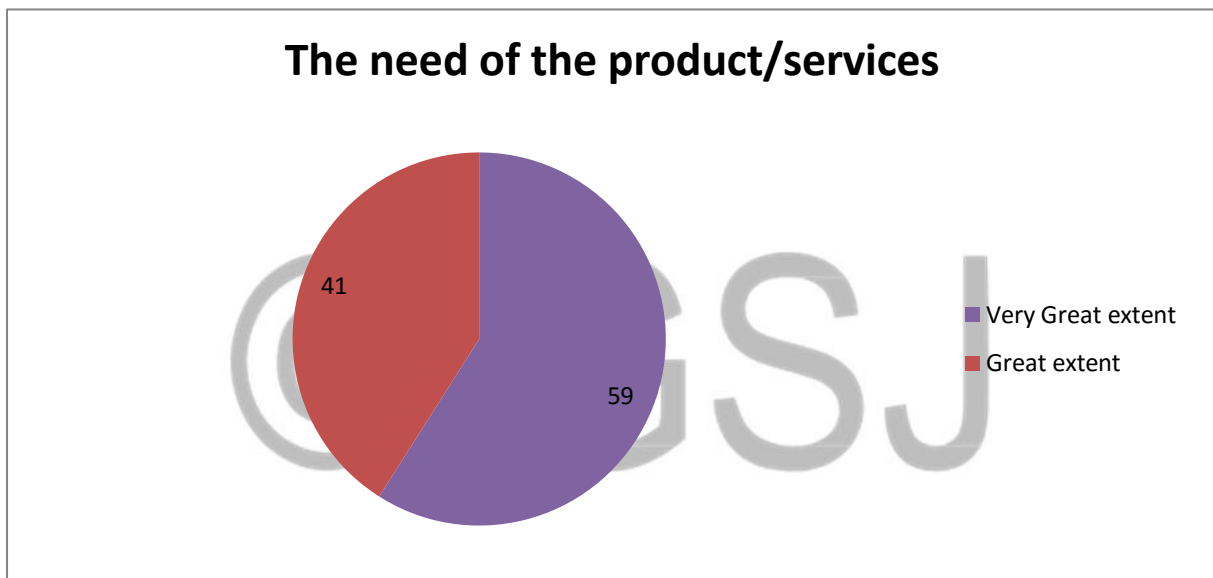
Table six of this research shows that 56 respondents comprising of 57% said yes they are satisfied customer of the software marketing, while 42 of the respondents comprising of 43% said no they are not satisfied customer of the software marketing.



**Table 7: The need the product/services**

<b>The need the product/services</b>	<b>Frequent</b>	<b>Percentage</b>
Very Great extent	58	59
Great extent	40	41
Total	98	100

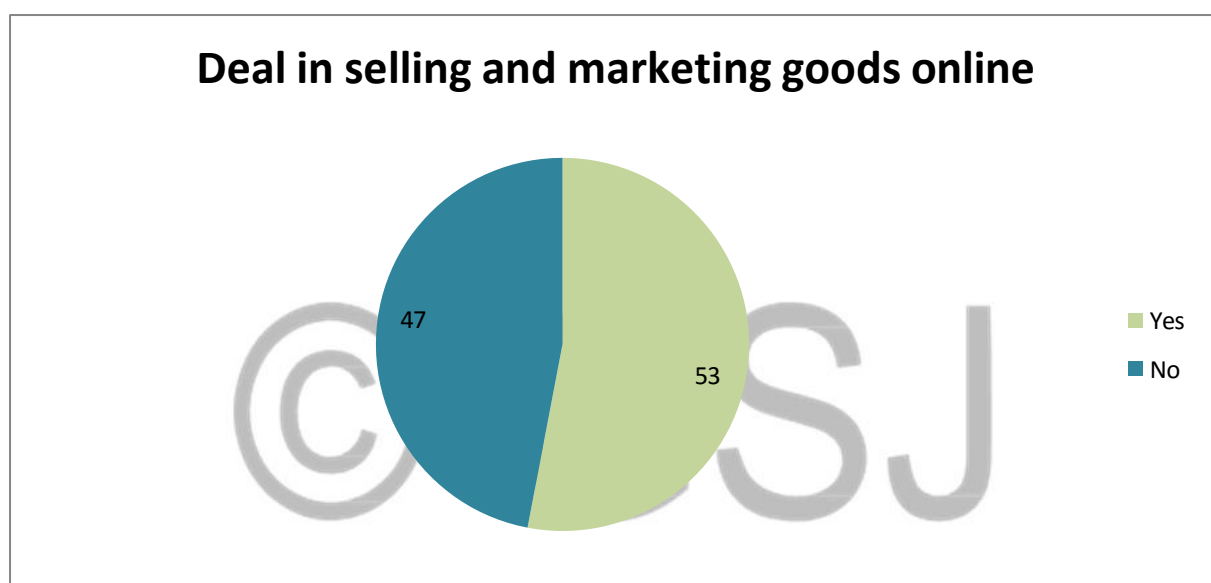
Table seven of this research shows that 58 respondents comprising of 59% said they need the product/service to a very great extent, while 40 of the respondents comprising of 41% said they need the product/services to a great extent.



**Table 8: Deal in selling and marketing goods online**

<b>Deal in selling and marketing goods online</b>	<b>Frequent</b>	<b>Percentage</b>
Yes	52	53
No	46	47
Total	98	100

Table eight of this research shows that 52 respondents comprising of 53% said yes they deal and selling marketing good online, while 46 of the respondents comprising of 47% said no they do not really selling and marketing goods online.



## CONCLUSION

Digital marketing enable consumers to have access to information whenever they want, to understand what technology is making a lot of new speed in the world. Mainly internet with the use of mobile phones and other medium digital which has put halt to business owners who tell you just what they want you to know about their business. Digital marketing became advanced during 2000s and after 2013 it became widely known through the various platform digital marketing help to analyze the next targeted audience what, where and how their products worked for them. There are numerous different types of digital marketing, they are: search engine marketing is the specific buying of advertising space on platform, search engine optimization is a technique that enables the expansion of online visibility in results which come up in search engines pay-per-click optimization, influencer marketing e-mail marketing, social media marketing. The entire world has shifted from analog to digital world which mainly depends on internet. This paper highlights the mediums of digital marketing and how it differs from that of traditional marketing.

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## Appendix

Digital marketing as it includes the use of devices, both software and hardware through the internet is important distribution method for multinational companies and sources of product for business and consumer. Besides, other consumer good, companies and many well-known companies form across the globe like the Netherlands and Spain have establish their presence through networks to determine country base price point. The use of personal computers, laptops, customized website automated iPhones and to some extent E-bank can buy or order directly from authorized stores and obtain high volume discounts. Some digital electronic platforms are specifically design to accommodate translation, cultural innovation adaptations and neutralizing to also accommodate also designed on other digital plat forms to enhance digital marketing. The Milken institute 2000 global conference proceeding: March 8-10 Los Angeles, CA suggested that there are at least seven different use of digital and electronic platform gor5 marketing as well as marketing research. They include: online surveys and buyers manuals, online focus groups, the advertising measurement, customer identification system, web visitor tracking, e-mail marking list and embedded research.

The summary of this appendix for digital marketing will include but not limited to peripheral equipment with the different kinds of function (each is with advantages and disadvantages) video display terminal, voice input and output, optical scanners as well as hardware devices and application software packages. Some of these digital devices provide marketing managers with the advance technology service support for marketing and professionals to help organize their work and activities.

## QUESTIONNAIRES

1. What is your gender?

A. Male  Female

2. How old are you?

A. 20-25years  B. 25-30 years  C. Above

3. Which digital marketing activities does your company have?

A. Facebook  B. E-Mail marketing  C. Website improvement

4. What makes social media marketing unique for your business?

5. Which of the following digital channel are you aware of?

A. Social Media  B. Webblogs  C. Email  Other

6. Are you a satisfied customer of the software market?

A. Yes  No

7. How much do you need the product service?

A. Very innovative  B. Somehow new

8. Do you deal in selling and marketing goods online?

A. Yes  B. No