The Importance of a Digital Marketing Strategy to Small Businesses

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Abstract- The purpose of the study is to show why and how digital marketing strategy is useful for small businesses to prosper and increase business in the modern era of technology where everything and anything is being digitized. We will be showing various methods of digitization and effective methods used by some small businesses.

I. INTRODUCTION

Any marketing that uses electronic devices can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or another device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to "traditional marketing" such as magazine ads, billboards, and direct mail.

II. HISTORY AND BACKGROUND

The development of digital marketing is inseparable from technology development. One of the first key events happened in 1971 when Ray Tomlinson sent the first email, and his technology set the platform to allow people to send and receive files through different machines. However, the more recognizable period as being the start of Digital Marketing is 1990 as this was when the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computers was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list broker. These kinds of databases allowed companies to track customers' information more effectively, thus transforming the relationship between buyer and seller. However, the manual process was not as efficient.

In the 1990s, the term Digital Marketing was first coined. With the debut of server/client architecture and the popularity of personal computers, Customer Relationship Management (CRM) applications became a significant factor in marketing technology. Fierce competition forced vendors to include more services in their software, for example, marketing, sales and service applications. Marketers were also able to own huge online customer data through eCRM software after the Internet was born. Companies could update the data on customer needs and obtain the priorities of their experience. This led to the first clickable banner ad going live in 1994, which was the "You Will" campaign by AT&T and over the first four months of it going live, 44% of all people who saw it clicked on the ad.

In the 2000s, with increasing numbers of Internet users and the birth of the iPhone, customers began searching for products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company.[15] In addition, a survey in 2000 in the United Kingdom found that most retailers had not registered their domain addresses. These problems encouraged marketers to find new ways to integrate digital technology into market development.

In 2007, marketing automation was developed as a response to the ever-evolving marketing climate. Marketing automation is the process by which

software is used to automate conventional marketing processes. Marketing automation helps companies segment customers, launch multichannel marketing campaigns, and provide personalized information for customers.,] based on their specific activities. In this way, users' activity (or lack thereof) triggers a personal message that is customized to the user in their preferred platform. However, despite the benefits of marketing automation many companies are struggling to adapt it to their everyday uses correctly.

Digital marketing became more sophisticated in the 2000s and the 2010s when the proliferation of devices capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in their daily lives. Therefore, they expected a seamless user experience across different channels for searching product information. The change in customer behaviour improved the diversification of marketing technology.

Digital marketing is also referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time. In the USA online marketing is still a popular term. In Italy, digital marketing is referred to as web marketing. Worldwide digital marketing has become the most common term, especially after the year 2013.

Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spending at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioral Advertising (OBA) to tailor advertising for internet users, but OBA raises concerns about consumer privacy and data protection.

III. PURPOSE OF STUDY

The purpose of the study is to show why and how digital marketing strategy is useful for small businesses to prosper and increase business in the modern era of technology where everything and anything is being digitized. We will be showing various methods of digitization and effective methods used by some small businesses.

We will also be checking the credibility that each website offers and see if truly all the information depicted on the website is factually true. By doing this we will get a general idea of the quality and reach these websites possess.

In general, we will be seeing how well the website functions and also get to know if these huge businesses have taken the time and effort to make sure their website is the most interactive and the best at showing correct info. Thereby seeing the actual competition among the best players in each space.

IV. DESCRIPTION AND CHARACTERISTICS OF PRODUCTS/SERVICE/PROCESS/PRACTICE

UrbanCompany is a marketplace for independent contractors.
Details of the startup:
City: Gurgaon
Started in: 2014
Founders: Abhiraj Singh Bhal, Raghav Chandra, Varun Khaitan
Industries: Apps, Home Services, Marketplace, Service Industry
Number of employees: 1001-5000
Funding amount: $445,920,356
Number of funding rounds: 12
Number of investors: 16

Classplus is a mobile-first SaaS platform that allows 3000+ tutors to automate their curriculum and operations.
Details of the startup:
City: Noida
Started in: 2018
Founders: Bhaswat Agarwal, Bikash Dash, Mukul Rustagi, Nikhil Goel, Vatsal Rustagi
Industries: B2B, E-Learning, EdTech, Education, Mobile Apps, SaaS, Software
Number of employees: 101-250
Funding amount: $89,506,451
Number of funding rounds: 10

Number of investors: 20

Paytm is a payment gateway that allows users and businesses to make payments.
Details of the startup:
City: Noida
Started in: 2010
Founders: Akshay Khanna, Vijay Shekhar Sharma
Industries: E-Commerce, Finance, Financial Services, Internet, Mobile Apps, Mobile Payments
Number of employees: 501-1000
Funding amount: $32,448,851
Number of funding rounds: 4
Number of investors: 4

Dunzo is a hyper-local delivery app that matches consumers with the closest delivery partner.
Details of the startup:
City: Bengaluru
Started in: 2015
Founders: Ankur Aggarwal, Dalvir Suri, Kabeer Biswas, Mukund Jha
Industries: Delivery, Delivery Service, E-Commerce, Mobile, Mobile Apps
Number of employees: 1001-5000
Funding amount: $128,399,438
Number of funding rounds: 15
Number of investors: 24

1mg is a generic drug engine and online pharmacy network platform.
Details of the startup:
City: Gurgaon
Started in: 2015
Founders: Anurag Mundhada, Gaurav Agarwal, Prashant Tandon, Sameer Maheshwari, Vikas Chauhan
Industries: Delivery, E-Commerce, Health Care, Internet, Medical, Pharmaceutical
Number of employees: 11-50
Funding amount: $204,600,209
Number of funding rounds: 16
Number of investors: 17

BigBasket is an online grocery and meal delivery service that brings personal and household items to customers' doorsteps.
Details of the startup:
City: Bengaluru

Started in: 2011
Founders: Abhinay Choudhari, Hari Menon, Vipul Parekh, VS Ramesh, VS Sudhakar
Industries: Delivery, Delivery Service, E-Commerce, Grocery, Internet, Retail, Shopping
Number of employees: 5001-10000
Funding amount: $1,119,863,468
Number of funding rounds: 17
Number of investors: 17

Ola is an Indian mobility platform and ride-hailing firm.
Details of the startup:
City: Koramangala
Started in: 2010
Founders: Ankit Bhati, Bhavish Aggarwal
Industries: Apps, Internet, Mobile, Ride Sharing, Transportation
Number of employees: 5001-10000
Funding amount: $3,808,672,049
Number of funding rounds: 25
Number of investors: 45

V. CURRENT MARKET STRUCTURE

Digital marketing refers to the advertising of digital media services and products, mainly through online platforms, especially mobile phones, advertising displays, or any other medium. Digital marketing approaches such as search engine optimization (SEO), search engine marketing (SEM), content marketing, content management, campaign marketing, social media marketing, social media optimization, display advertising books, data-driven marketing, e-commerce marketing, email direct marketing, and optical disks and games have become extremely popular in their development. Moreover, digital marketing is now also applicable to non-internet platforms that provide digital media, such as mobile phones (SMS and MMS), call-backs, and on-site mobile ringtones.
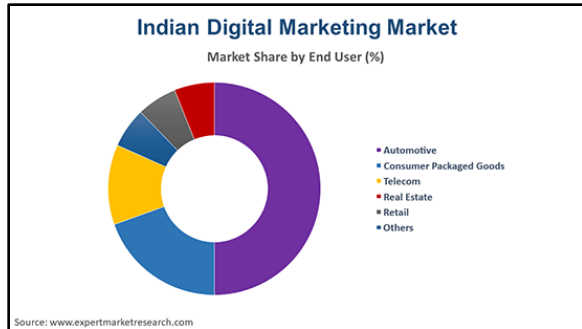
The end-user industries for the Indian digital marketing industry are as follows:

- Automotive
- Consumer Packaged Goods
- Telecom
- Real Estate
- Retail
- Others
- Based on the digital channel, the market can be segmented into the following:
- Email Marketing
- Search Engine Optimization (SEO)
- Interactive Consumer Website
- Online/Display Advertising
- Blogging and Podcasting (Including Microblogging)
- Social Network Marketing
- Mobile Marketing
- Viral Marketing
- Digital OOH Media
- Online Video Marketing
- Others

VI.   COMPETITORS ANALYSIS

The report gives a detailed analysis of the following key players in the Indian digital marketing market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, investments, expansions of capacity, and plant turnarounds:

- Dentsu Webchutney
- iProspect
- WatConsult
- ShootOrder
- Gozoop
- EveryMedia Technologies Pvt. Ltd

- Phonetics Mobile Media Pvt. Ltd
- Pinstorm
- Others

VII.   GLOBAL MARKET ANALYSIS

North America is a leading regional market and will continue dominating the industry in the coming years. The region is expected to contribute about 38% to 42% to the total digital marketing expenditure in the forecast period. The key players and brands in the North American region are being driven by the large target audience in the region to market and promote their content, products and services online, which in turn is driving the growth of the digital marketing market. The rising number of end-users in North America for online shopping is also projected to open wider opportunities for advertisers to promote their products online, thereby, increasing the regional market growth.

The digital marketing industry is being driven by the rising online advertising segment. The expenditure on mobile advertisements, which once accounted for nearly 13 to 18% of total digital spending in 2016, currently accounts for about 39–42% of the digital spending in the major Western European markets, such as the United Kingdom, Germany and Spain, and is expected to cross 60% by 2021. The Asia Pacific is expected to emerge as a significant growth market for the industry in the forecast period. Digital advertising investment in the Asia Pacific has surpassed Europe, and this increase is driven mainly by regions like China and other emerging Asian markets, due to growing investment in technology and digital platforms in these regions. The Asia Pacific region is expected to witness significant growth over the coming years due to the region's high

population density, the growing penetration of the internet, and the rising popularity of smartphones among the population. The Asia Pacific has the largest population of smartphone users in comparison to other regions. Also, a large proportion of mobile phone users in the region have access to social media through their devices. The region, thus, provides significant growth prospects for the online advertising segment.

VIII.   MARKET SEGMENTATION

Digital marketing is the digital promotion of products or services, primarily through the internet, but also includes mobile phones, advertisement displays, and any other new digital medium. Digital marketing approaches such as search engine optimization (SEO), search engine marketing (SEM), content marketing, content management, campaign marketing, display advertising, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, email direct marketing, e-books, and optical disks and games are becoming increasingly popular. In addition, digital marketing now also applies to non-internet platforms that provide digital media, such as mobile phones (SMS and MMS), call-backs, and on-site mobile ringtones.

Based on the digital channel, the market can be segmented into the following:
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- Social Network Marketing
- Mobile Marketing
- Viral Marketing
- Digital OOH Media
- Online Video Marketing
- Others

The report by EMR analyses the following end-use sectors:
- BFSI
- Pharmaceuticals
- Retail
- Other

The EMR report also covers regional markets like North America, Europe, the Asia Pacific, Latin America, and the Middle East and Africa.
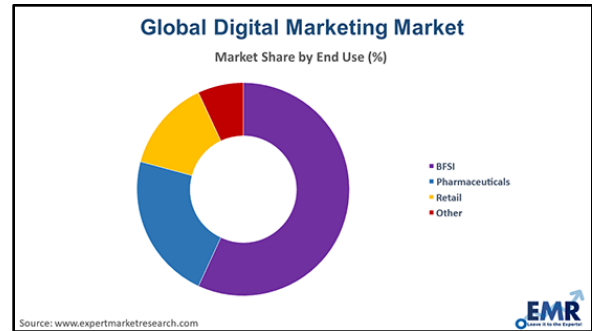
IX.   LEGAL PROCESS TO START THE BUSINESS

Basic Rules Related to Website Legal Requirements
1. Present Information About Your Company
2. Check Whether Your Site Supports HTTPS
3. Consider Cookie Policy and Consent Notice
4. Obtain the Necessary Licenses for Content
5. Make Sure Your Website Has a Privacy Policy
6. Follow the Rules for Website Legal Requirements on Selling Things Online

X.   LATEST TECHNOLOGY/METHODS

1. Smart Speakers: A New Channel for Digital Marketing

The proliferation of smart speakers is one of the significant developments in recent years. According to the Social Report, around 56 million smart speakers were sold to consumers in 2018, and smart speaker makers will sell about 94 million devices in 2019—increasing the installed base to 207.9 million by year-end.

The growth of smart speakers is a glowing opportunity and is soon becoming a prime channel for marketers to place advertisements and market their products and services. These are the two ways your business can embrace smart speaker marketing and advertising in 2021:

'Branded Skill' or 'App'

You can create a branded Alexa Skill or Google Home app that is relevant to your brand, and provide a useful service to your audience. Marketers are using Alexa Skills to connect with their audience by offering them industry news, relevant products, and more.

Flash-briefing

Flash Briefing on Alexa is becoming a popular way to get the morning news, weather, and other day-to-day information. The users are allowed to pick and choose the news sources, podcasts, and other 'Skills' that they want their smart speaker to play.

2. The Rise of Voice Search

Another prominent development impacting the digital marketing world today is the extensive adoption of voice search technology. Voice search is changing the way search marketing professionals optimize websites to rank for targeted keywords and queries.

It is estimated that in 2020, 50% of all searches will be voice searches, opening up new marketing avenues for digital marketers. There's an extensive list of things you can do to optimize your site for voice search, and the most significant of them is to use long-tail keywords like "most expensive women's clothing brand" instead of a shorter keyword like "clothing brand."

3. Chatbots in Marketing

The next digital marketing trend is using chatbots to market and advertise. Businesses have been using chatbots for quite some time now, and marketing is capitalizing on the trend in a significant way.

Chatbots on Social Media

Chatbots are finding multiple applications in digital marketing—helping brands interact with customers better and offer them a superior experience. For instance, Uber now allows users to request an Uber ride through their Facebook Messenger app. By integrating marketing channels with the point of purchase, chatbots are not only making the customer experience more seamless but shortening the purchase cycle too.

AI-driven Chatbots

An AI-powered chatbot is capable of delivering a personalized experience to clients and customers. Bank of America's chatbot is capable of handling any customer query, with predictive analytics, and can anticipate customers' needs and guide them through complex banking procedures. These chatbots can even help customers to make payments, check balances, or save money. These experiences are going a long way in assisting brands in positioning themselves as 'customer-first.'

4. The Age of Augmented Reality (AR)

The next and most promising digital marketing trend is Augmented reality (AR) has seen raging popularity over the past few years and is predicted to outpace VR in 2020. It has made its presence in digital marketing too and is one of the hottest trends in the field.

AR is already being used by large companies like IKEA. Launched in 2017, the IKEA Place app lets customers see exactly how the furniture would look - and fit - in their homes, even before purchasing their products. This brand of marketing, commonly termed 'experiential marketing' is helping brands like IKEA, give customers those unique experiences that make a difference between purchase and drop-out.

XI. FUTURE BUSINESS OPPORTUNITIES IN THE INDUSTRY

Digital marketing trends evolve each year as more companies enter the space and new technologies emerge. Looking ahead to 2023, here are some trends that will help continue to shape this space.

Analytics

Digital marketing analysis is typically done after the fact. Marketers will publish a piece of content, for instance, and then check to see how effective it was after a few weeks. This is certainly helpful, but real-time analytics is beginning to shake up the world of digital marketing. Conducting real-time analysis allows marketers to both individualize content for smaller subsets of consumers and respond much more quickly to their performance.

- Social Media Influencers

Advertisers in all sectors are connecting with social media influencers to help enhance their brands. This is proving to be an effective digital marketing strategy, largely because consumers tend to trust other consumers more than companies advertising products. Expect more companies in 2023 and beyond to use these influencers to drive sales.

Also, expect to see fewer celebrities promoting products, as consumers have grown relatively weary of their endorsements. Instead, the trend is moving more toward influencers who have more direct relevance to the product. One great example is make-up artist James Charles, who has become a celebrity but also has expertise specific to cosmetics, which CoverGirl has tapped for its promotions.

- Video Remains King

Video will remain a top strategy in 2023, as digital marketers capitalize on users' short attention spans and desire to view content instead of reading it. Since 74 per cent of consumers in the United States watch online videos each week, this medium will continue to play a significant role in connecting customers and businesses. Most social media channels support video hosting and sharing.

One trend to watch out for is SEO for images and videos. Typically, people type in keywords relating to a particular image or video, but this can be tedious. More and more users are discovering that they can use existing or new images to search for other, closely related images online. This profoundly increases the scope of digital marketing. By adding relevant keywords to the titles of their images and videos, including alt text in image descriptions, and using other such methods, advertisers will make it easier for potential customers to find them.

- Artificial Intelligence

Artificial intelligence (AI) enables digital marketers to better analyze user data so they can further customize the customer journey. AI helps companies understand a great deal about customers and how to best target audiences.

AI also provides users with a more personalized experience, giving them customized assistance at each stage of the buying process. Businesses can achieve this customer experience by automating ads to targeted audiences using programmatic advertising. Programmatic advertising is expected to account for more than 72 per cent of online marketing spend in 2021.

- Augmented and Virtual Reality

Companies will continue to use augmented reality (AR) and virtual reality (VR) in their marketing strategies to enhance brand awareness and satisfy customer demand. Companies like Starbucks, Nivea, and Volkswagen have launched successful AR and VR campaigns to offer customers an experience that better connects them to their brands and products.

XII. RESEARCH GAP

The root cause of this study is to develop a thorough understanding of the existing research associated with SMEs and digital marketing. The objective is to explore past research and methodologies as adopted. Preparing the complete archive of past and existing work will further help us bridge the gap and create opportunities for research work and even for SMEs to get familiar with digital marketing. The research believes that digital marketing still needs to be analyzed and get know-how for the same. Accordingly, the questions that the study attempts to answer are:

Different research points as studied from 2005 to 2016 in the context of digital marketing and SMEs.

Reviewing related platforms and decisions taken for the use of digital marketing in Indian SMEs along with research points

XIII. FUTURE GROWTH TREND

In 2020 and 2021, the scope of digital marketing has seen a drastic level of growth. Despite the pandemic affecting our life in all ways for 2 years consecutively, the growth in the digital space has been strong and tremendously amazing. In 2022, it is projected to take an even higher leap.

India has the 2nd largest number of internet users in the world. The internet's penetration has reached outstanding numbers in the country. By 2023, the number of active Indian internet users is expected to grow up to almost 666 million in India and higher than 5.3 billion on a global level. This indicates an online shift for a larger share of people, making it sensible and opportunistic for retail brands to venture into the digital marketing space.

There is a rise in the consumption of data. An increased number of people have started subscribing to various platforms for video consumption as well as for other dependencies on the internet such as online shopping. This is expected to rise even higher owing to the digital revolution that is going on.

Even though the pandemic, there has been an increase in the amount of money that has been channelled into marketing and advertising on digital channels. Today, even the biggest companies are restructuring their marketing budget to shift their focus to digital. According to statistics, the growth of the Indian e-commerce market is pushing to Rs 7 trillion by 2023 due to the pandemic and multiple lockdowns. This strongly suggests that the growth of digital marketing is on an upward trend and has positively impacted businesses as well as the lives of people.

The future of digital marketing looks promisingly bright and secure. The basic principle right now for every business is to make a place for themselves in the digital world with the help of digital marketers that are creative, innovative and updated. This upward trend of growth in digital marketing is here to stay. More and more opportunities are expected to keep coming in and catering to the new-formed demands of the consumers will become extremely essential. The future generation will grow up in this digital era, accustomed to doing everything online. To be able to cater to these future customers, organizations and businesses need to make digital marketing efforts today.

XIV. PESTLE ANALYSIS

The E-commerce industry has seen immense growth in recent years and apart from some fluctuations in the global economy like demonetization in India, the situation has remained favourable for its growth. China and the US are the largest e-markets. However, the growth rate is expected to be even higher than the US in the Asia Pacific region this year. The US e-retail market is among the largest ones in the world. Apart from Amazon, eBay and Alibaba, there are several important players in the market like Flipkart, Walmart, Coles and Best Buy. Technological factors have also supported the growth of the E-commerce industry. Growth in the use of mobile gadgets has also pushed e-commerce sales high. A larger number of people are now shopping using their mobile phones. There are several factors apart from economics and politics that affect the global e-commerce industry. This is a PESTEL analysis of the e-commerce industry that analyzes how these various forces can affect the e-commerce industry and how deep can their impact be on it.

- Political factors:

While the threats may not be the same before the e-retailers as the physical retailers, still there are several political hurdles before them. There are several risk factors affecting e-businesses. For example, for global leaders like Amazon and eBay, growth in the Asia Pacific region can be made difficult by the Red tape. Several news reports highlight how Red Tape in India can become a major difficulty in the way new businesses try to extend their presence there. The political and regulatory challenges before e-businesses have kept rising. The growth of Ecommerce in the EU has also been challenged by political factors. The EU has kept targeting technology giants from the US. Google and Amazon have already been targeted by the EU. Such issues can be a threat to the growth of e-commerce in Europe and it is why several sources predict that the growth rate of e-commerce in Europe is going to be low. Political issues are not limited to just those discussed above there are many more. Political stability in most regions of the world leads to economic stability. Political chaos can result in the disruption of business both online and physical. Overall, political issues can have a significant impact on e-commerce and its growth.

- Economic factors:

Economic factors are very significant in terms of business. Whether it is an online business or physical, economic factors can have a significant effect on it. It is because economic factors are directly related to business and their effect is also direct on business revenue and profits. During the period of recession, spending decreased. People had adopted cost-cutting measures as the level of economic activity and employment had gone down. During such periods when economic activity has gone down, the profits and revenue of businesses can go down. E-businesses too cannot remain unaffected. Economic fluctuations since the recession have also kept affecting businesses from time to time since the recession. In several countries like Russia, Brazil and India, these economic fluctuations affected both global and local businesses. Now that the recession has passed and economic activity has returned on track, the e-commerce industry has flourished in recent years. Higher economic activity means faster growth and higher revenue for the Ecommerce industry whereas lower economic activity means just the opposite. In this way, economic factors can have a direct and deep impact on the e-commerce industry.

- Social factors:

Socio-cultural factors too have a deep impact on the e-commerce industry. Most importantly e-retail brands find it the easiest to flourish locally. Growth in foreign markets can be full of challenges. Changing trends can also have an impact on businesses. The growing use of mobile technology has affected commerce. In most societies, mobile technology has been very popular and a larger number of people worldwide are now using mobile gadgets for shopping and other purposes. Socio-cultural factors affect businesses in other ways too. Cultural factors have an impact on how these e-commerce businesses market themselves. In several societies of the world, e-commerce is still seen as a sign of Westernization due to which it has seen low growth in these areas.

- Technological:

Technological factors are very important in the context of the e-commerce industry. It is because the industry relies heavily on technology. Everything is based on technology in e-retail from sales to customer service. All the e-commerce brands are in a race to be technologically ahead of their competitors. From Amazon to eBay and Flipkart, every brand is investing a lot in technology to find faster growth. Technology decides several things in the e-commerce world from popularity to profits. The reason that Amazon is ahead of the others is that it is technologically ahead of the others. It has managed its customer experience so well that its popularity is very high. In this way, technology is a major influence on businesses and in the case of e-commerce technological factors acquire very special importance.

- Environmental:

Environmental factors too have special importance in the context of the E-commerce industry. While the direct environmental impact of this industry is very low and nearly zero, it still focuses heavily on sustainability. Brands like Amazon have invested heavily in technology. Even in Ecommerce, there are several areas where investing in sustainability can be highly productive. From sustainable packaging to waste reduction and renewable energy, there are several areas where e-retailers can invest in sustainability. Amazon has invested in renewable energy to gain freedom from the use of non-renewable energy resources.

- Legal:

Legal compliance is just as important for businesses globally. Any tussle with the law can be a costly affair and even the e-retail brands can become a target unless they take care of compliance. It is why the big E-retail brands have separate teams to take care of legal issues. Non-compliance can result in financial losses as well as loss of image and reputation. From labour laws to sustainability laws, there are several areas where e-retail brands have to be careful regarding compliance. Moreover, these laws differ from nation to nation and market to market and compliance in every area is important. So, in case of the companies operating internationally, the law can lead to major pressures and an increase in operational costs. The e-retail brands also have to be careful about the applicable laws and compliance.

XV. LITERATURE REVIEW

Literature review -1

The primary objective of this literature review is to examine the digital marketing strategies used by online business sellers. In this case, effective marketing enables the collection of data to understand more about the targeted consumers, allowing advertising and other strategies to be more directed. In addition, this was initiated to deeply understand how the digital marketing strategies of online business sellers work. Based on the literature review, the researchers identified the following themes: digitalization and digital marketing, digital and traditional modes of marketing, social media as a digital marketing strategy, e-commerce during the COVID-19 pandemic and future research directions and its implications. In conclusion, digital marketing has surpassed traditional marketing. These elements affect the digital marketing skills gap. Internet ads are getting more widespread. Firms' view of the worth of computerized promoting can be arranged. A coordinated methodology is expected to address client issues utilizing computerized promoting channels. To prevail in this new market, organizations should initially figure out their clients' ways of life. Computerized showcasing has developed into a web-promoting stage for entrepreneurs, regardless of the absence of assets to refresh innovation and tackle web improvement. Publicizing via virtual entertainment is drawing in the consideration of computerized advertisers. In light of the potential piece of the pie acquires that online entertainment showcasing could give for web advertisers, it is normal that social promoting spending will keep on filling before long

- Conclusion

Digital marketing has superseded traditional marketing and communication methods. Social, cultural, religious, technological and economic variables all influence the digital marketing skills gap. Advertisements on the internet are becoming commonplace. The perceived benefits and aims of digital marketing by firms can be categorized. Online marketing is using the internet to market. Digital marketing leverages digital technologies to give marketing channels. A solid online presence is vital to a company's success. To address client needs while utilizing digital marketing platforms, an integrated strategy is essential. To penetrate this new market successfully, corporations must first understand their customers' lifestyles. Cut flower businesses should embrace digital marketing to stay competitive and market leaders. Digital marketing has evolved.

Literature Review - 2

This literature review aims to build a structured literature review of the field of Digital Marketing. This literature review will provide an archive of past research points and methodologies related to the studies of online marketing to explore, analyze and develop a clear understanding of the different methods implemented by small businesses. The research is trying to build on the current body of knowledge in the field of digital marketing by preparing a complete archive of past publications in the field of digital marketing from 2003 to 2010.

The paper systematically reviews and categorizes the published literature in the field of E-Marketing depending on the Hanson Internet marketing framework by implementing a three stages methodology and thereafter analyses and reviews this literature methodologically. The literature review covers many areas such as E-business, E-marketplace, Electronic Commerce, Electronic platforms, Mobile marketing and many other research areas. Many research gaps were identified in the field, especially in the areas of E-Marketing performance as well as E-Marketing adoption in Small Business enterprises (SBEs). To fill these gaps and extend previous studies within the field, there is a need for research to investigate the relationship between implementing E-Marketing and small businesses performance. Based on the findings the author highly recommends depending on a triangulation approach in conducting future research in the field of E-Marketing. The study will provide great benefits for entrepreneurs, policymakers, practitioners, researchers, and educators by providing a clearer view and deep understanding of all the issues related to the field of E-Marketing. This paper will add to the body of knowledge by investigating and illustrating a survey and systematic review of the published work in the field of E-Marketing. Depending on this review, researchers and scholars in the field of E-Marketing can have a

clearer view to set their attitude towards suitable future research studies and methodologies which in turn will contribute to the related accumulated knowledge in the field

XVI. RESEARCH METHODOLOGY

The objective of the study:

The objective of digital marketing in a small-scale business is to increase your sales. It is directly connected to growing your business. With more sales, your popularity grows. Through word of mouth or customers sharing your products online, it leads to extra sales.

The objective of this study is to think of strategies and goals that are major hits and engage your target audience in achieving this, it is a good way to start your next step to breaking down the details of the objectives.

Our main objectives are :

- Build our Brand To Increase Revenue
- Harness The Power Of Social Media – To Maintain an Online Reputation
- Boost Local Search Engine Optimisation (SEO)
- Increase The Traffic To Your Site

XVII. DATA COLLECTION

Our group gathered essential information from a rundown of different sites, which we had shortlisted and independently went to every site and look at the site elements and data, and we utilized a pre-characterized set of boundaries we had set for every site through which everything the examination was finished.

Our examination includes the synopsis which was independently composed by every one of our gathering individuals in light of the exploration one picked.

The information we have gathered is likewise extremely clear as we didn't mediate with the sites or organizations working in any capacity or shape to gather our information.

Therefore, these are the links of the research referred to:

Digital Marketing Market Share, Size, Industry, Forecast 2022-2027.

https://www.failory.com/startups/india#toc-12-ola

https://en.wikipedia.org/wiki/Digital_marketing#History

https://becomedistinct.com/blog/the-state-of-digital-marketing-in-small-businesses/

https://www.mooc.org/blog/importance-of-digital-marketing-for-small-business-owners

https://www.expertmarketresearch.com/reports/digital-marketing-market#:~:text=Global%20Digital%20Marketing%20Market%20Outlook,USD%20807%20billion%20by%202026.

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XVIII. SCOPE OF STUDY

From this research we have studied that posting ads and content on Facebook and other popular platforms continues to be an effective way to reach your target market, the scope of digital marketing encompasses much more than just social media.

Also, we have learned to understand the public perception of your brand and to identify the key subjects or topics that you need to be talking about. Be aware of our industry and learn where it's going

and how it's being perceived, to perform customer research and conduct competitive research.

These are the few chosen strategies, which have been used and learned for the study of digital marketing in small businesses:

- Content Marketing
- Analytics
- Search Engine Optimization (SEO)
- Local SEO
- Search Advertising
- Social Media Advertising
- Remarketing
- Videos For YouTube
- Email Marketing
- Affiliate Marketing
- Influencers
- And Other Business Partnerships

XIX. FINDINGS

The study shows the number of respondents mainly consisting of students owning businesses using digital marketing strategies to grow their business. As we have seen in the pandemic period , due to slow movement of goods from business to customer people switched mode of marketing to digital means from more reliable means like bill boards ,posters etc. In a macro analysis digital marketing has its impact in a large perspective and many organizations have also made turn around stories based on the results . Dairy companies like Amul have also made a tremendous profit by investing in digital marketing up to an amount of 100 crores.
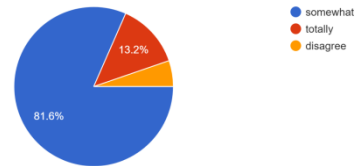
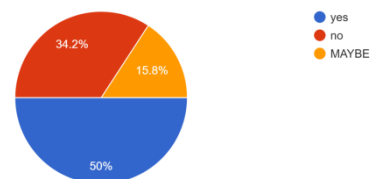Did digital marketing help you establish your brand identity online?
38 responses
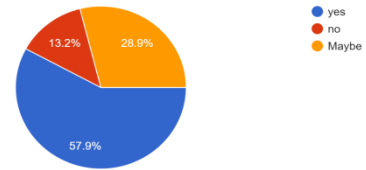
Do you believe digital marketing is an affordable option for small businesses?
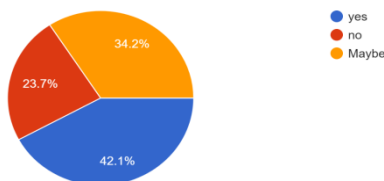38 responses
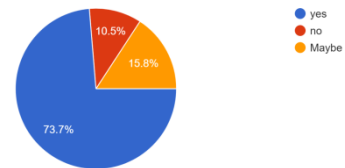
Did digital marketing help you identify areas of business that could improve?
38 responses

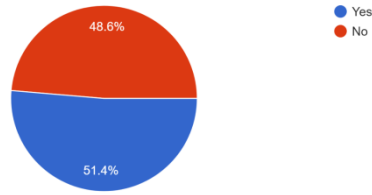Did you use digital marketing to keep track of customer reviews or feedback?
38 responses

Did digital marketing help you reach your target audience?
38 responses

Did digital marketing help you in creating a community of customers interested in your business?
38 responses
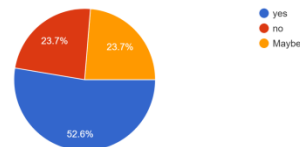
Did you use paid advertising for digital marketing purposes?
37 responses

● Yes
● No

48.6%

51.4%

XX. RESULTS

- Only 57.9% of our respondents have small businesses
- 42.1% are completely sure that the target audience was reached to
- All the users of digital marketing were able to establish their brand identity
- A part of both users and non-users believed that digital marketing is important for the business to run
- 81.6% of our respondents believe that digital marketing helps to identify many aspects of the business
- Close to 65 % of respondents have been able to secure customer reviews
- 77% feel that they were able to create a community for their business ecosystem
- Close to half of respondents used paid marketing methods to reach the target audience
- 65% of respondents feel that digital marketing has helped their business grow

CONCLUSION

Through our paper, we have found the usage of social media to be one of the main modes of digital marketing. Digital marketing has been a successful endeavor under marketing. Many companies have exploited digital marketing and smaller businesses also sustain themselves because of the competition. An average Indian sees up to 6000 advertisements per day over various digital platforms, mostly social media. This has not only become a means for small businesses to survive and grow but also has created a new livelihood for content creators, social media managers and social media influencers. Companies like Google and meta have also seen tremendous profits under ad revenue and also have created new ventures to promote a part of these businesses for free under their marketplace segments which are directly affiliated under their social media pages.

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