

Impact Of Digital Marketing on Customer Acquisition: A Study with Reference to SAI SGS Roofings Pvt Ltd

DIVYA S

MBA – Digital Marketing and E-Commerce, Hindustan Institute of Technology & Science, Chennai

Abstract- Digital marketing has become an essential strategy for customer acquisition in modern business environments. This study examines the impact of digital marketing on customer acquisition in Sai SGS Roofings Pvt Ltd, a roofing manufacturing company located in Chennai. The research analyzes the effectiveness of social media marketing, search engine optimization, online advertisements, and website engagement in attracting customers. The study uses descriptive research design with both primary and secondary data sources. Findings reveal that digital marketing significantly improves customer awareness, lead generation, and customer engagement. Social media platforms were identified as the most effective digital channel for customer acquisition.

Keywords - Digital Marketing, Customer Acquisition, Social Media Marketing, SEO, Roofing Industry, Customer Engagement

I. INTRODUCTION

Digital marketing has transformed the way organizations interact with customers. Businesses increasingly depend on digital platforms to promote products and build relationships with consumers. In the construction and roofing industry, digital marketing helps companies improve visibility, generate leads, and compete effectively.

Sai SGS Roofings Pvt Ltd operates in the roofing manufacturing sector and uses digital channels such as social media, websites, and online advertisements to attract customers. This study evaluates the effectiveness of these digital marketing strategies in customer acquisition.

II. REVIEW OF LITERATURE

Several researchers have highlighted the importance of digital marketing in customer acquisition. Chaffey (2019) emphasized that digital marketing improves customer reach and engagement. Kotler and Keller (2016) explained that customers increasingly rely on

online information before making purchasing decisions. Ryan (2016) identified pay-per-click advertising and SEO as effective methods for generating leads.

The AIDA model and Relationship Marketing Theory provide theoretical support for understanding consumer behavior in digital environments.

III. OBJECTIVES OF THE STUDY

- To analyze the impact of digital marketing on customer acquisition.
- To identify the most effective digital marketing platform.
- To study customer awareness regarding digital marketing.
- To examine customer satisfaction toward digital engagement.
- To provide suggestions for improving digital marketing strategies.

IV. RESEARCH METHODOLOGY

The study follows a descriptive and analytical research design. Primary data was collected through structured questionnaires distributed among customers. Secondary data was collected from company reports, journals, websites, and marketing publications.

Convenience sampling technique was used, and 120 respondents participated in the study. Statistical tools such as percentage analysis, weighted average method, and chi-square analysis were used for interpretation.

V. DATA ANALYSIS AND FINDINGS

The analysis revealed that social media is the most preferred digital platform among customers. Around 60% of respondents preferred social media marketing, while 25% preferred Google Ads.

The study also showed that 70% of customers are influenced by digital marketing in their purchase decisions. Customer satisfaction score was found to be 3.61, indicating good satisfaction levels.

The findings confirm that digital marketing significantly contributes to customer acquisition and business visibility.

VI. DISCUSSION

Digital marketing provides several advantages such as targeted reach, measurable performance, cost-effectiveness, and better customer interaction. Social media platforms like Facebook and Instagram play a major role in creating awareness and generating inquiries.

The study indicates that businesses in traditional industries such as roofing manufacturing can achieve growth through effective digital strategies.

VII. CONCLUSION

The study concludes that digital marketing has a significant positive impact on customer acquisition in Sai SGS Roofings Pvt Ltd. Digital platforms improve customer awareness, engagement, and conversion rates. Social media marketing emerged as the most influential channel.

Continuous investment in SEO, social media campaigns, website optimization, and customer engagement strategies will help the company sustain growth and maintain competitive advantage.

VIII. SUGGESTIONS

- Increase investment in social media advertising.
- Improve SEO and website optimization.
- Use video marketing and customer testimonials.

- Strengthen customer relationship management.
- Adopt data analytics for campaign evaluation.

REFERENCES

- [1] Chaffey, D. (2019). *Digital Marketing*. Pearson.
- [2] Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- [3] Ryan, D. (2016). *Understanding Digital Marketing*. Kogan Page.
- [4] Malhotra, N. K. (2017). *Marketing Research*. Pearson.
- [5] Strauss, J., & Frost, R. (2018). *E-Marketing*. Pearson.