



A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING SERVICES AT DIGITAL MARKETING COMPANIES

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ABSTRACT

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, TV and radio advertisement. Digital Marketing is promotion of products or brands via one or more forms of electronic media.

This project has been undertaken to assess the effectiveness of Digital marketing services at Digital marketing companies. The outcome of the study would help the management of Digital marketing companies to understand, meet or exceed the expectations of the customers who have taken up the website traffic building services.

The main goal is to investigate the efficiency of digital marketing services provided by digital marketing firms. The secondary goals are to understand how Search Engine Optimisation (SEO) at Digital marketing companies helps websites rank highly in Google SERPs in an organic way, gauge customer satisfaction with Digital marketing companies regarding digital marketing, comprehend the most popular digital marketing strategy to promote the website, and determine the effectiveness of on the primary goal of digital marketing.

In the research, the convenience sampling method was employed. To gather the opinions of 120 customers, multiple choice questions have been used. The data was evaluated using a variety of statistical methods, including the one-way Anova test, , Chi-square test and Karl Pearson's correlation. This study's many fresh discoveries have helped to generate a few ideas on how to enhance the digital marketing services it offers its clients.

Keywords: Digital Marketing, Promotion, Google SERP, Search Engine Optimization (SEO)

INTRODUCTION

Digital marketing, also known as online marketing, internet marketing, or web marketing, refers to all forms of online marketing as opposed to traditional marketing methods including print media, in-person events, TV and radio advertisements, and live promotions.

Digital marketing refers to the promotion of goods or brands through one or more electronic media platforms. For instance, promotional efforts conducted via the Internet, social media, mobile phones, and electronic billboards, as well as via digital, television, and radio channels, could be employed as part of a company's digital marketing plan.

The Internet's widespread use and the efficiency of digital marketing channels in generating sales and brand awareness are the main causes of the industry's explosive expansion. Digital marketing provides more realistic expenses than traditional advertising (essential for small and medium-sized firms and start-ups), precise targeting, and superior reporting.

The three important categories involved in Digital Marketing are:

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Social Media Marketing (SMM)

LITERATURE REVIEW

This research is connected to several different literatures, including a handful of academic papers on SEO which provide important theoretical insights into search engine optimization (Berman and Katona, 2012; Xing and Lin, 2006; and Sen, 2005). These papers highlight several features of the equilibrium interaction between websites and search engines that we take into account in our empirical analysis, including the endogeneity of the rank of organic links and the position of sponsored links in search results. To the best of our knowledge, there is no antecedent empirical research on SEO.

Search engine optimization (SEO) is a set of techniques aimed at improving the ranking of a website in search engine listings, thereby making it more likely that the end user will choose to visit the site (Vryniotis, 2015). SEO gathers the techniques leading to a better indexing of one's site by one or several targeted search engines (Gandour and Regolini 2011). It is also defined as the process of identifying factors in a webpage which would impact search engine accessibility to it and fine-tuning the many elements of a website so it can achieve the highest possible visibility when a search engine responds to a relevant query (Zgang and Dimitroff, 2005). The final goal is for the site to be better ranked by one or several targeted search engines and therefore appearing higher in their results lists for specified requests (Gandour and Regolini 2011). SEO factors are notoriously difficult to enumerate, as search engines do not reveal the specific factors used when determining the ranking of a website (Lourdes and Paloma 2013). The easiest way to optimize a web site is to enter appropriate text in the web site's title, meta description, headings, and page content that search engines recognize (Goldsborough, 2005). Our paper is connected to several different literatures, including a handful of academic papers on SEO which provide important theoretical insights into search engine optimization (Berman and Katona, 2012; Xing and Lin, 2006; and Sen, 2005). The theoretical literature has in particular focused on the auction mechanism behind these paid

results (**Edelman, Ostrovsky, and Schwarz, 2007; Varian, 2007**). Internet advertising/online advertising revenue in the United States totaled \$26 billion dollars in year 2010 with increase of 15% over last year 2009 (**Silverman, 2011**). Exploring the content of the Web pages for automatic indexing is the key importance for efficient ecommerce and other applications of the Web. It allows users, including customers and businesses to locate the best sources of their use (**Chung, 2001**). A Web search engine has three main parts. These are Web crawler, Indexer and searching. Web crawlers are programs that use the graph structure of the Web to move from page to page. In their infancy such programs were also called wanderers, robots, spiders, fish and worms, words that are quite evocative of Web imagery. (**Gautam, 2004**). Likewise, according to crowdsource, more than 12 billion searches being performed each month as of January 2009, approximately 400 million web searches performed every day (**Enge, 2009**). Search engine optimization is a vast term which covers a huge area on internet. Organic search are listings on the search engine which are results of search queries when a user writes keywords in search engine while searching. And those are not including adverts sponsored links (pay-per-click ads) (**James, 2011**). Effecting SEO strategy requires iterative testing in order to refine it. Like advertising, SEO needs long term dedication in order to see best desired results. There are four general steps to a refined SEO effort; (**Potts, 2007**). SEO strategy is further divided into its phases with respect to SEO components. All of these strategies can be rolled up to single artifact which is SEO plan. These can be content strategy, link building Strategy, search engine marketing strategy, social media strategy, search engine targeting strategy, technical strategy etc. (**Jerkovic J. , 2009**).

OBJECTIVE OF STUDY

PRIMARY OBJECTIVE

To study the effectiveness of digital marketing services at Digital marketing companies, Chennai

SECONDARY OBJECTIVES

- To study the impact of digital marketing in bringing top ranks in Google for a website in an organic way by using Search Engine Optimization (SEO)
- To identify the perception of customers on the major aim of digital marketing
- To understand the most preferred digital marketing strategy to promote the website
- To assess the satisfaction level with Digital marketing companies on the digital marketing
- To provide suitable suggestions for improving the effectiveness of digital marketing services and improve the overall customer satisfaction.

RESEARCH METHODOLOGY

This study employs a quantitative research design that entails gathering information from the customers of software companies using a standardized questionnaire. This study used both primary and secondary data. A sampling technique called Convenience Sampling was used to collect the data. Statistical tools such as Chi-Square analysis, ANOVA and Correlation were used to experimentally assess the data that had been gathered.

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (H₀):

There is a relationship between the Income and using digital marketing for website optimization at Digital marketing companies.

Alternate hypothesis (H₁):

There is no relationship between the Income and using digital marketing for website optimization at Digital marketing companies.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INCOME * HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT Digital marketing companies	120	100.0%	0	.0%	120	100.0%

INCOME * HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT DIGITAL MARKETING COMPANIES Crosstabulation

		HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT DIGITAL MARKETING COMPANIES					Total
		Less than 1 year	1 to 3 years	1 to 5 years	1 to 10 years	Above 10 years	
INCOME Less than 10000	Count	11	8	0	0	0	19
	% within INCOME	57.9%	42.1%	.0%	.0%	.0%	100.0%
	% within HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT DIGITAL MARKETING COMPANIES	100.0%	22.2%	.0%	.0%	.0%	19.0%
	% of Total	11.0%	8.0%	.0%	.0%	.0%	19.0%
10001-25000	Count	0	28	11	0	0	39
	% within INCOME	.0%	71.8%	28.2%	.0%	.0%	100.0%
	% within HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT DIGITAL MARKETING COMPANIES	.0%	77.8%	39.3%	.0%	.0%	39.0%
	% of Total	.0%	28.0%	11.0%	.0%	.0%	39.0%
25001-50000	Count	0	0	17	14	0	31
	% within INCOME	.0%	.0%	54.8%	45.2%	.0%	100.0%

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	% within HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT DIGITAL MARKETING COMPANIES	.0%	.0%	60.7%	82.4%	.0%	31.0%
	% of Total	.0%	.0%	17.0%	14.0%	.0%	31.0%
Above 50000	Count	0	0	0	3	8	11
	% within INCOME	.0%	.0%	.0%	27.3%	72.7%	100.0%
	% within HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT DIGITAL MARKETING COMPANIES	.0%	.0%	.0%	17.6%	100.0%	11.0%
	% of Total	.0%	.0%	.0%	3.0%	8.0%	11.0%
Total	Count	11	36	28	17	8	120
	% within INCOME	11.0%	36.0%	28.0%	17.0%	8.0%	100.0%
	% within HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT DIGITAL MARKETING COMPANIES	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	11.0%	36.0%	28.0%	17.0%	8.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	182.199 ^a	12	.000
Likelihood Ratio	166.223	12	.000
Linear-by-Linear Association	80.126	1	.000
N of Valid Cases	120		

- a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .88

Degree of Freedom= (r-1) *(c-1)

$$= 3*4= 9$$

Calculated value = 182.199

Tabulated value = 21.026

Z = Z cal > Z tab

$$Z= 182.199 > 21.026$$

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the Income and using digital marketing for website optimization at Digital marketing companies.

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (H₀):

There is a significance difference between the Promoting the website before approaching Digital marketing companies and the revenue generating from organic search.

Alternate hypothesis (H₁):

There is no significance difference between the Promoting the website before approaching Digital marketing companies and the revenue generating from organic search.

Descriptives

HAVE YOU EVER PROMOTED YOUR WEBSITE BEFORE APPROACHING DIGITAL MARKETING COMPANIES

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 10000	22	1.00	.000	.000	1.00	1.00	1	1
10001-25000	47	1.49	.507	.083	1.32	1.66	1	2
25001-50000	38	2.00	.000	.000	2.00	2.00	2	2
Above 50000	13	2.00	.000	.000	2.00	2.00	2	2
Total	120	1.53	.502	.050	1.43	1.63	1	2

Test of Homogeneity of Variances

HAVE YOU EVER PROMOTED YOUR WEBSITE BEFORE APPROACHING DIGITAL MARKETING COMPANIES

Levene Statistic	df1	df2	Sig.
27578.880	3	96	.000

ANOVA

HAVE YOU EVER PROMOTED YOUR WEBSITE BEFORE APPROACHING DIGITAL MARKETING COMPANIES

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.667	3	5.222	54.238	.000
Within Groups	9.243	96	.096		
Total	24.910	99			

Calculated value = 54.238

Tabulated value = 2.70

$F = F_{cal} > F_{tab}$ $F=54.238 > 2.70$

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between the Promoting the website before approaching Digital marketing companies and the revenue generating from organic search.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlations

	ACCORDING TO YOU WHICH DIGITAL MARKETING SERVICE OFFERED BY DIGITAL MARKETING COMPANIES GIVES YOU MORE TRAFFIC/CUSTOMER TO YOUR WEBSITE		HOW LONG IS DIGITAL MARKETING COMPANIES BEING SERVICING YOU
ACCORDING TO YOU WHICH DIGITAL MARKETING SERVICE OFFERED BY DIGITAL MARKETING COMPANIES GIVES YOU MORE TRAFFIC/CUSTOMER TO YOUR WEBSITE	Pearson Correlation Sig. (2-tailed) N	1 .930** 120	.930** .000 120
HOW LONG IS DIGITAL MARKETING COMPANIES BEING SERVICING YOU	Pearson Correlation Sig. (2-tailed) N	.930** .000 100	1 100

** Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the digital marketing service by Digital marketing companies provides more traffic/customer and being served by Digital marketing companies.

Alternate hypothesis (H1):

There is negative relationship the digital marketing service by Digital marketing companies provides more traffic/customer and being served by Digital marketing companies.

$$r = \frac{N\sum XY - \sum X\sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$$

r= .930

INFERENCE:

Since r is positive, there is positive relationship between the digital marketing service by Digital marketing companies provides more traffic/customer and being served by Digital marketing companies.

FINDINGS

- Most of the respondents are at UG level.
- Most of the respondents are at the age group between 21-30.
- Most of the respondents are married.
- Most of the respondents are male.
- Most of the respondent's income range between 10001-25000.
- Most of the respondents mention that digital marketing service offered by Digital marketing companies provides more traffic/customer through search engine marketing.
- Most of the respondents mention that the revenue they generate from organic search is from Rs 10001-25000.
- Most of the respondents agree that the online media brings more traffic/customers to their website through social networking sites.

- Most of the respondents agree that the digital marketing strategy can be preferred to promote their website through SEO/SMO
- Most of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMM
- Most of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMO/SEM
- Most of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMO/SMM
- Most of the respondents agree that the social networking site will boost the rank in your website through Pinterest, Facebook, twitter, YouTube, Google plus, etc..

- Most of the respondents agree that the satisfaction level with Digital marketing companies is made by back linking, keywords, website compatibility, internal linking, website user friendly, website look and feel, website design, content, etc..
- Most of the respondents agree that the grievances redressal is important in-service delivery

CONCLUSION

This study was conducted to determine the general efficacy of the services provided by digital marketing firms. Responses from the customers have been gathered and analysed for this purpose. A few important recommendations have been made to the management of digital marketing organisations based on the study's findings in order to increase the overall effectiveness of their services for their clients.

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