



## A study on the effectiveness of digital marketing strategies with reference to olive grapes

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### Abstract

Digital Marketing is a rapidly growing industry. The trend of Digital Marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of Digital Marketing along with the advent of electronic gadgets. Digital Marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click-through-rates and conversion rates, and discover what's new in Digital Marketing. Internet advertising has significant relationship with purchase decision of the consumers and therefore is a key determinant in influencing Consumer Behavior and hence they need to invest heavily when compared to traditional means of purchasing. The present study focuses on the effectiveness of Digital Marketing with reference to Olive grapes.

**Keywords:** digital marketing, advertising, internet, online communities

### 1. Introduction

#### Digital Marketing

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. The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs, accurate targeting and excellent reporting. Digital Marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, Digital Marketing campaigns are becoming more prevalent and efficient. Digital Marketing methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Influencer Marketing, Social Media Marketing, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, Digital Marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ringtones.

#### Advantages

- Global Reach Through Advertisements
- Easy Brand Promotion
- Consumer's Convenience to Shop Online
- Easy Consumer Reach
- Direct Advertising

#### Disadvantages

- Limitation of Internet Access
- Limited Consumer Link and Conversation
- Advertisement for Limited Products
- High Competition of Brands
- Risk of Hacking

#### Introduction of the organization

Olive Grapes was started as a Web Development Company in the year 2008. Now, they have diversified into ITES, Branding and Training horizons. They extend their complete support to establish and maintain your brand identity with a vast range of services. While they create a robust and result-oriented strategy they also make sure that it agrees with the overall business goals and corporate objectives of their onsite and offshore clients.

They offer a fully integrated Digital Marketing service aiming to provide customized strategies that work for an individual or a concern. Their team's diverse range of skills allows them to create dynamic, holistic and scalable campaigns for all of their clients. They implement effective online marketing campaigns that will deliver traffic, enquiries, sales and most importantly, a return on the Digital Marketing spend.

Olive Grapes focuses on satisfying all the branding needs and to be a one stop shop for all the branding needs. To deliver exceptional return on investment for their clients in all three verticals and help their clients' business harness the power of marketing to generate leads, grow sales and support goals.

#### 2. Scope of the study

To understand the elements in Digital Marketing and to understand what dynamic role a product name might play in paying to the success of a company. It will be essential to comprehend the background of existing issues and to

categorize the services preferred by the clients. It focuses upon the branding strategies for internet marketing. It also determines the effectiveness of the technologies in influencing the brand power over internet with respect to the perspective of its customers. It focuses mainly upon the understanding and identifying the target group of the clients. Online media advertising with its shorter promoting time, low cost and high rate of flexibility resulted in higher impact than offline advertising.

The growth of internet and the amount of time spend on the internet are the crucial motivating factors. The online marketing and social media advertising seem to explore all available options and revenues over the internet to market a product and to gain the maximum exposure. There is always a need for an online marketing company to fetch the corporate perceptibility for subsequent sales. The scope for these facilities is increasing at a mercurial pace.

With every marketing agency hiring a web-based project, these businesses are reaching exceptional heights within no time.

**2.1 Statement of research problem**

Advertisers are expected to shift and spend millions in internet advertising in the coming years than TV, print ads and other traditional advertising media. Internet advertising broadly consists of various commercial content formats delivered by video clip, print, and audio; either solicited or unsolicited and includes company web sites, corporate logos, e-mail messages, pop-ups, banner ads, skyscraper ads, buttons, interstitials, hyperlinks, dynamic media, and interactive games. So the requirements of the clients must be understood. Their online presence should be found, and a better solution should be identified for a particular client.

**2.2 Objectives of the study**

- To find the online communities preferred by the clients of Olive grapes.
- To identify the Digital Marketing services opted by the clients from Olive Grapes.
- To know the satisfaction level of the clients towards Digital Marketing of Olive grapes.

**3. Review of literature**

According to Nielsen, the author of Advertising in social media: How consumers act after seeing social ads. Social media has not only changed how people communicate online, but it has also changed the consumption of other media too. Online social connections are used to filter, discuss, disseminate, and validate news, entertainment, and products for consumption.

According to Johanna Narkiniemi, Using Digital Marketing to Develop a Modern Marketing Strategy for a Startup. The purpose of this study was to discover how Digital Marketing can promote a newly launched startup’s business in the United States market. Other objectives were to more precisely define the market where company is operating, to identify its main challenges and find ways to build stronger brand equity, and how to engage the target customers. The study also aims to provide a comprehensive situational analysis of the market and conduct realistic research of the marketing possibilities,

and suggest potential marketing actions. The Approach was to conduct a case study about Design with Benefits, whose business idea is to sell designer products with social and environmental benefits. Even though the concept is good and functional, reaching the potential customers and defining the market is challenging for every starting company. This was the reason why there was a need to perform this study.

According to George otieno osewe, the effectiveness of internet advertising on consumer behaviour: the case of university of nairobi students. Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade (Ko *et al.*, 2004; Koyuncu and Lien, 2003). The revolutionary change brought forth by information technology has an important impact on the daily lives. It has transformed the way we do business by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time. The Internet has emerged as an advertising medium (Silk *et al.*, 2001). Many companies have turned to the Internet to advertise their products and services; and the Internet is deemed to be the most significant direct marketing channel for the global marketplace (Faber *et al.*, 2004; Ko *et al.*, 2004; Korgaonkar and Wolin, 2002). Companies are pouring billions of dollars into Internet advertising to obtain greater return on investment on ads (Edwards, 2005; Joines *et al.*,2003).

**4. Research Methodology**

In Methodology, researcher used different criteria for solving/searching the given research problem. Different sources use different type of methods for solving the problem. If we think about the word “Methodology”, it is the way of searching or solving the research problem. The type of research used in the study is descriptive research includes surveys and facts, findings, enquiries of different kinds. The major purpose of descriptive research is descriptive of the state of affairs as it exists at percent. The sample size considered for the study is 120 respondent i.e. 120 Clients of Olive Grapes. As it was an anonymous online survey, the sample was randomly selected. The survey was anonymous because most of the people using online are very cautious about their privacy for which they do not want to disclose information to other people especially while in a survey. In this research, the sample is all the people who are the active users of social media with diversified profession. Simple percentage and Chi-square were applied to the analyze the data.

**5. Data analysis and interpretation**

**Table 1:** Account in online communities

| S. No | Particulars  | No. of Respondent | Percentage |
|-------|--------------|-------------------|------------|
| 1     | Facebook     | 51                | 42.5       |
| 2     | Twitter      | 36                | 30.0       |
| 3     | LinkedIn     | 12                | 10.0       |
| 4     | Stumble Upon | 1                 | .8         |
| 5     | YouTube      | 20                | 16.7       |
|       | Total        | 120               | 100.0      |

**Interpretation**

The above table shows that 42.5% of the respondents have account in Facebook for their business, 30% of the respondents have account in Twitter for their business, 16.7% of the respondents have account in YouTube for their business, 10% of the respondents have account in LinkedIn for their business, 0.8% of the respondents have account in Stumble Upon for their business.

**Table 2:** Use of marketing applications

| S. No | Particulars    | No. of Respondent | Percentage |
|-------|----------------|-------------------|------------|
| 1     | Wix            | 1                 | .8         |
| 2     | Survey monkey  | 24                | 20.0       |
| 3     | Google AdWords | 44                | 36.7       |
| 4     | Free webs      | 9                 | 7.5        |
| 5     | LinkedIn       | 37                | 30.8       |
| 6     | Others         | 5                 | 4.2        |
|       | Total          | 120               | 100.0      |

**Interpretation**

The above table shows that 36.7% of the respondents use Google AdWords as their marketing application, 30.8% of the respondents use LinkedIn as their marketing application, 20% of the respondents use Survey monkey as their marketing application, 7.5% of the respondents use Free webs as their marketing application, 4.2% of the respondents use Others as their marketing application, 0.8% of the respondents use Wix as their marketing application.

**Table 4**

|                              | Value               | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square           | 16.864 <sup>a</sup> | 20 | .662                              |
| Likelihood Ratio             | 18.132              | 20 | .579                              |
| Linear-by-Linear Association | 5.415               | 1  | .020                              |
| N of Valid Cases             | 120                 |    |                                   |

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .01.

The above table shows that chi-square value for the assumptions is not significant since the value is greater than 0.05 as it is an wish of each individual organization to choose the online communities and the marketing applications since the need of each organization differs according to their business.

**6. Findings**

1. Most of the real sector people actually understand the value and opportunities of Digital Marketing. [SEP]
2. With the study of Digital Marketing I came to know its emergence and extreme growth in today’s scenario. [SEP]
3. What I found in client servicing is convincing clients is bit complex as they too have complete knowledge about the Digital Marketing and also explaining how we are better than others.
4. 40% of the respondents tells that social media accounts for their organization is important.
5. 42.5% of the respondents have account in Facebook for their business.
6. 36.7% of the respondents use Google AdWords as their marketing application.
7. The assumptions is not significant since the value 0.662 is

**Table 3:** Preference of social media account in business

| S. No | Particulars    | No. of Respondent | Percentage |
|-------|----------------|-------------------|------------|
| 1     | Not important  | 10                | 8.3        |
| 2     | Important      | 48                | 40.0       |
| 3     | Very important | 38                | 31.7       |
| 4     | Neutral        | 24                | 20.0       |
|       | Total          | 120               | 100.0      |

**Interpretation**

The above table shows that 40% of the respondents tells that social media accounts for their organization is important, 31.7% of the respondents tells that social media accounts for their organization is very important, 20% of the respondents tells that social media accounts for their organization is neutral, 8.3% of the respondents tells that social media accounts for their organization is not important.

**Chi-Square Test**

To find the relationship between online communities and marketing applications preferred by clients of Olive grapes

**H<sub>0</sub>:** There is no association between online communities and marketing applications preferred by clients of Olive grapes.

**H<sub>1</sub>:** There is association between online communities and marketing applications preferred by clients of Olive grapes.

greater than 0.05 as it is an wish of each individual organization to choose the online communities and the marketing applications since the need of each organization differs according to their business.

**7. Suggestions**

Suggestions for the company is taken from the clients feedback,

1. As the competition in this field is very high, creativity and innovation must be developed.
2. Many customers feel that there is a delay in delivering the products. So, the delivery of the products must be fast.
3. If after sales service is improved, the customers’ satisfaction level will be increased.
4. In order to attract more customers the content writing can be more expressive.
5. Usage of more creative and different templates might result in creating better impression on the products.
6. Clients should be given proper training about using the product to maintain a consistent level of sales.
7. Digital Marketing communication is not so costly than any other media but content management in Digital Marketing communication is really very important. So marketers

should give more emphasize on content management and integrate that with conventional media and invest effectively both in digital and conventional media.

## **8. Conclusion**

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital Marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era, marketer is not the custodian for a brand; people who are connected across the digital platforms are the custodians.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two-way communication between brands and customers.

With my research I would like to conclude that the Digital Marketing strategies performed in Olive grapes are effective.

I would also like to conclude my research by quoting again that "Brands must pursue digital platform".

## **9. References**

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