



Overview of Digital Marketing and start ups

Mr. Rahul K Shinde, MES's Senior College, Pune

Dr. Dipak Umbarkar, Indira College of Commerce and Science, Pune

**Dr. Shrikrishna Gulabrao Walke, S.N.G. Institute of management and Research,
Rajgurunagar, Pune**

Abstract:

In this digitized world, digital marketing is a trend sweeping the world. The trend of digital marketing is growing day by day along with the concept of internet marketing.

Along with electronic gadgets, it has developed into an important platform for digital marketing. Digital billboards, mobile phones, tablets, smartphones, game consoles and many other gadgets Useful for digital marketing.

Keywords:

Digital Marketing, social media, SEO, Startups, Strategies

Introduction:

Digital marketing is a broad term that refers to various advertising techniques used to reach customers through digital technology. This is embodied by a wide range of marketing instruments for services, products and brands, using the Internet as the main advertising medium in addition to mobile and traditional television and radio. Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. Search engine optimization, search engine marketing pay-per-click advertising, social media marketing, content marketing, mobile marketing, web analytics, Marketing automation, content creation and evaluation Optimization is the most popular and in-demand area. Digital marketing has the capability to transform products and processes through technology and in a more cost-effective manner. This capability gives them the edge over other marketing channels and is exactly what a startup needs to grow and sustain in this highly competitive market. The best and most efficient way to grow your startup business is to follow a solid digital marketing strategy.

Growing a startup is a huge challenge and if you don't have a plan in place, you may end up spending your time and budget on the wrong activities. Nowadays, some of the marketing techniques that are going gaga on the customers and clients are social media marketing, search engine optimization, online advertising, content management, affiliate marketing, and many more. It seems that these aspects, commonly known as 'digital marketing techniques,' have become so mandatory for any kind of business, be it small scale, medium-scale or large-scale.

Objectives:

- 1) To study the importance of digital marketing in start up.
- 2) To know the impact of digital marketing strategies on the startups.

Research methodology:

The paper is based on secondary data. The paper is based on extant literature and internet sources have been used. The various articles, researches, government reports, newspapers, magazines, various websites and the information on internet have been studied.

Importance of digital marketing in start up

Digital marketing policy leads to new consumer acquisitions, brand development, brand awareness, ways to produce sales, improved customer experience and engagement, and a cost-effective international exposure which is essential for the growth of a company. Building trust is massive for startups as it allows them to convert more prospects into customers. Many digital marketing strategies can help you gain recognition, such as content marketing, search engine optimization (SEO), and social media marketing.

Getting your name out there is necessary for any stage of business, but it's absolutely crucial for startups. Your brand is something that will set you apart from your competition, so it's essential to be sure that people are aware of it. You're missing out on a valuable business opportunity if you don't use digital marketing to build brand awareness. Social media platforms, email, and other digital channels have built-in features that allow you to target specific audiences. This means your marketing efforts will reach the people most likely to be interested in your brand and what you offer.

Another reason digital marketing for startups is so important is that customers now expect businesses to be online. As a result, they're more likely to do business with a company they can easily find online. If you're not using digital marketing, you're missing a chance to

connect with and create lasting relationships with your target audience. Your digital channels allow you to engage with your prospects and customers, answer their questions, and provide them with valuable information.

When you use digital marketing for startups, you have access to a wealth of data you can use to improve your marketing efforts. You can use data analytics tools to track your website traffic, social media engagement, and conversion rates. This information will help you understand your target market and determine what's working (and what's not).

As you connect with more prospects and customers, your startup marketing strategy will need to evolve. So, it's important to analyse any trends or inconsistencies in your data. When you're first starting a business, it's essential to be mindful of your budget. Fortunately, digital marketing is a highly cost-effective way to market your startup, and in fact, it's one of the most affordable marketing strategies available.

When you compare digital marketing to traditional marketing methods, digital wins hands down in terms of ROI. In comparison to conventional forms of marketing, such as print or television, digital marketing is very affordable. Plus, the majority of social media platforms are free to use. You can also start small with digital marketing by running ads on a pay-per-click (PPC) basis with Google Ads. With so many opportunities to promote yourself online, you can easily connect with people who are searching for what you have to offer. For example, you can use digital marketing to create landing pages designed specifically for conversion. These pages typically include a strong call-to-action (CTA) and a form for people to fill out. These pages aim to get people to take a specific action, such as signing up for your email list or making a purchase. Plus, images and videos can help demonstrate your product in use, encouraging people to check out your website or make a purchase.

Digital marketing has been a great boon for businesses and companies worldwide, especially the startup businesses to give them a kick-start. The Benefits of Digital Marketing upon startup businesses such as enumerated below, Existing of a huge global marketplace of online prospects as compared to local physical customers, Scope for constant interaction with prospects, irrespective of the distance regarding their requirements, Cost-effectiveness, Easy brand-awareness and brand-loyalty, Easy tracking of responses for your marketing initiatives and efforts. However, not all digital marketing techniques would work wonders and be effective. For startups to optimally use digital marketing techniques, it needs to narrow down

on the various techniques of digital marketing to have a stronger impact on the target audiences.

Impact of digital marketing strategies on the startups

Lead Generation:

Good leads can be generated by using the digital marketing strategies as most of the people are on social platform and much acquainted with the digital platform. That really boost the immediate lead generation can be converted in tot the actual customer.

Nurturing the Leads – the digital marketing campaigns for startup business ideas online helps clients not only in generating new business leads but also enable understanding of the business affairs of clients like educating customers through campaigns, creating affiliate content that differentiates the client from its competitors as well as encourage customers to use the clients' business including adequate recommendation

Instant Visibility:

Very effectively and innovatively you can promote your brand and you can get the instant visibility that normal traditional methods take much time to gain that visibility. Even the product portfolio can be more effectively presented in front of all.

Conversion of Potential Customers:

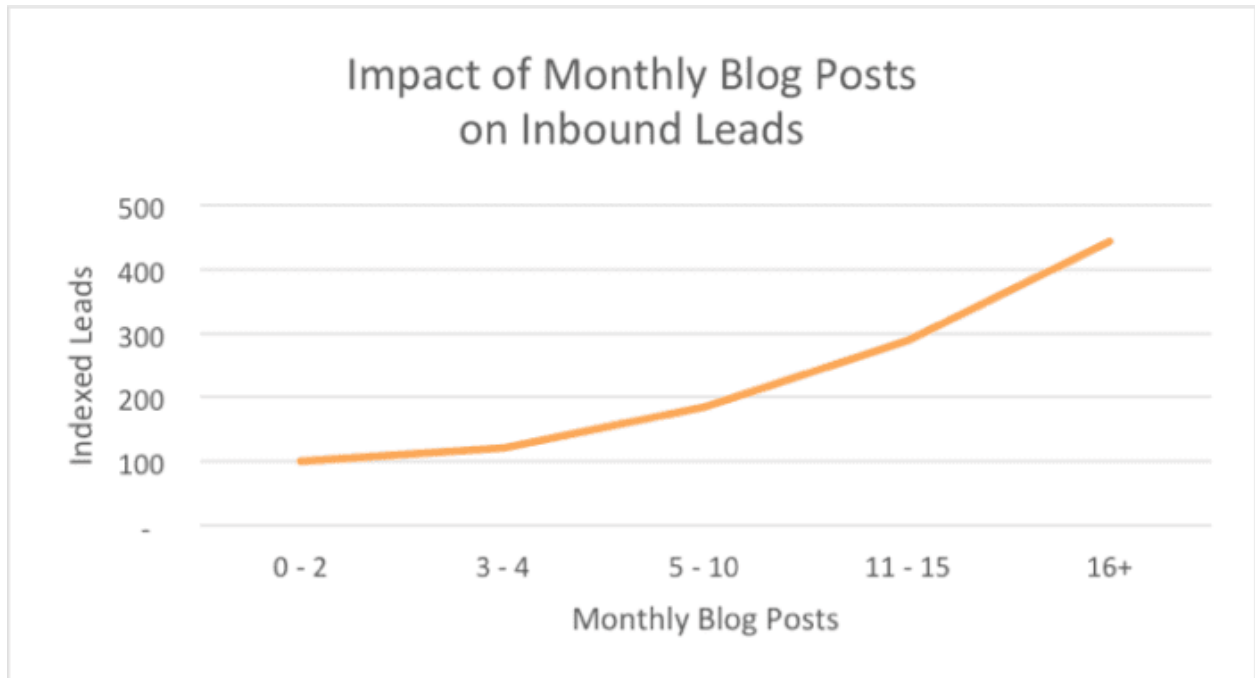
The digital marketing services such as website optimization, remarketing, SEO (Search Engine Optimization), PPC (Pay-per-click) and Social Advertising help the clients to encourage as well as convert customers in using their brands instead of their competitors by targeting customer behavior, better communication with customers, building trust and creating new strategies which would further push the customers to indulge with the client company to attract furthermore customers

Content Optimization:

You will get more visitors if your website appears when they search for the solutions you offer. These visitors are much more targeted and therefore much easier to convert. Keyword research allows you to find terms that your prospective customers are using in search engines. As a new business, it is better to target long-tail keywords (three words or more). You can start a keyword search using tools like Flats on Rent on Sinhgad Road

Blog Updation:

According to Demand Gen Report, 47% of his shoppers found that he watched 3-5 pieces of content before interacting with a sales rep. To help with this, you can create an editorial calendar so that you can publish new content on your blog on a regular basis. A regularly updated blog can also help you rank in search engines for more keywords and get more leads. found that companies with 0-4 posts get 4.5x more leads than companies with 0-4 posts.



Ref: <https://www.smartinsights.com>

Personal Touch:

Finding out the requirements of the people and giving the personal touch using digital marketing gives good boost up than the normal addressing the people. That helps to gives more recognition and attention from the people. Like saying Hello, and saying hello Riya, makes a lot of difference.

Digital Marketing opens growth options for small and medium businesses also in very good proportion. The digital marketing modes are more customizable and cheaper. The presence of one's brand and service on various platforms gives the option to consumers to rate business services as per their experience level. The favorable feedback given by a satisfied consumer helps in generating new customers and increasing more conversion rates.

This is the most important benefits of online presence of one's brand. Strategic digital marketing helps start-ups growth in many ways such as:Global Trade Possibility, Cost-effective Marketing, Image and Brand formation, Fast Communication,

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Conclusion:

So, to conclude our discussion, various digital marketing techniques are highly effective for all those startup business ideas online to give a proper and desirable jump-start in their respective industries. Digital marketing for startups is essential because it opens up a world of possibilities for your business. Plus, digital marketing is also very cost-effective and flexible enough to be used by startups anywhere in the world. Essentially Digital marketing strategy helps in new customer acquisitions, brand visualization, growth, more revenue-generating possibilities, better customer service, and cost-effective global presence.

Therefore, when a start-up creates its business plan, it must include a solid digital marketing strategy. This battle to promote one`s own brand is possible in a more impactful way by using Digital Marketing. Digital Marketing can help different brands create big impact on consumers. To survive in an ultra-competitive business world is only possible if one can plan and implement an effective, unique and pragmatic digital marketing strategy for one`s business to make a huge impact on the maximum customers.

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