



IMPACT OF DIGITAL MARKETING IN START-UPS

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ABSTRACT

The concept of digital marketing for businesses is that they can market their products from anywhere and anytime through the internet. The goal of this paper was to figure out how digital marketing may help a newly founded start-up succeed in the Indian market. Most start-ups stated that digital marketing helps them promote their products/services more cost-effectively than traditional marketing. Their brand reaches prospective clients faster than their physical presence and aids in generating sales. This paper is intended to explore the awareness and propensity of the digital marketing approach to technology. Also, to Propose an Effective way to minimize the cost of advertising and maximize the reach among the customers. Start-ups can use the strategy to strengthen start-up marketing management skills and manage marketing efforts simultaneously.

KEYWORDS: Digital Marketing, Start-ups, Cost-Effective, Clients, Technology

INTRODUCTION

The word "digital marketing" refers to the targeted, measured, and interactive marketing of products or services using digital technology to find viewers, convert them to customers and keep them as customers. SEO, SEM, content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books are all examples of digital marketing methods.

Startups are small businesses that were established to create a unique product or service, bringing it to market, and making it irresistible to customers.

The role of digital marketing in start-ups is that it enables them to reach out to new customers at a low cost and build relationships at a fraction of the expense of traditional marketing. Digital marketing aids in brand exposure as well as capturing and maintaining a market position for new businesses through email marketing and social media marketing. digital marketing improves customer engagement. The performance of start-ups can be improved by boosting consumer interaction. People become more aware of start-ups' services and products as a result of digital marketing.

REVIEW OF LITERATURE

Rajiv Kaushik et al, (2016) "Digital Marketing in Indian Context" investigates on Digital marketing is rapidly expanding in India. Many Indian businesses use digital marketing to get a competitive advantage. The success of a marketing effort cannot be achieved only through digital marketing. Rather, for any marketing campaign to be successful, it must fully utilize the possibilities of numerous marketing approaches available in both traditional and modern marketing. Startups that use digital marketing frequently fail. This study demonstrates the measures that must be taken for the efficient deployment of digital marketing to enjoy the huge potential for increased sales.

Ahmad Bin Yamin (2017) in his research article studied the impact of digital marketing as a tool of marketing communication. This study focused on Bangladeshi consumers. The survey was conducted to collect the data from consumers directly. 120 consumers were considered as respondents for this study. The results found that a well-designed marketing plan with specific digital marketing tools is in the demand in this hi-tech customer-friendly environment.

J. Junanidi et al, (2020) in this article entitled Impact of digital marketing on the growth of E-service sales, concentrates on the reasons for constructing the thought of E-advertising. The article



mentioned the sources of digital marketing are social media marketing, digital display advertising, mobile marketing, Viral marketing, and Email marketing.

Megha Grover et al, (2019) in this research identified the role of digital marketing in start-ups. The study employs a Descriptive Research Design. The research method used is a questionnaire, the population being examined is startups, and the variables being studied are Digital Marketing and Startups. For this study, a sample size of 61 is used. The majority of start-ups stated that the importance of digital marketing in start-ups is that it helps to advertise products/services at a much lower cost than traditional marketing, that their brand reaches prospective clients faster than their physical presence, and that it also helps to drive sales. 47.5 percent of new businesses utilize social media to promote their product or service.

WHY DIGITAL MARKETING

In comparison, digital marketing is far less expensive. They produce more than half as many leads as traditional marketing and enable startups to compete with large enterprises. Startups should expect to pay the following for digital marketing:

Pay-Per-Click: \$250 to \$500 a month

Blog Writing: \$40 for a 300-word post

Ads on social media: \$100 or more per month

Search Engine Optimization: \$1,000 per month

Social Media: \$1,000 or more per month

Digital marketing allows startups to

- Boost their visibility
- Increase online conversion rates
- Reduce their marketing budget
- Generate leads
- Increase Sales
- Develop a brand awareness
- Increase online conversion rates
- Improve customer engagement
- Influence purchasing decisions
- Track their return on investment

Digital Marketing Strategies for Startups

1. Search Engine Optimization
2. Social Media Marketing
3. Content Marketing
4. Email Marketing
5. Search Engine Marketing – SEM
6. Video Marketing
7. influencer Marketing
8. Referral Marketing

Search Engine Optimization

The process of enhancing your website with informative content, page speed & security, keyword research, and other factors to help it rank better in

search results pages is known as search engine optimization (SEO).

Every company optimizes its website to improve its search engine rankings, and this is something that any company can do, regardless of size. All it takes is a little research and a lot of effort.

Here are some SEO tips to improve a website's ranking.

1. Meta Tags
2. Site Speed
3. Keyword Research
4. Backlinking

Social Media Marketing

Social media marketing uses social media platforms to engage with your audience to promote your brand, increase sales, and drive website traffic. This includes developing interesting content for your social media profiles, listening to and interacting with your followers, tracking your results, and running social media adverts. The most popular social media networks include Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

With the help of the following tips, your startup will be able to grow into a successful brand in no time.

1. To research who your target audience is and choose the right social media platform.
2. You can create something was known as a "Content Calendar." This is a compilation of all your social media content, such as posts, videos, stories, and more, structured in a way that allows you to plan out the days when you will post your content. This will allow you to stay consistent with your content and draw more viewers over time.
3. You should spend money on high-quality video content. You may focus on creatively giving interesting information. This guarantees that viewers learn something new and remain interested in what they are watching.

Video Marketing

In a short, video marketing is the use of engaging video content in your digital marketing strategy to raise awareness and expand your brand to earn a profit.

Today, the majority of people end up watching videos that are both useful and unique, and funny. People prefer to watch videos rather than read the text because they find it more visually attractive, and they frequently share it.

Make sure your videos are consistent, informative, and have a lot of material. This is important since it may assist readers to discover more about your company engagingly.

Create titles that are both interesting and eye-catching. Make certain that your video titles contain your major keyword and are related to your brand. As



a result, the title may be successful in luring potential customers.

How much time do Indians spend online?

Nowadays, Indians utilize the internet for nearly everything. Learning online, posting on social media, watching Netflix, reading e-books, playing video games, paying bills, and everything else is now

possible, therefore the amount of time Indians spend online is gradually increasing. India is rapidly overtaking China as one of the world's biggest internet usage markets. Even though television is still the most popular form of entertainment, with 58.7 percent of people preferring it over other forms, digital is gaining up. On average, Indians spend 1 hour and 29 minutes every day on digital media.

Share of Average Time Spent with Media in India, 2017-2021
 % of total

	2017	2018	2019	2020	2021
TV*	59.5%	58.7%	58.7%	58.1%	57.5%
Digital	27.7%	29.2%	29.9%	30.8%	31.6%
—Mobile (nonvoice)	21.6%	23.3%	24.2%	25.2%	26.0%
—Smartphone	13.7%	15.8%	17.1%	18.5%	19.5%
—Feature phone	6.7%	6.1%	5.7%	5.4%	5.1%
—Tablet	1.2%	1.3%	1.3%	1.3%	1.3%
—Desktop/laptop**	6.1%	5.9%	5.7%	5.6%	5.6%
Print*	7.0%	6.5%	6.2%	5.9%	5.8%
—Newspapers	6.5%	6.1%	5.7%	5.5%	5.4%
—Magazines	0.4%	0.4%	0.4%	0.4%	0.4%
Radio*	5.8%	5.5%	5.3%	5.1%	5.1%
Total time	4:13	4:38	4:59	5:14	5:24

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *excludes digital; **includes all internet activities on desktop and laptop computers*
 Source: eMarketer, April 2019

T10223 www.eMarketer.com

How closely is advertisement spending aligned with where consumers in India spend their media time?

In 2022, we expect digital and conventional media to account for 29.9 percent and 70.1 percent of adult media time, respectively. In terms of media ad spending, digital will account for 20.8 percent of overall spending, while conventional will account for 79.2 percent.

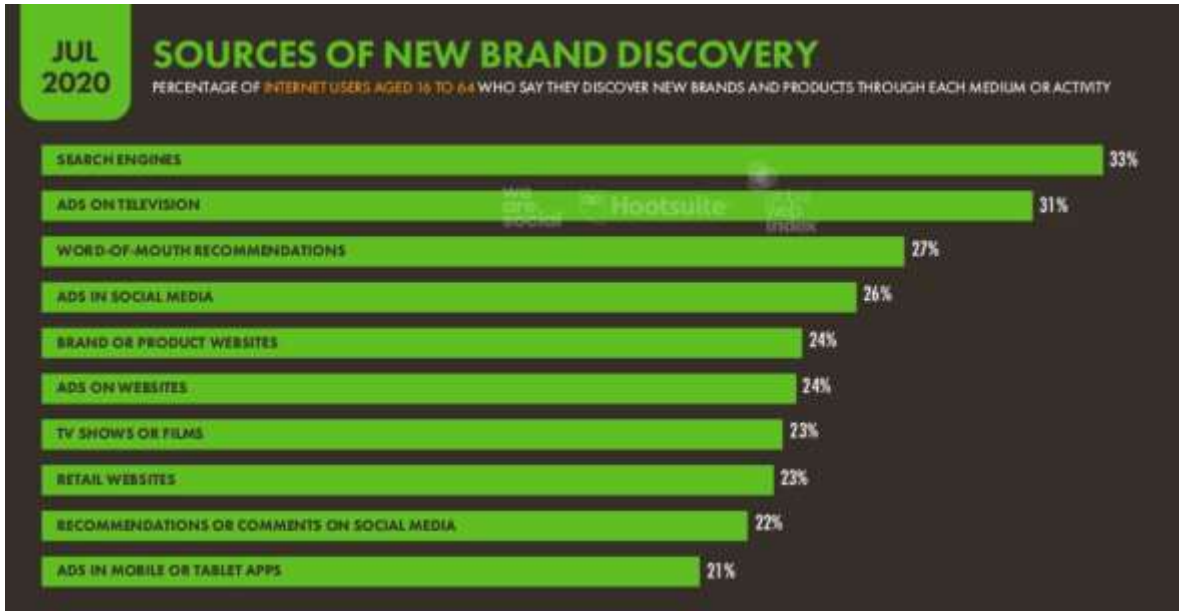
Which Digital Marketing Techniques Should Startups Use:

1. Social media advertising
2. Growth Hacking
3. Affiliate marketing
4. Lead generation

5. Content marketing
6. Google My Business
7. Google AdWords

The Scope of Digital Marketing in India

India is adopting digitalization. Almost all businesses are turning to digital marketing. Listed businesses such as Facebook and Google have recently made considerable investments in digital platforms. Google is putting \$4.5 billion into internet startups, while Facebook is putting \$5.7 billion into them. This indicates a ray of light for India's digital marketing future. The coronavirus epidemic changed the game of how firms functioned overnight, resulting in the widespread use of digital marketing.



Jinglebid

E-commerce startup Jingle Bid has turned this idea into a reality with its online reverse auction platform, which enables buyers to start auctions for consumer durables and gadgets and choose among sellers at a price of their choice.

Jinglebid started with three segments: consumer electronics, mobile phone & accessories, and computer hardware. In November 2020, it also added an automobile segment which has rapidly grown since then.

“In May 2020, we did ₹4-lakh worth of GMV (gross merchandise value) and by April 2021 we have already touched ₹7-crore of GMV on the platform,” said Naranapatty

Jingle Bid is now ushering in a disruption in the e-commerce sector by giving buyers more leverage over the product and its price. With a monthly growth rate of 30%, Jingle Bid’s gross merchandise value for FY 2020-2021 was Rs 16.85 crore and it fulfilled around 1,550 orders during the period.

Strategy by Jinglebid

- 1. Social Media Marketing
- 2. influencer Marketing
- 3. Video Marketing
- 4. Content Marketing
- 5. Referral Marketing



Some of the Successful Digital Marketing Campaigns in India

1. Lay's India - #SmileDekeDekho #SmileWithLays
2. Maggi - #WeMissYouToo
3. Flipkart - #NewPinchDays

How to Choose the Best Channels for your Business

Research about different methods

The first step for a business is to be aware of the various methods it might promote its products and services. If a corporation is unfamiliar with the idea, it should conduct a preliminary study. The company must perform extensive studies and examine the differences between all techniques.

Cost of different Marketing Ways

The organization must be aware of the costs associated with various digital marketing tactics. This will assist the company in developing its budget. It should also decide whether it wants to hire an agency and rely on them for certain responsibilities.

Goals and Objectives

The company should understand why they wish to use digital marketing. The various domains of digital marketing assist the company in achieving various goals. When a company knows what its goals are, it is easy to select the approach that will best meet those goals. It will help to clarify things. For example, a start-up or a small and medium-sized

enterprise (SME) may wish to develop its brand image. The company should adopt the best Method which includes SEO, social media marketing, and pay-per-click (SEM).

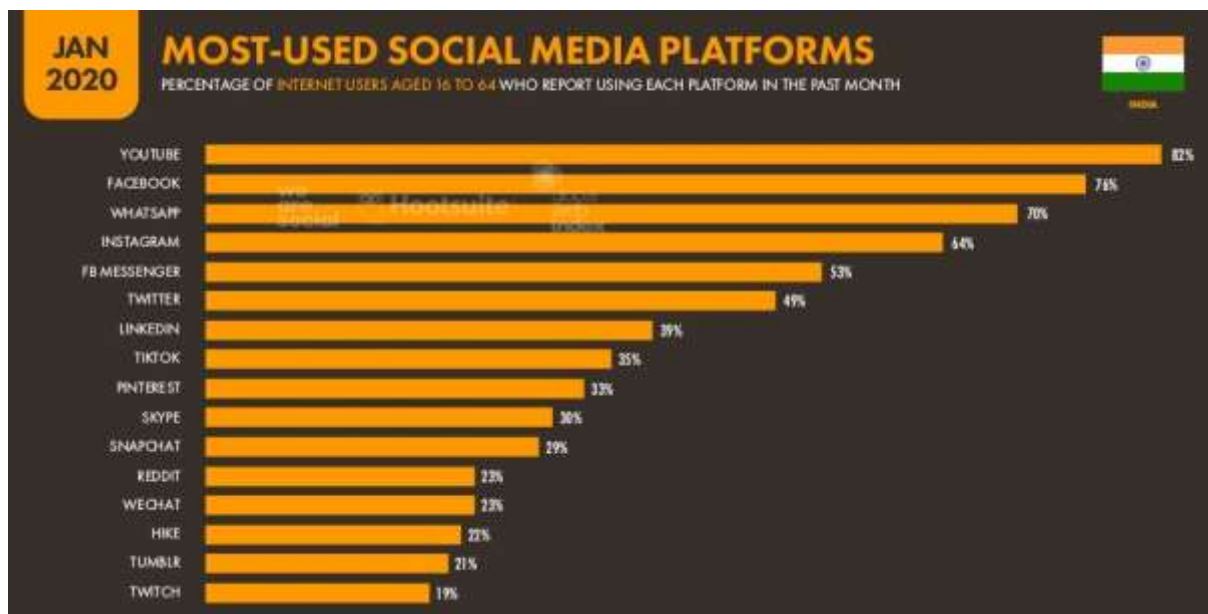
Marketing Budget

The marketing budget should be determined by the company based on its size and goals. When it comes to a start-up business, there can be two sides to it. To begin, because the firm wishes to establish its brand image and reach out to target and potential customers, it may choose to invest a significant amount of money in marketing. On the other hand, if it wishes to try out several approaches while saving money, it might start with a budget-friendly method.

Target Audience

The target audience is the most crucial thing that a firm should consider before marketing. The company should be familiar with its clients' tastes, preferences, and interests. For example, determining which social media platform is most used by the target audience and what content is most appealing to them. It is critical to understand your customers.

These are some of the considerations that a company should make while shifting to digital marketing. If the start-up or SME can effectively list these five decisions, it will most likely choose the best-suited channel. By thinking and selecting the optimal channel, the company can achieve a higher ROI at a lower cost.



Growth Rate of Digital Marketing in India

Digital marketing is one of the industries that has grown tremendously in India. The growth rate of this industry is at least 25-30% annually. The industry is worth \$68 Billion.

How is Digital Marketing's Future?

“Shift to digital is an irreversible change in marketing landscape” – Digital Experts.

The GlobalWebIndex (2018) reports- 54% of the consumers use social media to research products they want to buy.



LYFE marketing (2018) reports- 71% of customers are expected to recommend a brand to their known ones. This is if they've had a positive experience with the social media marketing of a brand.

Four communications (2018) report-49% of the customers rely on the product recommendations of the influencers.

FINDINGS

- The majority of the start-ups said that the role of digital marketing in start-ups is that it helps to promote products/services in a very cost-effective way as compared to traditional marketing, their brand reaches faster to their prospective customers as compared to their physical presence and also helps in driving sales.
- 47.5 % of start-ups use social media to promote their products/services.
- Few start-ups were not using digital marketing but were likely to use it later.
- 44.3 % of the start-ups don't have competitors in the same industry.
- 41% of the start-ups were neutral when asked whether there are any disadvantages of using digital marketing.
- Many start-ups stated that despite using digital marketing, their businesses would fail due to a lack of innovative products/services and ideas, as well as products/services that were not intended to meet the demands of the customer.

SUGGESTIONS

- Start with Quality Web and Mobile Pages
- Maintain a Social Media Presence
- Make Use of Remarketing
- Focus on Google My Business
- Make the Buyer's Journey Smooth
- keep themselves updated about the latest trends

CONCLUSION

Digital marketing is a perfect business opportunity for Startups. To be competitive in the digital market, you need to have a clear understanding of the Pros and Cons of digital marketing. This is a growing business strategy. Digital marketing has become an important focus for most companies as they look to reach customers online and grow sales. Digital marketing is nothing more than taking advantage of new technologies to achieve Our objectives.

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