



# “A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON REVENUE GENERATION ”

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## ABSTRACT

Computers, smartphones, tablets, and game consoles are some of the electronic devices (computers) used by digital marketers to interact with stakeholders. Social media, websites, email, and apps (both mobile and conventional) are all part of online marketing. The ODgiMa consulting solutions Pvt. Ltd. is one of the most prominent Indian internet media companies. The company offers a plethora of services across all digital platforms. Google, Facebook, LinkedIn, SlideShare, YouTube, and Twitter all provide social media marketing and consulting services. Due to its incredible creativity and relentless pursuit of perfection, the business has already outpaced most of its competitors, despite only being two years old. The firm's social media campaigns include four of the top thirty Indian firms on Facebook as customers. The project was overseen by the Dogma marketing team. The project's official title was "A study on digital marketing and its impact on revenue generation with reference to ODigMa.". This study will help readers comprehend digital marketing and its consequences on the income generation of digital marketing firms by using ODigMa as an example. With an emphasis on OdigMa, this study will investigate the rise of online media companies, the methods they use to generate money, the pace of economic development, and the methods by which they generate revenue. I have learned the most important things from my internship. There is a voracious appetite for data among Indian consumers. Their study on the product is more extensive before they buy it. Internet penetration rate in India is a big cause of this issue. Despite the prevalence of advertisements, a large portion of the Indian population does not complete purchases, particularly those involving significant investment of time and energy. There are more channels than ever before for companies to reach their consumers in the modern digital era. Additional details on the outcomes are included in this paper.

**Key Words:** Digital Marketing, Revenue Generation, Readmix Concrete, Sales

## INTRODUCTION

An internship programme was to be the primary focus of the curriculum, running for two months during the summer. Give them the option, and they will choose the subject that piques their interest. My interest in digital marketing has always been strong, and my time

spent working with the business ODigMa has given me the chance to learn more about this fascinating field. There will be no slowdown in the digital marketing industry's skyrocketing growth. During my summer internship, I gained experience in all areas of digital marketing, including strategy development, content creation, and social media management. The advent of social media and

the widespread availability of mobile devices such as smartphones, tablets, laptops, and apps has caused a significant departure from traditional advertising methods. With your improved ability to react, listen, and personalise their experience, more people are attempting to get in touch with you than ever before. Marketers face possibilities and difficulties in an ever-changing world. Getting left behind is easy in the digital marketing realm. To assess and enhance your business's strategy for online and social media marketing, digital marketing is the way to go. Helpful for individuals whose small and medium-sized enterprises (SMEs) want to expand via digital channels. Digital marketing tactics are becoming more and more integral to successful marketing campaigns. using a variety of inbound and outbound marketing tactics, including as social media marketing, online campaigns, podcasts, e-journals, portals, search engines, and RSS feeds to release material online. According to a recent study of 3300 business leaders, inbound marketing generates 34% of a company's leads, whereas outbound marketing only generates 22%. There is a deluge of data on customer behaviour due to the expansion of digital platforms. More precise advertising campaigns may be possible if companies have access to more actionable data. If a business wants more people to know about their products, they usually use search engine marketing strategies like search engine optimisation (SEO) and sponsored search ads. These days, the high cost of pay-per-click (PPC) advertising is a major reason why consumers aren't thrilled with it. The large investments made by corporations are the root reason of the sky-high expenses, say analysts. Online company owners depend on organic search results produced by SEO for a variety of reasons, including the ones listed above. Electronic newsletters, targeted marketing based on geography or language, user-generated content, and higher conversion rates are

## NEED OF THE STUDY:

A good example of an external business that handles advertisements is an advertising agency. Businesses that specialise in advertising for other firms are known as advertising agencies. An advertising agency may promote a client's goods and services with a fresh perspective since it is independent of the client. Additionally, agencies provide comprehensive sales and marketing solutions to their customers. All things related to new media and digital are covered on this page. Television used to be a major tool for marketers in the past for advertising items, building brands, and attracting potential customers. Digital media has surpassed television in terms of viewership recently. The astronomical cost of traditional approaches was a major factor in this shift. You can wind up shelling out hundreds of rupees more than if you had used online marketing venues. Tracking the people who see or hear an ad and decide to click on it is beyond the capabilities of traditional marketing strategies. Results are still imprecise since the data is gathered after the first ad impression. Digital marketing strategies provide real-time data on metrics like sales conversions and campaign performance (how often, for how long, and with what content), in contrast to conventional marketing methods.

What is really astounding is the pace of development in the digital sphere. The fast development of digital technology has impacted every sector. If you want to optimise your sales potential on the internet, you must include digital marketing into your plan. Considering the huge potential of internet advertising in India, it's important to bear in mind that internet marketing may be an entirely other animal. The perfect blend of business savvy and technological know-how, to be precise. Similar to more conventional forms of advertising, digital marketing aims to achieve certain results. Digital marketers put themselves in the customers' shoes and try to anticipate their wants and requirements before launching a campaign. Setting objectives is the

first step in any successful digital marketing strategy.

## LIMITATIONS

- ✓ Time is of the essence for this undertaking.
- ✓ The foundation of this method of generating cash is OdigMa.
- ✓ It takes more than three months for certain customers' campaigns.
- ✓ Some companies keep their advertising spending under wraps as they are confidential.

## RESEARCH

### METHODOLOGY

The study method and plan are detailed here:

- The process of collecting data follows the creation of a research question and a plan for conducting the study.
- When deciding on a data collection technique to use for the study, researchers should keep in mind two types of data: primary and secondary.
- The majority of people prefer to see things firsthand while gathering primary data. The digital marketing process relies heavily on the company's project guide for its data and information.
- In addition to interviews, questionnaires are a typical way to organise research.
- What we call "secondary data" is really information that is already out there, such as records and brochures from various establishments.
- The study's secondary data came from articles found in magazines and online as well as other previously conducted studies. In order to achieve its aims, the study used qualitative research methodologies.

## PROFILE

By the conclusion of the next fiscal year, digital marketing firm Odigma plans to have expanded its client base to over 150 locations throughout India, Singapore, and the Middle East. The price mechanism that the

organisation employs is dependent on performance.

Our number one goal is making sure every single one of our customers is completely satisfied. Interactions with end customers and rapid issue resolution are our strengths.

## objective

We want to transform digital marketing and technology on a worldwide scale and across all industries by consistently pushing ourselves to our creative and inventive limits. As part of its service offerings, Odigma offers a Facebook brand development suite, social media platform connect, social media application strategy, search engine optimisation (SEO), pay-per-click (PPC) advertising, and Twitter strategy planning and execution. Some of the different industries represented by its clientele include Myntra, Infibeam, Indus League, HI design, MakeMyTrip, and Toyota, among many more. Online ads and personal referrals account for 25% of their clientele.

## LITERATURE REVIEW

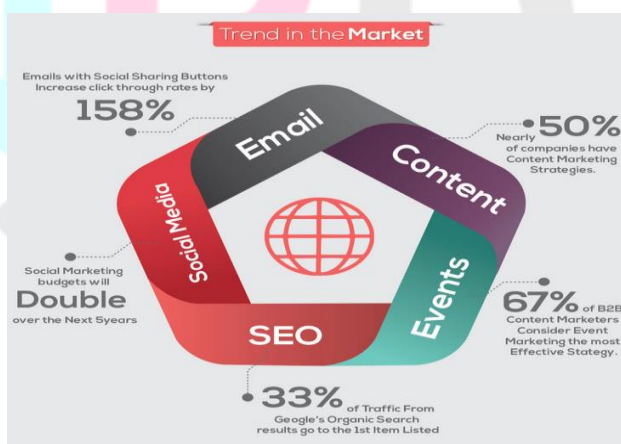
The study piece "Trends in Online Advertising" was published in December 2013 by Neelika Arora, who is 32 years old, in advertising Express. Revenues from internet advertising are projected to reach \$10 billion by 2015. Currently, sales in India are estimated at Rs.80 cr., and they are projected to grow six times over the next five years. Several sectors in India's economy have come to rely on the Internet as a medium. These sectors include transportation, education, finance, insurance, credit, apparel, media, business services, tourism, and fast moving consumer goods (FMCG). The banking, fast-moving consumer goods (FMCG), and insurance industries are thought to be responsible for 45% of all advertising expenditure. In contrast, only 12% of advertising income comes from financial services, while 37% comes from the automobile, travel, and retail industries. Sunsilk, Pepsodent, Kellogg's, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans, and autos are among the top

spenders in India. Not only that, but early adopters in the financial and IT industries are also boosting their expenditure. Google, Yahoo!, Microsoft, AOL (America Online Launchers), and Overture continue to dominate the market, accounting for about 60% of total revenue on a global scale. A whopping 90% of Google's income is generated by ads. Indian internet users are spending a lot of money on websites like agencyfaqs.com, rediffmail.com, exchange4media.com, and indiatimes.com. The article delves into the demographic profile of users in India. I find it helpful for my study since it compares global and Indian trends. One of Sumanjeet37's articles, "On Line Banner Advertising," appeared in the Indian Journal of Marketing. The commercial potential of online banner ads is enormous. Making, placing, and using it is a breeze. There is a lot of room for growth for businesses aiming to attract highly educated, creative, well-off men and women or students. "Web advertising's future e-Marketing strategy" is the title of the essay that Jaffrey Graham45 wrote and published. Wall Street Bank An equity research study examining the Internet marketing and advertising business was produced by Dean Witter. Hundreds of firms' studies are analysed in the report, which determines the efficacy and cost of advertising across different mediums. Building a reputation online is effective. Even when compared to more traditional media like television, magazines, and newspapers, the Internet does a better job of increasing brand recognition and interest in already-established products. Ads on social media and the subsequent actions of users. Based on research by Nielsen (2012: 10). Not only has social media altered people's online communication habits, but it has also altered their media viewing habits generally. People utilise their online social networks to debate, share, and verify information on entertainment, news, and commerce. It was stated by Ryan in 2011 on page 15. The next chapters will go into more detail on the top social media platforms in the globe today. Although there are a plethora of other social networks and programmes (apps)

out there, the research only takes into account the most prominent Medias. The piece "sales and marketing strategies" written by VikasBondar is now available online. The internet is a boon. Thanks to the Internet, we have access to an abundance of knowledge that exceeds our needs. This is the most efficient method for comparing the items we need. It would be wise for us to peruse the websites if we are considering making a purchase. On the other hand, if we want to create our own website It's within our budget to do this.

## DIGITAL MARKETING

Compared to more traditional types of advertising like print advertisements, live events, television commercials, and radio spots, "digital marketing" often refers to any kind of advertising that occurs on the World Wide Web. The recent stratospheric ascent of the digital marketing business may be attributed, in large part, to the fact that the Internet has been growing at an exponential rate and that digital marketing platforms have been effective in increasing both brand awareness and financial benefit. The advantages of digital marketing over traditional methods of advertising include more accurate pricing, more targeted audiences, and better reporting. This is particularly the case for new businesses, small businesses, and medium-sized firms.

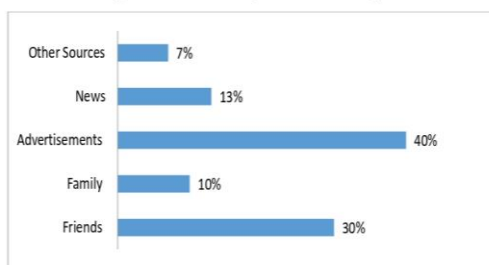


## FINDINGS

- Most people in the know are beginning to grasp the possibilities and advantages of digital marketing.
- I discovered about digital marketing's recent birth and skyrocketing ascent to fame via my study into the field.
- Working in customer service has taught me that convincing clients may be difficult. We find it challenging to convince them of our excellence since they are specialists in digital marketing.
- Digital marketing often begins with search engine optimisation (SEO), followed by search engine marketing (SEM), and finally social media marketing (SMM). Companies only start thinking about other channels when they fall short of expectations.
- Sending emails to businesses in related industries and following up with phone calls makes emailing them much more easy. The corporations have really phoned in response to the emails in some instances.
- There is a voracious appetite for data among Indian consumers. Before making a purchase, they read up on the product's reputation, price, and customer reviews. Indian customers are greatly influenced by advertising. However, this stimulation can only be implemented by influential people.
- There is a sizable population of Indian clients that prefer to purchase online. Online apparel and gadgets shopping is a real possibility for them.
- More and more young Indians and individuals of a similar age are watching television online. The time savings is crucial; they can finally watch those episodes of their favourite series that they were unable to see before.
- Newspapers are feeling the effects of the rise of online news sites. Perhaps it's because they don't have to wait for newspapers each day to get the most recent news.
- In each of these cases, marketers might have reached their intended audience but failed to do so, and vice versa.
- Over 90% of the people surveyed were in possession of some kind of mobile device, such as a smartphone or laptop. With 96% of the samples having an internet connection in one of these gadgets, it is clear that the internet is quite common in India.
- The penetration rate of taking pills is low in India. But it doesn't mean tabs aren't being utilised at all. There are pills in at least one-third of the samples. There are now three more ways for brands to reach their customers and encourage interaction. Just think about how many people are watching: a third of those polled use these gadgets for socialising. When one person discovers something really remarkable, they will surely share the news with others.
- The fact that a quarter of the sample watches TV on a mobile device adds another hurdle for companies that depend only on TV ads. Even while 16% of people use it to surf the web, 21% use it for talking. Curious about their web browsing habits?
- Anything from a local event to a product to a location might be the subject. Again, companies are passing on a chance to reach their ideal customers, except this time they're in a more convenient location.
- While 35% of the sample's ad exposure came from online media, over 90% came from television advertisements and 10% from newspapers.
- Compared to television advertising, 48% of online ads are more important, whereas 34% of online ads are more important to 34% of samples.

## Data analysis

When a new product is announced, how is the word spread?

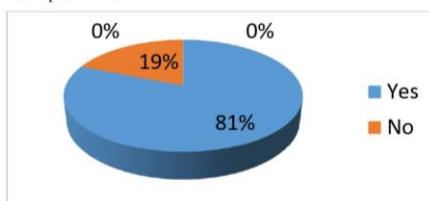


➤ Sample showing that 40% of people get to know about new products through advertisements  
What type of information will you collect?



➤ Survey results showing that people who said they collect information before purchasing product they mainly concern about the product quality and price least concern about attributes.

Did you ever purchase from an online site?



➤ Question asked to most of young people and 81% people said they buy from online site and only few people said they never purchased from online because of reliability issues.

29. If yes, then what type of product / services did you purchase online?

## LEARNINGS

Get a feel for the opportunities and challenges that digital marketing in India presents. Thoroughly understand SEO, SEM, SMM, ORM, and other related concepts. It is crucial to attend to each and every client's request, regardless of its size, organisation. When dealing with clients, projects, etc., leaders will behave like leaders. Well done! Be quick to pick up on your rivals' blunders and use them to your advantage if you want to surpass them. You should always be aware of your competitors' strengths and weaknesses. Cooperation and maximisation of individual potential are of the utmost importance in digital marketing. Time management is the most crucial thing I've learned about managing, even more vital than

getting people to concentrate on language. The right way to handle formal letters, including talking to supervisors at different levels to get things done. Repeatedly the same thing, but each time with a twist My own experiences and observations in the actual world have provided the basis for this. Everyone is still doing the same sort of work, but the situation has altered. Problems with customers can lead to problems with suppliers or the creative team the next day. Pitch presentations took up the most of my time in my first month here. Although every business and customer has unique demands, there is a constant framework and content for excellent pitch presentations. Getting your hands dirty is the best teacher. There are plenty of occasions when I am completely at a loss for what to do since I just cannot think of anything. I found it helpful to observe my colleagues in comparable situations to get a sense of how they dealt with them. Maintaining a healthy work-life balance This is the lesson that stands out to me the most. While interning, I learnt how to balance my personal and professional lives and how to enjoy life after getting a job. Anyone thinking about working for an agency should be mentally and physically ready to handle challenging conditions and high levels of stress. Despite the fact that I'm the only one that clocks out early, I can't help but compare myself to my colleagues. The sheer volume of work my colleagues have causes them to stay late at the office on occasion. However, it seems like they are relishing in every moment

## CONCLUSION

As my internship has shown, digital marketing is quickly becoming the dominant force in the business. The essence of digital marketing, which extends beyond the mere placement of ads on portals, is in integrated services and channels. The goal of marketers is to find methods to employ these components successfully so that they can reach their target consumers and create their brands. Now, rather than marketers, people who are connected

across digital platforms are seen as brand custodians.

Advertising on digital platforms is a priority for businesses due to the deeper emotional connection that consumers have with digital media compared to conventional media. Businesses can only have one-way discussions with customers via digital media, and customers are avid readers. The future of product branding lies on digital media. Why? For the simple reason that it provides more chances for marketers to engage with their intended demographic at a lower cost. Brands can effectively engage their target audience via digital channels. The use of digital media allows brands to reach a wider audience and maintain relationships with existing consumers. There are particular categories for whom digital platforms may increase the efficacy of brand memory. Digital advertising has grown into a profitable stream for digital businesses as the importance of having a digital presence continues to rise. Online advertising is becoming more mainstream, which is good news for digital marketing businesses that are expanding quickly and reaping more rewards with less effort. I believe this project report will be the most useful tool for marketers in terms of digital marketing and strategy development.

## SUGGESTIONS

Here are a few ideas on how digital marketing might influence revenue generation: A well-planned digital marketing strategy is essential for companies looking to reach their target audience and accomplish their objectives. Included in this strategy should include digital marketing channels such as social media, email, SEO, PPC, and content marketing.

Companies who want to make the most money should put their money into building a strong internet presence. In order to achieve this goal, businesses may take measures such as improving their website's search engine rankings, creating engaging content, engaging with customers on social media, and forming

strong relationships with clients via email marketing.

The use of marketing automation tools may help firms simplify and improve their digital marketing efforts. Marketing automation allows businesses to boost their marketing efforts and revenue by automating repetitive tasks and making it easier to provide tailored marketing communications to customers.

You must assess the return on investment (ROI) of digital marketing initiatives if you want to know how they help generate cash. Use analytics tools to track how well your digital marketing initiatives are doing and identify areas for improvement. Regular assessment and analysis may help businesses improve the efficacy of their online marketing campaigns. Lastly, businesses need to keep up with the latest digital marketing trends and best practices if they want to stay competitive. Digital marketing possibilities present themselves to companies that can quickly adapt to shifting consumer preferences and technology capacities.

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