



# A study on the impact of DM promotional strategies on customer engagement in chickaballapura.

<sup>1</sup>Dr. Swetha M R, <sup>2</sup>Prathima R, <sup>3</sup>Priyanka D M, <sup>4</sup>Sangeetha C, <sup>5</sup>Chaithanya D V

<sup>1</sup>Head of the Department, <sup>2</sup>Student, <sup>3</sup>Student, <sup>4</sup>Student, <sup>5</sup>Student

<sup>1</sup>Commerce,

<sup>1</sup>BGS Institute of Management Studies, Chikkaballapur, Karnataka, India

## Abstract:

Digital marketing refers to the use of digital channels platforms and technologies to promote products to a targeted audience. This study explores the impact of various DM promotional strategies, such as content marketing, social media marketing, search engine optimization (SEO), email marketing, influence marketing. The study data was gathered from primary source through structured questionnaire and secondary source of data like various journals. The effectiveness of DM promotional strategies lies in their ability to adapt to the rapidly changing online environment utilising real time feedback and optimise campaigns. By fostering direct communication and interaction with customers, these strategies build stronger brand loyalty and can significantly increase conversion rates. In a digital landscape where competition is intense, well-executed promotional strategies are essential for businesses looking to establish and maintain a competitive edge. This study aims to investigate the relationship between different digital marketing promotional strategies and customer engagement, identifying the most effective approaches to enhance customer interaction, conversion and retention. Business increasingly rely on online platforms to reach and retain customers. This study explores the role of digital marketing promotional strategies such as social media marketing, email campaigns, influencer collaborations, search engine optimization (SEO), and content marketing in enhancing customer engagement. The research investigates how these strategies influence consumer behavior, brand interaction, and long-term loyalty. Through a combination of literature review and primary data analysis, the study highlights the most effective digital tools for fostering two-way communication, personalized experiences, and real-time interaction. The findings reveal that strategically designed digital promotions significantly improve customer attention, participation, and retention, thus reinforcing the importance of adaptive and customer-centric marketing approaches in today's competitive environment.

**Key words:** Digital marketing, Promotional strategies, customer engagement, search engine optimization

## INTRODUCTION:

Digital Marketing (DM) has become an essential tool for businesses to connect directly with customers through personalized channels such as SMS, emails, and telemarketing. In today's competitive market, customer engagement is critical for building brand loyalty and ensuring long-term success. In semi-urban areas like traditional mass media often fails to create meaningful interactions with consumers. With growing mobile usage and digital awareness.

## MEANING OF DIGITAL MARKETING:

Digital marketing is the promotion of products and services through digital channels like websites, social media, email, and mobile apps. It leverages online technologies to reach potential customers, build brand awareness, and drive sales. Essentially, it's a modern approach to marketing that utilizes the internet and digital devices to connect with audiences.

## TYPES OF DIGITAL MARKETING:

### 1. Search Engine Optimization (SEO):

Optimizing website content and structure to rank higher in search engine results pages (SERPs).

### 2. Search Engine Marketing (SEM):

Using paid advertising on search engines to increase visibility.

### 3. Social Media Marketing:

Utilizing social media platforms to engage with customers, build brand awareness, and drive traffic

**4. Content Marketing:**

Creating and distributing valuable content to attract and engage a target audience.

**5. Email Marketing:**

Sending targeted emails to nurture leads and promote products or services.

**6. Mobile Marketing:**

Reaching customers through mobile devices via SMS, mobile apps, and mobile-optimized websites.

**7. Affiliate Marketing:**

Partnering with other websites or individuals to promote products or services.

**8. Influencer Marketing:**

Collaborating with influencers to promote products or services to their followers.

**Benefits of Digital Marketing:**

**1. Increased Brand Awareness:** Digital marketing helps businesses reach a wider audience and build brand recognition.

**2. Targeted Reach:** Businesses can target specific demographics, interests, and behaviors, making marketing efforts more effective.

**3. Measurable Results:** Digital marketing campaigns can be tracked and analyzed, allowing businesses to optimize their strategies and improve ROI.

**4. Cost-Effective:** Digital marketing can be more affordable than traditional marketing, especially for smaller businesses.

**5. Enhanced Customer Engagement:** Digital channels allow for two-way communication, fostering stronger relationships with customers.

**6. Improved Sales and Conversions:** Effective digital marketing strategies can drive traffic to websites and increase sales.

**REVIEW OF LITERATURE:**

**1. Marjan kamyabi, Japheth Nuhu Ahmed (2025):** Digital marketing promotional strategies such as social media engagement, content marketing, email campaigns, and influencer partnerships play a crucial role in enhancing customer engagement and promoting brand image in the tourism and hospitality industry, yet existing literature often overlooks the moderating impact of employee position on the effective implementation of these strategies.

**2. Parul Gupta, Harish Kumar (2025):** The paper in the Journal of marketing communications examines the impact of digital marketing and promotional strategies on consumer attitudes and purchase intentions towards financial products in an economy. Using structural equation modelling, they found significant effects of perceived ease of use and perceived usefulness on consumer attitudes and purchase intentions.

**3. Marjan Kamy Abi, Hale Ozgit, and Japheth Nuhu Ahmed (2025):** in their article published in Sustainability (Volume 17, Issue 7, Article 3270), examine the role of digital marketing strategies in enhancing customer engagement and promoting brand value within the tourism and hospitality industry. The study addresses a notable research gap by incorporating employee position as a moderating variable. Using a quantitative research approach, data were collected from 350 employees working in 4- and 5-star hotels in Tehran. The authors employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the moderating effects.

**4. Mohammed T. Nosier, Ghaleb A. El Refae, Ahmad Aljumah, Muhammad Alshurideh, Sarah Urabi, and Barween Al Kurdi (2023):** explore the impact of information technology on business and marketing intelligence systems, with a particular focus on contemporary digital marketing strategies and tools. The study aims to understand the role these strategies play across various marketing activities, especially in enhancing customer experience through market segmentation in the digital age. Utilizing a Systematic Literature Review (SLR), the research involved selecting key publications, extracting and synthesizing data, assessing the quality of the sources, and presenting consolidated findings.

**5. Prapanca and R. Hidayat (2023):** The research says that promotional strategies in digital marketing covers a range of strategies and their impact on consumer engagement and business performance. The research emphasises the importance of using multiple digital channels and integration of advanced technologies to enhance promotional efforts. The necessity for business to adopt a multi-channel approach and continuously adopt to the evolving digital landscape to remain competitive.

**6. M. Panda and A. Mishra (2022):** They contributed significant research to the field of digital marketing. The research focuses on its scope, opportunities and challenges. Their work encompasses a wide range of topics within digital marketing, emphasising the integration of new technologies and strategies to Enhance marketing effectiveness.

**7. Weng Marc Lim, Tareq Rasul, Satish Kumar, Mamun Ala (2022):** Weng Marc Lim, Tareq Rasul, Satish Kumar, and Mamun Ala (2022) conducted a comprehensive review of customer engagement (CE) research, published in the Journal of Business Research, Volume 140, pages 439–458. Although CE has gained significant attention among marketing scholars and practitioners since the early 2000s, previous reviews have been limited in scope focusing mainly on conceptual or contextual aspects (e.g., in hospitality and tourism) and using traditional methods such as descriptive reviews with relatively small sample sizes.

**8. M. K. Peter and M. Dalla Vecchia (2021):** Their study and work “The digital marketing toolkit”. The research highlights the significant gap between the digital marketing practices of SME’s and Larger enterprises noting that SME’s often lag behind due to barriers such as limited resources, high costs, lack of expertise. The objective is to bridge this gap by providing SMEs with a comprehensive overview of the most effective digital marketing tools.

**9. Vinod Kumar, Bharath Rajan, Shaphali Gupta, and Ilaria Dalla Pozza (2019):** propose a framework for customer engagement in service (CES) grounded in service-dominant (S-D) logic, with relevance for firms in both developed and emerging markets. Based on qualitative interviews with service managers from multinational companies (MNCs), the study integrates practitioner insights with academic literature. It highlights the importance of interaction orientation and omnichannel models in creating positive service experiences. The authors identify four categories of factors that moderate the service experience: offering-related, value-related, enabler-related, and market-related.

**10. Dr. madhu bala and Co- author Deepak Verma in (2018):** The paper underscores the significance of digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, and social media marketing. The study discusses the transformative shift towards digitalisation in India, noting how consumers increasingly rely on the Internet to find the best deals moving away from traditional marketing methods.

**11. Kotler and Keller (2016):** The researcher's study on DM involves direct communication with targeted customers to obtain an immediate response and build lasting customer relationships. Peppers and Rogers (2017) argue that the success of direct marketing lies in personalization, where messages are customized based on customer preferences and behaviour's, which significantly improves engagement rates. Brodie et al. (2011) define customer engagement as a multidimensional concept that includes emotional, cognitive, and behavioural components, all of which are crucial for sustained customer interaction with brands.

#### OBJECTIVES:

1. To know the different kinds of promotional strategies in digital marketing.
2. To evaluate the effectiveness of various DM promotional strategies in enhancing customer engagement.
3. To analyse the impact of various promotional strategies in digital marketing.
4. To know how customers are satisfied with digital marketing promotional strategies.

#### RESEARCH GAP:

The research gap lies in examining the different promotional strategies in digital marketing. While technologies like artificial intelligence and their specific applications in promotional strategies are a comprehensive study. Understanding how these technologies can enhance customer engagement and campaign effectiveness is crucial. There is limited research on how local businesses adopt digital promotional strategies in such regions. Factors like digital literacy, infrastructure, and customer trust differ greatly in semi-urban areas. Existing studies rarely measure the direct effect of digital marketing on customer engagement aspects like loyalty and satisfaction. There's also a lack of region-specific data on consumer response to tools like social media or email marketing. This creates challenges for local businesses in optimizing their marketing efforts. Moreover, the ROI of digital promotions in small towns remains largely unexplored. This study addresses these gaps by focusing on the local context of Chickaballapura. It aims to provide insights that help improve engagement strategies for regional marketers. The findings will contribute to both academic research and practical business solutions.

#### STATEMENT OF PROBLEM:

In the current digital era, businesses are increasingly adopting digital marketing strategies to engage with customers, expand their reach, and improve brand visibility. However, in semi-urban and developing regions like Chickaballapura, the effectiveness and adoption of these digital promotional strategies remain underexplored. Local businesses often face challenges in understanding customer preferences, selecting appropriate digital platforms, and measuring engagement outcomes. Despite the growing internet penetration and smartphone usage, there is a lack of comprehensive research on how digital marketing influences customer engagement in this specific geographic and socio-economic context. This study seeks to address the gap by analysing the types of digital marketing promotional strategies adopted by businesses in Chickaballapura, evaluating their impact on customer engagement, and identifying the key factors that influence their success or failure. The findings will help businesses in the region to optimize their digital efforts and enhance customer relationships, ultimately contributing to business growth in a competitive market.

#### SCOPE OF STUDY:

This study focuses on the primary strategies analysed, which include social media campaigns, email marketing, and influencer collaboration. The research targets a diverse range of customer demographics including different age groups, gender, and geographic locations in Chickaballapura. It examines how these groups respond to various promotional strategies.

#### METHODOLOGY:

**Research design:** The study employs a descriptive research design to investigate the promotional strategies in digital marketing on customer engagement. Descriptive research allows for a systematic analysis of the phenomenon under study of digital marketing promotional strategies in Chickaballapura district.

**Sampling technique:** A purposive sampling technique will be utilised to select respondents from diverse demographic backgrounds within the Chickaballapura region.

**Data collection method:** Primary data will be collected through Questionnaire and secondary data collected from existing various research papers.

#### Data analysis:

Quantitative data obtained from questionnaire will be analysed using appropriate statistical techniques to examine the relationship between promotional strategies and customer engagement in Chickaballapura.

**DATA ANALYSIS:****Table1: Distribution of respondents by age range**

Age range	No. of Respondents	Percentage
20-30	80	80%
30-40	10	10%
40 above	10	10%

**Analysis and Interpretation:**

The data reveals that younger adults aged 20-30 and 30-40 dominate the sample, comprising 90% of those involved in digital marketing promotional strategies. This suggests that these age groups are the primary audience or participants in digital marketing efforts, likely due to their greater familiarity with digital platforms, higher engagement levels with online content, and stronger purchasing power in digital spaces. The older age group, accounting for only 10% of the sample, may be less engaged with or targeted by digital marketing strategies. This could be due to generational differences in technology use, preferences for traditional marketing channels, or lesser participation in online consumer activities.

**Table 2: Distribution of respondents by gender**

Gender	No. of Respondents	Percentage
Female	70	70%
Male	30	30%

**Analysis and Interpretation:**

The data displays majority a female respondent, constituting 70% of the sample, while male make up the remaining 30%. The dominance of female respondents suggests that women may be more engaged with or responsive to digital marketing strategies. This could reflect their higher online presence, greater interaction with digital platforms, or stronger interest in the products, services, or trends being promoted.

**Table 3: Engage with promotional content on social media**

Particulars	No. of Respondents	Percentage
Always	50	50%
Sometimes	40	40%
Rarely	10	10%

**Analysis and interpretation:**

The data indicates that half of the respondents 50% consistently engage with promotional content on social media, highlighting a significant level of receptiveness to digital marketing efforts. Another 40% of the sample engage occasionally, suggesting that a substantial portion of the audience interacts with such content depending on their interests or relevance. The remaining 10% rarely engage, representing a less responsive segment of the audience. This pattern suggests that social media is an effective platform for reaching and engaging a majority of users, as 90% of respondents interact with promotional content at least occasionally. However, the variation in engagement levels indicates the need for suitable strategies to maximize impact.

**Table 4: Type of promotional content most like to engage**

Particulars	Total	Percentage
Discount offers	40	40
Video content	30	30
New product announcement	30	30

**Analysis and interpretation:**

The data indicates that discount offers are the most engaging type of promotional content, as they attract 40% of the sample. This suggests that price-based incentives are particularly effective in driving customer engagement. Video content and new product announcements each account for 30% of the sample's preferences, highlighting that visually appealing and informative content, as well as updates about new offerings, are equally significant in capturing the audience's attention. Businesses should prioritize discount offers while also incorporating a mix of video content and product announcements to diversify their digital marketing strategies and appeal to a broader audience.

**Table 5: The effective promotional strategies capturing customer attention**

Particulars	No. of Respondents	Percentage
Social media	50	50%
Video marketing	30	30%
Search engine ads	20	20%

**Analysis and Interpretation:**

The data reveals that social media promotions are the most effective strategy for capturing customer attention, with 50% of respondents indicating a strong preference for this method. This underscores the significant influence of social platforms in engaging audiences through interactive and targeted content. Video marketing follows with 30% of respondents, demonstrating its value as a visually compelling and engaging tool for communication. Search engine ads, while effective for 20% of respondents, appear to have a more interest appeal. Overall, businesses should prioritize social media promotions while leveraging video marketing and search engine ads to create a balanced and comprehensive promotional strategy.

**Table 6: Importance of brand loyalty**

Particulars	No. of Respondents	Percentage
Very important	60	60%
Important	30	30%
Neutral	10	10%

**Analysis and Interpretation:**

The analysis reveals that a significant majority of respondents 60% consider brand loyalty to be “very important,” indicating a strong preference for staying committed to a particular brand. Additionally, 30% of the respondents view brand loyalty as “important,” further emphasizing its value in consumer behaviour. Only 10% of the respondents remain neutral, suggesting that brand loyalty plays a pivotal role in influencing customer choices and retaining market position. Businesses should prioritize strategies that enhance loyalty to maintain and grow their customer base.

**Table 7: Increase interest to engage with promotional posts**

Particulars	No. of Respondents	Percentage
Exclusive discount offers	20	20%
Positive customer reviews	50	50%
High quality visuals	30	30%

**Analysis and Interpretation:**

The data indicates that positive customer reviews play the most significant role in increasing interest and engagement with promotional posts, as they account for 50% of the respondents. This suggests that showcasing favourable feedback from customers is a highly effective strategy for enhancing audience interaction. Additionally, high-quality visuals are influential for 30% of the respondents, highlighting the importance of visually appealing content in capturing attention and driving engagement. Lastly, exclusive discount offers appeal to 20% of the respondents, showing that while discounts are effective for some, they are less impactful compared to positive reviews and visuals.

**Table 8: Source of trust the most for promotional content**

Particulars	No. of Respondents	Percentage
Brand official websites	20	20%
Online reviews	40	40%
Sponsored post/ads	10	10%
Friends and family recommendation	20	20%

**Analysis and Interpretation:**

The data indicates that online reviews are the most trusted source for promotional content, with 40% of respondents relying on them. This suggests that customers heavily value the opinions and experiences of other users when evaluating products or services. On the other hand, brand official websites and recommendations from friends and family are equally trusted, each being favoured by 20% of respondents. These findings highlight the importance of maintaining a credible online presence and leveraging word-of-mouth marketing. However, sponsored posts/ads are the least trusted source, influencing only 10% of respondents. This indicates that paid promotions are less effective in building trust, emphasizing the need for brands to focus on authentic and user-generated content to gain consumer confidence.

**Table 9: Effective platform for promotional content**

Particulars	No of Respondents	Percentage
Instagram	50	50%
search engines	20	20%
YouTube	20	20%
Facebook	10	10%

**Analysis and Interpretation:**

Based on the data, Instagram emerges as the most effective platform for promotional content, with 50% of the respondents favouring it. This indicates its widespread popularity and strong engagement potential among users. Search engines and YouTube are equally preferred by 20% of the respondents each, suggesting that they are also significant but secondary platforms for promotional efforts. Facebook, with only 10% of respondents considering it effective, appears to have comparatively lower influence for promotional activities. This data highlights the importance of leveraging Instagram for marketing strategies while considering the complementary roles of search engines and YouTube.

**Table 10: Purchasing products directly through promotions**

Particulars	No. of Respondents	Percentage
Yes	80	80%
No	20	20%

**Analysis and interpretation:**

The data displays a significant majority, 80% of respondents, prefer purchasing products directly through promotional advertisements. This indicates that promotional ads are highly effective in influencing consumer purchasing behaviour. However, 20% of respondents do not purchase through such promotions, suggesting that other factors like product trust, personal preferences, or alternative shopping habits might influence their decision. Businesses can focus on enhancing their promotional strategies to target the remaining segment and maximize conversion rates.

**Table 11: Recommended brand to others after engaging with promotional content**

Particulars	No. of Respondents	Percentage
Yes	80	80%
No	20	20%

**Analysis and Interpretation:**

The data indicates that a significant majority of respondents 80% are likely to recommend a brand to others after engaging with its promotional content. This suggests that the promotional content effectively influences customer satisfaction, trust, or perception, leading to positive word-of-mouth behaviour. On the other hand, the remaining 20% of respondents do not recommend the brand, which could point to factors such as dissatisfaction with the content, lack of engagement.

**Table 12: Satisfaction by customer after engaging with promotional strategies in digital marketing**

Particulars	No. of Respondents	Percentage
Full satisfied	20	20%
Satisfied	70	70%
Unsatisfied	10	10%

**Analysis and Interpretation:**

The data indicates that the majority of respondents 70% are satisfied with the promotional strategies in digital marketing, reflecting a positive reception of the content. A further 20% are fully satisfied, suggesting that a significant portion finds the promotional content highly effective and engaging. However, 10% of the respondents are unsatisfied, indicating that there may be areas in the promotional strategies that could be improved to better meet customer expectations.

**FINDINGS:**

- Digital marketing strategies, such as social media marketing, search engine optimization, and email marketing, have a significant impact on customer engagement.
- Personalized recommendations and omni-channel experiences are key factors contributing to the effectiveness of digital marketing strategies in driving customer engagement.
- Influencer marketing has also been found to have a positive impact on customer engagement, particularly when combined with other digital marketing strategies.
- Search Engine Optimization (SEO) has been identified as one of the most important digital marketing strategies for driving customer engagement, as it helps businesses increase their online visibility and reach a wider audience.
- Social media marketing has been found to be an effective way to increase customer engagement, particularly when businesses use social media platforms to interact with customers and provide personalized experiences.

## SUGGESTIONS:

- 1. Identification of Effective Strategies:** Identify the most effective digital marketing promotional strategies for enhancing customer engagement.
- 2. Understanding of Personalization:** Gain a deeper understanding of the role of personalization in digital marketing promotional strategies and its impact on customer engagement.
- 3. Development of a Framework:** Develop a framework for businesses to implement effective digital marketing promotional strategies that enhance customer engagement.
- 4. Chatbots and AI-driven Customer Support:** Implement AI-powered chatbots for real-time customer service. Customers appreciate immediate responses, and these tools can enhance user experience, providing quick solutions or guiding users through promotions.
- 5. Loyalty Programs and Rewards:** Encourage repeat engagement by offering rewards, discounts, or exclusive content in exchange for customer loyalty. Offer incentives for customers to refer friends or share the brand, helping to build a community around product or service.
- 6. Influencer Partnerships:** Collaborate with influencers who resonate with your target audience. Authentic influencer endorsements can lead to deeper customer trust and better engagement rates.

## CONCLUSION:

This research underscores the significant role that digital marketing promotional strategies play in enhancing customer engagement. Through a comprehensive analysis, it was found that strategies such as personalized content, social media campaigns, influencer collaborations, and targeted advertisements are highly effective in fostering stronger relationships between brands and their customers. The study highlights that when executed properly, digital marketing not only drives immediate sales but also nurtures long-term customer loyalty and brand advocacy. However, the success of these strategies depends on the careful integration of data analytics, customer feedback, and continuous optimization. As businesses increasingly rely on digital channels, understanding and adapting to evolving customer behaviours and preferences will be crucial in sustaining competitive advantage and ensuring sustained engagement.

## REFERENCE:

1. Agung Prapanca and Rahmat Hidayat Journal Ekonomi, Volume 12, No. 03 2023.  
<http://ejournal.seaninstitute.or.id/index.php/Ekonomi>.
2. Dr. Madhu Bala and Mr. Deepak Verma International Journal of Management, IT & Engineering Vol. 8 Issue 10, October 2018, ISSN: 2249-0558 Impact Factor: 7.119.  
Journal Homepage: <http://www.ijmra.us>,  
Email: editorijmie@gmail.com
3. M. K Peter, Martina Dalla Vecchia, New trends in business information systems and technology: Digital innovation and digital business transformation, 251-265, 2021
4. Manasmita Panda and Aishwarya Mishra, Department of Electronics and Telecommunication.
5. Pallavi Dogra and Arun Kaushal, Journal of Marketing Communications 29 (4), 403-430, 2023.
6. Weng Marclim, Tareq Rasul, Satish Kumar, Mamum Ala Journal of business research 140,439-458,2022.
7. Parul Gupta, Harish Kumar, Australian Journal of Management 50(1),220-245,2025
8. Marjan Kamyabi, Hale Ozgit, Japheth Nuhu Ahmed Sustainability 17 (7),3270,2025

