



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact factor: 4.295

(Volume 5, Issue 3)

Available online at: www.ijariit.com

Effective marketing with digital channel: An experimental study

Vijaya Kumar R.

nh.r.vijaykumar@gmail.com

New Horizon College of Engineering, Bangalore,
Karnataka

Devisivasankari P.

p.devisivasankari@gmail.com

HKBK College of Engineering, Bangalore,
Karnataka

ABSTRACT

In the E-age, the old traditional way of product promotion is obsolete. One of the best effective online marketing. This has taken over the traditional advertising style of marketing. Various digital channels including social media, blogs, etc. from being means of entrainment, now have become an active platform for product marketing. Our work aids amateur and start up people to get into the digital form of marketing. They can do better business getting more customers, fast and systematic with less expense.

Keywords— Digital marketing, Traditional marketing

1. INTRODUCTION

Building a nation primarily focus on employment. A countries growth is primary is decided by the small and medium entrepreneurs growth. By default, they are in the risk zone of wasting their money in the less effective traditional marketing system. By following one such specified below pattern they can grow and contribute to the growth of the nation.

2. OBJECTIVES

- Small and Medium scale entrepreneurs should build and launch their websites with no or minimum cost.
- Should be able to target their appropriate customers and do business having a better hit rate.

3. DESCRIPTION OF THE SOLUTION

Initially, for the online publicity, we need to build a website. This building of website can be done free of cost with some restrictions from the vendor like wixsite.com etc. Appropriate customers can be made to visit our website with their keyword that they have used for search. On bidding, we need to get our appropriate ad words. Next, we need to deposit some amount for PPC (Pay Per Click) and to plan where to get our customers, for a contact number or online website link. In this experiment carried out 1 of 18 customers make business at a cost of Rs 3.5 which is much more reason able than traditional marketing.

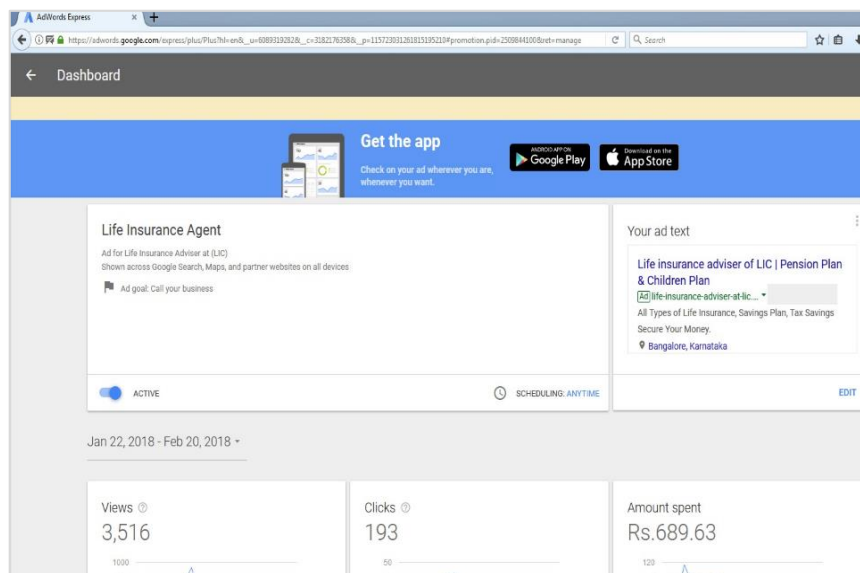


Fig. 1: Profile created

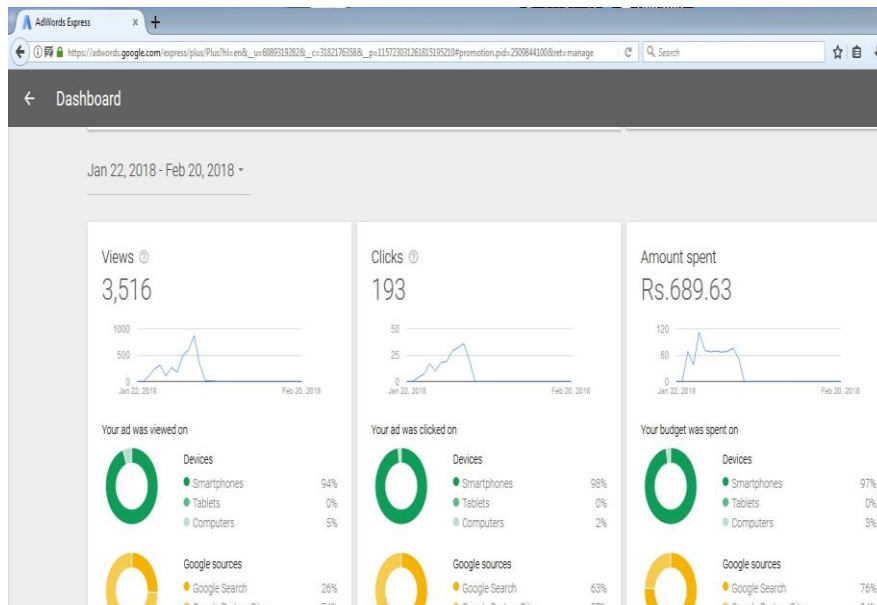


Fig. 2: View, click and amount spent statistics

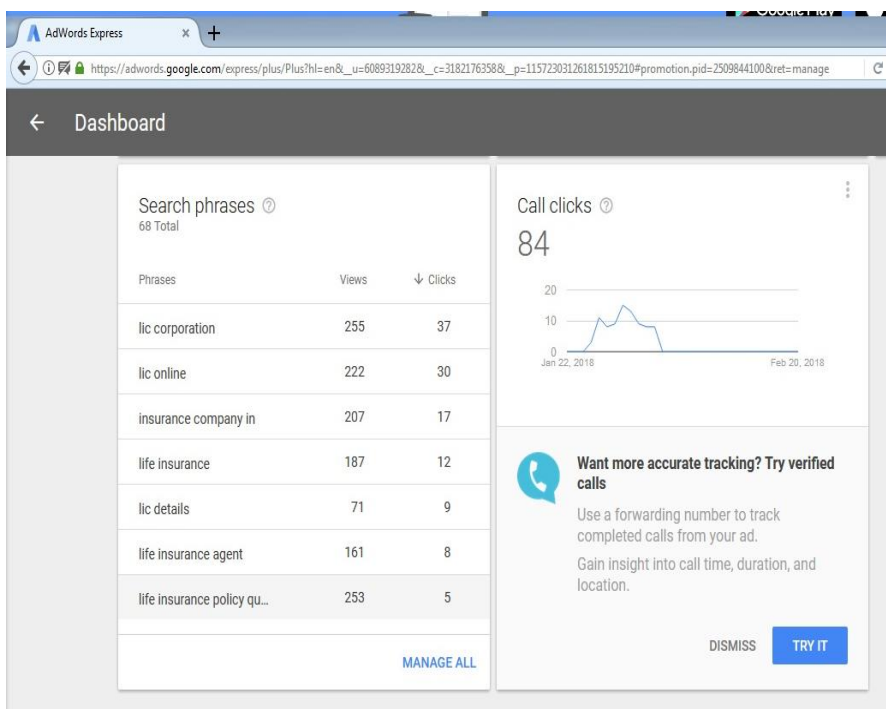


Fig. 3: Keyword search– bidding particulars

4. CONCLUSION

The above idea will work for the small and medium scale entrepreneurs help them grow and establish their presence online with minimum expense. This idea helps them sustain in the market, where they give the same competing market product with less money wasted on marketing.

5. REFERENCES

[1] Victor Njoroge Ngugi, Chika Yoshida, “Digital Media Platform To Connect Small and Medium Enterprises In Nairobi, ICIS 2016, Okayama, Japan June 26-29, 2016.

[2] Gregorio, J.,” Top 10 Benefits of Digital Marketing for Small Business (Infographic). Business 2 Community,” Retrieved, from <http://www.business2community.com/infographics/top-10-benefits-digital-marketing-small-business-infographic-01174211>, August 2015.

[3] Ayyagari, M., Beck, T. and Demirgüç-Kunt, A., “Small and Medium Enterprises across the Globe,” A New Database Vol. 3127, World Bank Publications, 2003.