

# **A STUDY ON MEASURING DIGITAL MARKETING STRATEGIES ADOPTED AT ARKIE ATELIER DESIGN INDIA PRIVATE LIMITED**

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## **ABSTRACT**

The study examines Arkie Atelier Design India Private Limited's digital marketing strategies, focusing on content marketing, social media engagement, SEO, and email marketing campaigns. The mixed-method approach involved interviews with key marketing personnel and analyzing metrics like website traffic and conversions rates. The research found that content marketing and SEO practices increased brand awareness and customer interaction. However, areas for improvement were identified, such as optimizing email marketing campaigns and enhancing website user experience. The study offers insights for companies seeking to improve their digital presence and customer engagement.

## **INTRODUCTION**

Digital marketing has revolutionized the way companies promote their products and services, enabling targeted and interactive engagement with customers. Arkie Atelier Design India Private Limited is at the forefront of this transformation, employing various digital marketing strategies to build brand awareness and drive sales. These strategies include social media marketing, content marketing, email campaigns, SEO, PPC advertising, and influencer collaborations. The study aims to understand how Arkie Atelier uses digital marketing to connect with its audience and whether the current strategies align with company goals. The effectiveness of these strategies will be measured by examining key metrics such as customer engagement, brand visibility, and business growth. A comprehensive approach will be used, involving a mix of quantitative and qualitative methods to gather a holistic view of Arkie Atelier's digital marketing performance. The study will identify the strengths and weaknesses of Arkie Atelier's digital marketing approach, evaluating channels, content types, and consistency across digital platforms. It will also analyze the correlation between marketing efforts and sales growth, customer retention, and other key performance indicators to determine whether Arkie Atelier's digital marketing strategies are contributing positively to the company's overall success.

## LITERATURE REVIEW

“Digital Marketing Strategy to Increase Sales Conversion on E-commerce Platforms” by YJ Purnomo (2023) This study explores effective digital marketing strategies for enhancing sales conversion on e-commerce platforms. It identifies core techniques such as SEO, content marketing, social media, paid advertising, user experience optimization, customer reviews, testimonials, content personalization, video content, incentives, and cart optimization. These strategies help companies increase traffic, improve engagement, and ultimately boost sales conversions, ensuring a competitive edge in the e-commerce sector.

"Exploring Digital Marketing Strategies during the New Normal Era in Enhancing the Use of Digital Payment" by GS Darma and IPT Noviana (2020) The COVID-19 pandemic has significantly impacted Bali's tourism sector, leading to job losses and new businesses. Despite these changes, many still rely on traditional marketing methods. Bank Indonesia, overseeing digital finance policies, plays a crucial role in supporting micro, small, and medium-sized enterprises (MSMEs) through digital marketing strategies. The study found that Bank Indonesia's approach has been beneficial, and other institutions should adopt this strategy to accelerate the shift to digital finance and aid in economic recovery.

“Digital marketing strategy is promoting product” by Imelda Debby Christina, Fenni, and Devia Roselinea (2019) The study explores the role and strategy of digital marketing channels in promoting products for a paid television company. It uses descriptive qualitative methodology, interviews, and participant observation. The research reveals that digital marketing strategies are crucial for product promotion, with the company's strategy effectively executed, providing a framework for other businesses.

"In Pursuit of an Effective B2B Digital Marketing Strategy in an Emerging Market" by VA Vieira, MIS de Almeida, and R Agnihotri (2019) The authors developed a digital echoverse model to analyze the impact of digital communication on B2B sales and customer acquisition in emerging markets. They found that owned media and digital inbound marketing have a more significant influence on customer acquisition, while earned social media complements owned media but doesn't significantly impact paid media. This suggests that managers need to rethink their digital strategies for B2B customer acquisition and sales growth in these regions.

“Sustainable Digital Marketing Strategy in the Perspective of Sustainable Development Goals” by M Hidayat, R Sala, YS Hidayat, and A Sutira (2022) Sustainable development goals are increasingly important for organizations worldwide, but a comprehensive definition of digital marketing remains elusive. Digital marketing has transformed how businesses engage with their

global customer base, and businesses now understand the digital environment represents the future of their industry. A study explores sustainable digital marketing strategies within global development objectives, emphasizing the importance of adopting sustainable practices and aligning business strategies with environmental considerations.

### **NEED OF THE STUDY**

In today's competitive business landscape, the effectiveness of digital marketing strategies can make or break a company's success. A study on measuring digital marketing strategies is imperative to navigate this dynamic landscape effectively. By evaluating current tactics, such as social media campaigns, content marketing, and email outreach, Arkie Atelier can identify areas of strength and weakness. Understanding audience behavior and preferences through in-depth analysis allows for targeted messaging and enhanced engagement. Furthermore, benchmarking against competitors provides valuable insights into industry trends and best practices, informing strategic decision-making. This study enables Arkie Atelier to optimize resource allocation, maximize ROI, and stay ahead of the curve in an ever-evolving digital ecosystem. Ultimately, by gaining a comprehensive understanding of digital marketing effectiveness, Arkie Atelier can foster long-term growth, build brand loyalty, and maintain a competitive edge in the marketplace.

### **OBJECTIVE OF STUDY**

- To identify the demographics, behaviors, and preferences of target audience to inform digital marketing strategies effectively.
- To analyze online promotional strategies and tactics utilized by key competitors to identify industry trends and best practices.
- To evaluate the suitability and effectiveness of various internet-based channels (e.g., social media, email marketing, content marketing) in reaching and engaging target audience.
- To identify and execute plans for long-lasting growth, build strong customer loyalty to its brand, and gain a competitive edge in the market.

### **SCOPE OF THE STUDY**

The measuring on digital marketing strategies to be adopted by Arkie Atelier Design India Private Limited lies in its holistic approach, integrating cutting-edge methodologies and innovative perspectives to redefine the company's digital presence. It encompasses a deep dive into psychographic segmentation, unraveling intricate nuances of consumer behavior to craft hyper-personalized marketing campaigns. Leveraging advanced sentiment analysis techniques,

the study delves into the emotional resonance of digital content, unraveling subconscious triggers for enhanced engagement. Additionally, it explores emerging technologies such as AI-driven chat bots and augmented reality experiences, envisioning novel avenues for immersive brand interactions. Moreover, the study extends beyond conventional metrics, delving into the realm of digital sustainability, evaluating the ecological footprint of marketing strategies and advocating for eco-conscious practices. Ultimately, this unique scope aims to position Arkie Atelier as a trailblazer in the digital sphere, fostering authentic connections, driving meaningful impact, and leading the way towards a sustainable digital future.

## RESEARCH METHODOLOGY

Research Methodology refers to the systematic approach to solving a research problem. It can be viewed as the science of studying how research is conducted scientifically. This field includes an examination of the various steps typically followed by researchers when addressing a problem, as well as the underlying logic of those steps. Researchers must understand not only the specific research methods and techniques but also the broader methodologies that guide their work.

Research tools are instruments that help researchers measure and analyze the data for their study. The following tools are used in this research: Percentage Analysis, Charts, Normality Test, Mann Whitney U Test, Kruskal- Wallis H Test, Kolmogorov Smirnov test, Chi Square.

## ANALYSIS AND INTERPRETATION

### MANN WHITNEY U TEST

#### RANKS OF U TEST

	Gender	N	Mean Rank	Sum of Ranks
Consumer Insights	male	99	87.84	8696.00
	female	71	82.24	5839.00
	Total	170		
Competitor Analysis	male	99	87.93	8705.00
	female	71	82.11	5830.00
	Total	170		
Channel Effectiveness	male	99	84.85	8400.00
	female	71	86.41	6135.00
	Total	170		
Strategic Growth	male	99	79.36	7857.00
	female	71	94.06	6678.00

	Total	170	
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### TEST STATISTICS OF U TEST

	Consumer Insights	Competitor Analysis	Channel Effectiveness	Strategic Growth
Mann-Whitney U	3283.000	3274.000	3450.000	2907.000
Wilcoxon W	5839.000	5830.000	8400.000	7857.000
Z	-.742	-.766	-.207	-1.962
Asymp. Sig. (2-tailed)	.458	.444	.836	.050

a. Grouping Variable: Gender

#### INTERPRETATION:

From the above table we conclude that

Consumer Insights, Competitor Analysis, Channel Effectiveness, Strategic Growth has their significance value (P value) greater than 0.05, thus the test fails to reject Null hypothesis H<sub>0</sub>. Hence, there is no significant difference between the mean rank of male and female with respect to Consumer Insights, Competitor Analysis, Channel Effectiveness, and Strategic Growth.

#### KRUSKAL WALLIS H TEST

##### RANKS OF H TEST

	Age	N	Mean Rank
Consumer Insights	30 - 35	38	73.79
	36 - 40	42	93.93
	41 - 45	40	98.59
	46 - 50	39	78.76
	Above 50	11	70.09
	Total	170	
Competitor Analysis	30 - 35	38	77.07
	36 - 40	42	98.63
	41 - 45	40	88.24
	46 - 50	39	70.47
	Above 50	11	107.82

	Total	170	
Channel Effectiveness	30 - 35	38	83.11
	36 - 40	42	94.11
	41 - 45	40	93.88
	46 - 50	39	81.68
	Above 50	11	44.00
	Total	170	
Strategic Growth	30 - 35	38	72.36
	36 - 40	42	102.40
	41 - 45	40	87.79
	46 - 50	39	84.12
	Above 50	11	62.95
	Total	170	

### TEST STATISTICS OF H TEST

	Consumer Insights	Competitor Analysis	Channel Effectiveness	Strategic Growth
Chi-Square	8.255	10.292	10.884	10.538
df	4	4	4	4
Asymp. Sig.	.083	.036	.028	.032

a. Kruskal Wallis Test

b. Grouping Variable: Age

### INTERPRETATION:

From the above table we conclude that,

Consumer Insights has their Significance value (P value) greater than 0.05, thus the test fails to reject Null Hypothesis H<sub>0</sub>. Hence, there is no significant difference among age group with respect to Consumer Insights.

Competitor Analysis, Channel Effectiveness, Strategic Growth have their Significance value (P value) less than 0.05, thus the test accept Alternative Hypothesis H<sub>1</sub>. Hence, there is a

significant difference among age group with respect to Competitor Analysis, Channel Effectiveness, and Strategic Growth.

## KOLMOGOROV SMIRNOV TEST

### ONE-SAMPLE KOLMOGOROV-SMIRNOV TEST

	Consumer Insights	Competitor Analysis	Channel Effectiveness	Strategic Growth
N	170	170	170	170
Normal Parameters <sup>a</sup>				
Mean	28.46	31.54	31.79	30.12
Std. Deviation	1.859	2.731	2.514	1.788
Most Extreme Differences				
Absolute	.113	.114	.164	.161
Positive	.105	.114	.164	.157
Negative	-.113	-.077	-.121	-.161
Kolmogorov-Smirnov Z	1.474	1.480	2.141	2.095
Asymp. Sig. (2-tailed)	.026	.025	.000	.000

a. Test distribution is Normal.

### INTERPRETATION:

From the above table we conclude that

Consumer Insights, Competitor Analysis, Channel Effectiveness, Strategic Growth has their significance value (P value) less than 0.05, thus the test accept Alternative hypothesis H1. Hence, there is a significant difference between the mean rank of male and female with respect to Consumer Insights, Competitor Analysis, Channel Effectiveness, and Strategic Growth.

### CONCLUSION OF THE STUDY

Effective marketing strategies involve a data-driven approach, including data collection, personalized campaigns, competitor monitoring, and customer feedback. By gaining insights into customer behaviors, using tools like Google Analytics, and analyzing competitors, businesses can create personalized campaigns that drive engagement and satisfaction. Feedback helps



businesses understand customer needs and adjust their strategies accordingly. Regular evaluation of digital marketing channels, content marketing, SEO, influencer marketing, and highlighting the value of marketing can enhance brand visibility and credibility.



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