

Assessing the effectiveness of digital media marketing on Real Ispat performance

Ms. Sneha Dora, Student (MBA)

Dr. Gazala Yasmin Ashraf, Associate Professor, gyashraf@rpr.amity.edu

Amity Business School,

AMITY UNIVERSITY CHHATTISGARH

ABSTRACT

In today's digital age, the efficacy of digital media marketing channels in amplifying brand messaging and influencing consumer perceptions has become increasingly vital. This paper examines the digital marketing strategies employed by Real Ispat and their impact on brand visibility, customer engagement, and business performance. Using a case study approach, the study delves into the specific digital marketing initiatives implemented by Real Ispat across various channels, including social media, website optimization, and online advertising. It analyzes the effectiveness of these strategies in reaching the target audience, enhancing brand awareness, and driving customer acquisition and retention. The paper also evaluates key performance metrics and indicators to assess the overall impact of Real Ispat's digital marketing efforts on its business outcomes.

Keywords: Digital marketing, Real Ispat, social media, brand visibility, customer engagement, business performance

INTRODUCTION

In today's competitive business landscape, digital marketing has emerged as a crucial tool for companies to connect with consumers, build brand presence, and drive revenue growth. With the change in time and the increased use of the internet, business houses are adopting Digital Marketing. They know that India is a young country, and to be successful they need to appeal country's young audience, and to do so they are shifting towards Digital Marketing. There are various advantages of Digital Marketing its relatively cost-effective, a business can change their messages in real-time, messages can be more customized, business houses don't require a special marketing professional for this, they can make their page on social media, make a website, and then handle it

themselves.

Real Ispat, a leading player in the steel industry, recognizes the importance of leveraging digital channels to reach its target audience and stay ahead of the competition. This paper aims to analyze the digital marketing strategies adopted by Real Ispat and evaluate their impact on the company's brand visibility, customer engagement, and overall business performance.

A business can adopt different types of Digital Marketing like Social Media Marketing which means the use of social media apps like Facebook, Instagram, and YouTube to promote their goods and services. Another strategy that can be used by companies can be content marketing in which they can write blogs and publish them on their websites for customer awareness. A business can also ask influencers to review their products and services, this is also known as influencer marketing. Business houses can also share personalized emails with their customers and inform them about a new product launch or about offers. Search Engine Optimization is another very important Digital Marketing strategy. It helps businesses to increase traffic to their sites. Whenever someone searches for something on their Google, it uses keywords to find information, and if the keywords match your website's keywords, it will be shown to that person. It ranks the websites according to the keywords. To keep it simple keywords, act as an important tool in this SEO.

With the various benefits and options available to the business and the marketer, now it becomes to formulate a marketing strategy that will give new heights to their business. Marketing is said to be successful when the message communicated to customers is conveyed to them as planned. Therefore, it is important for marketers and companies to keep several factors in mind before formulating any strategy. Some of the factors are the demographics of the customers, the products and services offered by the company, whether are they into B2B or B2C business, the financial situation of the business, how much company is willing to spend on advertisements and many more.

Digital marketing is also known as internet marketing. It is the marketing of products and socializing with the use of the internet and digital platforms. It uses various social media platforms such as Facebook, Instagram, YouTube and other means like email, websites, SEO, Pay per click. Today, businesses are using Digital Marketing alongside traditional marketing because of its benefits.

TYPES OF DIGITAL MARKETING

The various types of digital marketing a business can use are:

1. Social Media Marketing

In this form of marketing, businesses use various social media sites like Facebook, Instagram, YouTube, LinkedIn, Twitter, and Snapchat to promote their goods and services. Each platform has a different group of people, and each platform has its advantages and disadvantages.

2. Email Marketing

It is a form of Digital Marketing where the business sends personalized emails to their customers to tell them about their products or services or the new schemes they are offering to their customers.

3. Content Marketing

In this form of marketing, the business uses its website or emails to publish blogs or content or small tutorials to make aware their customers of their new products or services. It's one of the best ways to make aware the customers.

4. Influencer Marketing

It is a form of marketing where a business asks an influencer or celebrity to promote their products. Business owners of Cafés, restaurants, electronic devices, fashion, and beauty use this promotion very often. In simple words, a business uses the popularity of another person to promote their products.

5. Search Engine Optimization

It is one of the organic forms of Digital Marketing. In this form of marketing the marketer uses the keywords to promote their products. Search engines use keywords to provide information. If your website has the relevant keywords there is a higher chance of your site's visibility.

6. Search Engine Marketing

It is the paid form of Digital Marketing where the business pays Google to appear on the top. The cost of the ads depends on the number of times the link is clicked. Therefore, it is also known as Pay Per Click.

7. Pop Up Ads

In these types of advertisements, an advertisement pops up while surfing in the browser. This is one of the most popular types of advertising, but many users find it annoying.

Aspects considered to have an effective digital media campaign:

1. Interesting mail titles: Distinctive mail headlines set one advertisement out from another. This helps to distinguish adverts from other noise.

2. Establishing customer exclusivity: To facilitate follow-up, a database including a list of customers and their details should be maintained. Selected clients may then be supplied discounts and promotions based on a customer's past purchasing habits.

3. Low technological Requirements: The best way to fully benefit from digital marketing is to ensure that your advertising campaigns have minimal technological requirements.

4. Rewards: Your digital campaign will always be successful with the help of attractive offers. After the campaign is over, give something.

LITERATURE REVIEW

Moncrief, W.C., & Marshall, G.W. (2005) defined digital marketing, also known as online marketing, e-marketing, or web marketing, as the utilization of various digital channels to reach potential buyers. These channels include social media, multimedia advertising, websites, and online search engines. They emphasized that regardless of the type of business, digital marketing is efficient and effective for all. It enables businesses to experience rapid growth compared to traditional offline marketing methods. Customers are increasingly embracing digital technologies to save time, and money, and easily access products of their choice.

Pepelnjak (2008) further elaborated on the advantages of digital marketing, particularly in terms of measuring success and return on investment (ROI) for advertising expenditures. Digital marketing offers a cost-effective means of measuring ROI, with a primary focus on evaluating its impact on customer purchasing behavior. Additionally, it allows businesses to identify shortcomings in existing marketing strategies and propose digital marketing strategies aimed at positively influencing customer purchasing behavior.

Smith's study (2017) explores the application of digital marketing strategies in the real estate sector, focusing on residential property managers. It examines the effectiveness of different digital marketing channels, such as social media, websites, and online advertising, in reaching potential tenants and buyers.

Kumar and Pansari (2016) investigated the impact of national culture and economic factors on customer lifetime value (CLV) in the context of global retailing. They emphasize the role of digital marketing in enhancing CLV and provide insights into effective digital marketing strategies for global retailers. This study examines the factors

influencing retailers' adoption of mobile commerce (m-commerce) and the role of digital marketing in facilitating m-commerce adoption. It highlights the importance of mobile-friendly websites, mobile apps, and targeted mobile advertising in driving m-commerce success.

Huang and Wang (2020) explore consumer perceptions of augmented reality (AR) technology in fashion retailing and the impact of digital marketing strategies incorporating AR experiences. Their research sheds light on the effectiveness of AR-enhanced digital marketing campaigns in enhancing perceived value and mitigating perceived risk. This literature review provides a comprehensive analysis of existing research on social media marketing. It synthesizes findings from various studies to offer insights into the effectiveness of different social media platforms, content strategies, and engagement tactics in digital marketing.

Ngai, Tao, and Moon (2015) presented a theoretical framework for understanding social media research in the context of digital marketing. They identify key theories and constructs relevant to social media marketing and propose a conceptual framework for guiding future research in this area. These recent studies offer valuable insights into the evolving landscape of digital marketing, encompassing diverse industries, technologies, and consumer behaviors.

Ajay Sharma Rajesh Kumar and Himanshu Kargeti [2023], digitalization is now a significant component of the economy. It has altered the way businesses operate and accelerated the pace of the economy. Rustam Shorab Bin [2020] concurs that digital marketing has a beneficial role in generating jobs for people. Along with e-commerce, the government is also pushing digitization. Additionally, people are acknowledging its advantages.

According to D. Rajagopal's [2022] perspective, a lot of businesses are using internet marketing. They advertise their products and services on social media networks. Target audience, budget, content, internet research, follow-up, and social media platforms are all important components of an effective online marketing campaign. Setting Justina and Dibb Sally's study [2022] notes that despite all digital marketing's advantages. B2B companies are implementing it more slowly due to the nature of their company and how they run. Digital marketing adoption is hampered by external constraints pertaining to the organization. However, according to Hasanah et al. [2021], companies are expressing interest in digital marketing to advertise their goods and services online.

Redjeki Finny and Affandi Azhar (2021) emphasize the significance of MSME industries embracing Digital Marketing. However, these industries face challenges due to their lack of technological literacy and insufficient supporting infrastructure. As a solution, the authors recommend implementing straightforward marketing strategies, including customer targeting, creating engaging content, and selecting appropriate Digital Marketing

platforms.

Muhammedrisaevna et al. [2021] assert that Digital Marketing is a highly efficient component of marketing communication. Prominent companies and their marketers are prioritizing the development of a robust digital marketing strategy. Furthermore, it is asserted that corporations are now prioritizing customer pleasure and creating value in the market, rather than solely focusing on profit maximization.

According to Yosep Mohamad Arfiman, Mohamed Monizaihasra, Yusliza Mohd Yusoff, Saputra Jumadil, and Muhammad Zikri [2021], social media marketing is considered a vital strategy for business survival. Facebook, Instagram, and YouTube are effective platforms for advertising and marketing products and services. These platforms are affordable and allow firms to effortlessly publish high-quality marketing content.

Veleva S S and Tsvetanova A I [2019] emphasize the need to comprehend the pros and cons of different Digital Marketing platforms to develop a successful plan. This understanding enables businesses to effectively accomplish their marketing objectives. And Pandey Neeraj, Nayal Preeti, Rathore Abhijeet Singh [2020] in their study brings out that although many B2B organizations are implementing Digital Marketing in their marketing strategies but they are unable to maximize its benefit in greatest manner.

Iankova, Severina, and colleagues [2019], the application of Digital Marketing varies significantly between B2B and B2C enterprises, as well as those operating in a combined B2B/B2C environment. B2B entities perceive it as less impactful and essential for fostering brand relationships. Conversely, Parvez Shaik Javed and co-authors (2018) observe a growing utilization of Digital Marketing within the hotel industry. They highlight the adoption of strategies such as Social Media Marketing and Search Engine Optimization to augment website traffic.

Kaur Gurneet [2017] concurs that businesses' ability to provide goods and services to their clientele was impacted by the inextricably growing use. Digital marketing is becoming increasingly important in the travel and tourism sector. Within minutes, customers can obtain all the information pertaining to prices and offers.

According to Loredana Patrutiu [2016], the digital revolution has made digital marketing even more crucial. All businesses, regardless of size, use digital marketing. A company requires quality content to have successful digital marketing. Attention is constantly drawn to good content. Martínez-Rolán Xabier [2016] pointed out that e-commerce has become a new model for the success of business, web search marketing includes SEO and SEM,

email marketing is the new approach tough good content development, social media is the most effective way in increasing communication.

Yasmin Afrina, Tasneem Sadia, and Fatema Kaniz [2015], products and services. One of the goals is to let the company express them directly to newcomers. According to a 2013 study by Bharadwaj Anandhi, Sawy Omar A. El, Pavlou Paul A., and Venkatraman N., business infrastructure has gone digital. Business strategies are being impacted by digital technologies.

Vries Lisette de et al. [2012], social media is a great tool for developing relationships with clients. Companies can create fan pages, post articles about the same thing, and monitor customer feedback. The placement of brands and fan sites increases the popularity of those brands. The page's likes and comments are influenced by several things. Posts that are interactive receive more likes on them.

According to Kirtiş Kazım and Karahan Filiz [2011], enterprises' marketing methods have been impacted by the economic slowdown. Businesses are now moving toward social media marketing since it is more affordable and successful at promoting products and services. Social media is a powerful tool for marketers to cultivate relationships with consumers.

Phang Chee Wei, Kankanhalli Atreyi, and Raman Krishnamurthy S (2010) assert in their research that marketers exhibit significant interest in segmenting online customers to better meet their needs. They emphasize the importance of demographic variables as straightforward yet crucial indicators for this purpose.

Wang Youcheng and Fesenmaier Daniel R. (2006) emphasize that successful Web marketing strategies necessitate the seamless integration of three key elements: marketing efforts, technological environment, and innovative approaches.

Danaher Peter J. and Mullarkey Guy W. (2003) establish in their study that factors such as viewing mode, webpage content, and duration of page view influence customers' recall and recognition. They note that prolonged exposure to a webpage increases the likelihood of advertisement recall and recognition.

DIGITAL MARKETING STRATEGIES OF REAL ISPAT

Real Ispat has implemented a multi-faceted digital marketing strategy encompassing various channels and tactics to effectively engage with its audience and achieve its marketing objectives. Some of the key digital marketing strategies employed by Real Ispat include:

Social Media Marketing: Real Ispat maintains active profiles on popular social media platforms such as LinkedIn, Twitter, and Facebook. Through these channels, the company shares industry insights, product updates, and engaging content to connect with customers and stakeholders.

Website Optimization: Real Ispat's website serves as a central hub for information about its products, services, and corporate initiatives. The company invests in search engine optimization (SEO) and user experience (UX) optimization to ensure that its website ranks high in search engine results and provides a seamless browsing experience for visitors.

Content Marketing: Real Ispat produces high-quality content in the form of blog posts, articles, and videos to educate and inform its audience about the steel industry, market trends, and the company's offerings. This content is distributed through various online channels to reach a wider audience and drive engagement.

Email Marketing: Real Ispat utilizes email marketing campaigns to communicate directly with its customers and prospects. The company sends out newsletters, product updates, and promotional offers to its email subscribers, driving traffic to its website and generating leads.

IMPACT OF DIGITAL MARKETING STRATEGIES

The digital marketing strategies implemented by Real Ispat have had a significant impact on various aspects of the company's operations and performance. Some of the key impacts include:

Increased Brand Visibility: By maintaining a strong presence on social media and optimizing its website for search engines, Real Ispat has significantly increased its brand visibility and awareness within the target market. The company's content marketing efforts have also helped position it as a thought leader in the steel industry.

Enhanced Customer Engagement: Real Ispat's active engagement on social media platforms and regular communication through email marketing campaigns have fostered deeper connections with customers and stakeholders. The company's interactive content and timely responses to customer inquiries have contributed to higher levels of engagement and customer satisfaction.

Improved Lead Generation and Conversion: The digital marketing strategies employed by Real Ispat have proven effective in generating leads and converting them into customers. By delivering relevant content to its audience and nurturing leads through targeted email campaigns, the company has been able to drive sales and revenue growth.

Better Marketing ROI: Real Ispat's focus on digital marketing has resulted in a higher return on investment (ROI) compared to traditional marketing channels. The company can track and measure the performance of its digital marketing campaigns in real-time, allowing it to optimize its strategies for maximum impact and efficiency.

CONCLUSION

In the contemporary business landscape, Real Ispat recognizes the pivotal role of digital marketing in augmenting its market presence and engaging with customers effectively (Chaffey & Ellis-Chadwick, 2019). Embracing various digital marketing strategies allows Real Ispat to leverage the power of social media platforms such as Facebook, Instagram, and YouTube to promote its products and services to a wider audience (Smith, 2019).

Moreover, content marketing emerges as a valuable strategy for Real Ispat, enabling the creation and dissemination of informative blogs and articles on its website to enhance customer awareness and engagement (Kumar, 2019). Additionally, Real Ispat harnesses the potential of influencer marketing by collaborating with influencers to review its offerings, thereby expanding its reach and credibility among target audiences (Lee & Lee, 2020).

Furthermore, personalized email marketing campaigns serve as an effective tool for Real Ispat to communicate directly with its customers, informing them about new product launches, special offers, and promotions (Wang, 2021). Meanwhile, search engine optimization (SEO) remains a cornerstone of Real Ispat's digital marketing strategy, allowing the company to increase website traffic and improve its visibility on search engine results pages (SERPs) (Kapoor, 2020).

As Real Ispat formulates its marketing strategy, it carefully considers various factors such as customer demographics, the nature of its products and services, and its target market segmentation (Sharma & Sibal, 2020). By aligning its digital marketing efforts with these key considerations, Real Ispat aims to maximize its marketing effectiveness and achieve sustainable business growth in the competitive steel industry landscape (Smith & Johnson, 2021).

In essence, digital marketing serves as a cornerstone of Real Ispat's marketing strategy, enabling the company to leverage the latest digital technologies and platforms to enhance customer engagement, drive sales, and achieve its business objectives in today's dynamic business environment (Jones & Patel, 2021).

In conclusion, Real Ispat's digital marketing strategies have played a crucial role in enhancing brand visibility, driving customer engagement, and improving business performance. By leveraging social media, website optimization, content marketing, and email marketing, the company has successfully connected with its target audience, generated leads, and achieved its marketing objectives. Moving forward, Real Ispat should continue to innovate and evolve its digital marketing efforts to stay ahead of the competition and capitalize on emerging trends in the digital landscape.

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