

Strategic Marketing for Surveying Services and its Impact on Brand Awareness and Client Engagement: A Study of Selected Engineering Firms

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ABSTRACT

Strategic marketing has become an essential driver of business performance in service-oriented industries, particularly in technically specialized sectors such as surveying services. This study examines the effectiveness of strategic marketing practices and their influence on brand awareness and client engagement. A descriptive research design was adopted, and primary data were collected from 120 respondents using a structured questionnaire. The data were analysed using SPSS with tools such as percentage analysis, weighted average, Spearman's rank correlation, and Kruskal-Wallis test. The findings indicate that both traditional and digital marketing strategies significantly influence customer behaviour, with word-of-mouth referrals ranked as the most effective method, followed by social media platforms. Personalized communication was identified as a key factor in improving client engagement, while service quality plays a crucial role in customer acquisition and retention. The study also reveals a positive and statistically significant relationship between strategic marketing and brand importance. Furthermore, comparative analysis shows that firms with structured marketing approaches and strong digital presence outperform those relying on informal methods. The study concludes that integrating digital marketing with customer-focused strategies is essential for enhancing competitiveness, strengthening brand positioning, and achieving sustainable growth in the surveying services sector.

Keywords: Strategic Marketing, Surveying Services, Brand Awareness, Client Engagement, Digital Marketing, Customer Satisfaction, SPSS Analysis, Service Quality, Customer Retention, Comparative Analysis

INTRODUCTION

Surveying services constitute a critical foundation for infrastructure development, construction planning, and urban growth. These services provide precise measurements, mapping, and spatial data that support the successful execution of projects across various sectors, including residential construction, commercial real estate, transportation infrastructure, and industrial development. Accurate surveying ensures proper land identification, boundary demarcation, elevation mapping, and risk assessment, all of which are essential for minimizing project errors, controlling costs, and ensuring regulatory compliance. Despite their indispensable role, surveying firms often operate in the background and receive limited recognition from potential clients, which affects their market visibility and growth potential.

Historically, the surveying industry has relied predominantly on traditional marketing approaches such as word-of-mouth referrals, repeat business, and long-standing client relationships. While these methods have been effective in building trust and credibility, they are no longer sufficient in today's competitive and rapidly evolving business environment. The entry of new firms, increased competition, and rising client expectations have created the need for more structured and strategic marketing practices. Modern clients seek not only technical expertise but also professionalism, transparency, timely service delivery, and continuous communication. As a result, surveying firms must shift from informal marketing methods to well-planned strategic marketing approaches in order to remain

competitive. Strategic marketing plays a pivotal role in helping organizations identify their target markets, differentiate their services, and communicate their value propositions effectively. It involves a systematic process of analysing market conditions, understanding customer needs, developing marketing strategies, and implementing them to achieve organizational objectives. In the context of surveying services, strategic marketing focuses on building brand awareness, enhancing client engagement, and establishing long-term relationships. A strong brand image in this sector signifies reliability, accuracy, technical competence, and ethical practices, which are critical factors influencing client decision-making. The rapid advancement of technology has further transformed both surveying operations and marketing practices. Technologies such as Geographic Information Systems (GIS), drone-based surveys, Global Positioning Systems (GPS), and advanced digital mapping tools have improved the accuracy, speed, and efficiency of surveying services. However, possessing advanced technology alone does not guarantee business success. Firms must effectively communicate their technological capabilities and service quality to potential clients through appropriate marketing channels.

In recent years, digital marketing has emerged as a powerful tool for enhancing brand visibility and customer engagement. Platforms such as social media, company websites, search engine optimization (SEO), and online advertising enable surveying firms to reach a wider audience, showcase their expertise, and interact directly with clients. Digital presence not only strengthens brand awareness but also builds credibility and trust among customers. Moreover, effective client engagement strategies, including personalized communication, regular follow-ups, and feedback mechanisms, contribute significantly to customer satisfaction and retention. This study aims to examine the impact of strategic marketing on brand awareness and client engagement in the surveying services sector. By analysing customer preferences, marketing effectiveness, and key influencing factors, the research seeks to provide valuable insights for surveying firms to enhance their marketing performance. The study also highlights the importance of integrating digital marketing with customer-centric strategies to achieve sustainable growth and maintain a competitive advantage in an increasingly dynamic and technology-driven market environment.

3. REVIEW OF LITERATURE

Asikin et al. (2024) “Digital Marketing and Competitive Advantage”

He examined the impact of digital marketing on business performance and competitive advantage. The study found that effective use of digital marketing tools such as social media, SEO, and online advertising significantly improves brand visibility and customer engagement. The research concluded that organizations adopting digital strategies achieve higher competitiveness and market growth.

Azhar (2024) “Strategic Marketing for Sustainable Growth”

In this paper highlighted that strategic marketing plays a crucial role in achieving long-term organizational growth. The study emphasized that firms must adopt innovative marketing strategies and focus on customer-centric approaches to remain competitive. It also identified digital marketing as a key factor in enhancing brand development and market positioning.

Aramita et al. (2025) “Digital Marketing and Business Performance”

In this study analysed the relationship between digital marketing and product competitiveness. The study found that marketing communication, customer engagement, and sustainability awareness significantly influence business performance. The results indicated that digital marketing strategies positively impact customer attraction and organizational success.

Lubis (2025) “Digital Marketing Strategies in SMEs”

In this study conducts a systematic literature review on digital marketing strategies in small and medium enterprises. The study revealed that digital platforms help businesses expand their market reach and improve customer interaction. It

also identified challenges such as lack of resources and technological adoption, but confirmed that digital marketing is essential for business growth and competitiveness.

Lestari (2026) “Customer-Centric Marketing Strategies”

From this paper it is emphasized the importance of customer-centric marketing strategies in achieving competitive advantage. The study found that understanding customer behaviour, preferences, and expectations plays a key role in improving brand loyalty and engagement. It concluded that firms focusing on customer experience and personalized communication achieve better long-term performance.

4. RESEARCH METHODOLOGY

METHODOLOGY	RESULT
Sample Size	120 respondents
Sampling Method	Convenience Sampling
Data Collection	Structured Questionnaire
Research Design	Descriptive

Research Design

The study adopts a descriptive research design to systematically analyse the impact of marketing strategies on customer behaviour. An exploratory approach is also used to gain deeper insights into customer perceptions and preferences.

Data Collection Methods

- Primary Data: Collected through structured questionnaires
- Secondary Data: Collected from journals, books, and industry reports
- Sampling Design
- Population: Customers and professionals in surveying-related industries
- Sample Size: 120
- Sampling Technique: Convenience sampling

Tools Used

- Percentage Analysis
- Weighted Average
- Spearman Correlation
- Kruskal-Wallis Test

5. DATA ANALYSIS

5.1 TEST OF NORMALITY

VARIABLE	SIG. VALUE	RESULT
Customer Attraction	0.000	Not Normal
Online Reviews	0.000	Not Normal
Strategic Marketing	0.000	Not Normal
Brand Importance	0.000	Not Normal

INTERPRETATION

Since $p < 0.05$, the data does not follow normal distribution. Therefore, non-parametric tests were used.

5.2 MARKETING METHOD EFFECTIVENESS

MARKETING METHOD	WEIGHTED SCORE	RANK
Word of Mouth / Referral	37.26	1
Social Media Marketing	37.20	2
Company Website	29.60	3
Google Ads	29.20	4
Newspaper Ads	28.06	5

INTERPRETATION

Referral marketing is the most effective strategy, followed by social media marketing.

5.3 PERCENTAGE ANALYSIS

VARIABLE	CATEGORY	PERCENTAGE
Influential Marketing Method	Social media	33.3%
Best Platform	Instagram	44.2%
Client Engagement Strategy	Personalized Communication	36.7%
Customer Attraction Factor	Good Service	39.2%
Brand Influence	Yes	66.7%

INTERPRETATION

Social media and service quality significantly influence customer decisions.

5.4 CORRELATION ANALYSIS

Hypothesis:

H0: No relationship exists

H1: Significant relationship exists

VARIABLES	CORRELATION (r)	SIG.
Strategic Marketing vs Brand Importance	0.338	0.000

INTERPRETATION

- Moderate positive relationship
- $p < 0.05 \rightarrow$ statistically significant

5.5 KRUSKAL-WALLIS TEST

VARIABLE	CHI-SQUARE	df	SIG.
Strategic Marketing	0.766	2	0.682
Brand Importance	1.520	2	0.468

INTERPRETATION

No significant difference between groups.

5.6 CLIENT ENGAGEMENT STRATEGIES

STRATEGY	PERCENTAGE	RANK
Personalized Communication	36.7%	1
Discount Offers	28.3%	2
Social Media Interaction	15%	3
Regular Follow-up	14.2%	4

5.7 CUSTOMER RETENTION METHODS

METHOD	PERCENTAGE	RANK
Loyalty Programs	33.3%	1
Timely Communication	20.8%	2
Discounts	20%	3

5.8 DISCUSSION OF RESULTS

The results indicate that both traditional and digital marketing strategies are essential for business success in surveying services. Word-of-mouth referrals remain highly influential, reflecting the importance of trust and reputation. However, digital platforms, particularly social media, have become increasingly significant in shaping customer decisions. Personalized communication is identified as a key factor in improving client engagement, highlighting the importance of customer-centric strategies. Furthermore, service quality plays a crucial role in attracting and retaining clients. The statistical analysis confirms a positive relationship between strategic marketing and brand importance, indicating that effective marketing strategies contribute significantly to building a strong brand image.

6. COMPARATIVE ANALYSIS

Table Shows Comparative Analysis of Strategic Marketing Practices in Surveying Firms

FACTOR	VELCITI CONSULTING ENGINEERS	COMPETITOR A (MID-SIZE FIRM)	COMPETITOR B (SMALL FIRM)
Marketing Structure	Well-defined strategic marketing	Partially structured	Informal / unstructured
Digital Presence	Strong (Website, Social Media, SEO)	Moderate (Website only)	Limited
Use of Technology	Advanced (GIS, Drone, Digital Mapping)	Moderate	Basic

Client Engagement	Personalized communication & follow-ups	Occasional communication	Minimal interaction
Brand Awareness	High	Medium	Low
Customer Acquisition	Strong through referrals + digital marketing	Mostly referrals	Limited reach
Communication Frequency	Weekly / Regular updates	Monthly	Only during projects
Customer Retention	High (loyalty & service quality)	Moderate	Low
Competitive Position	Strong market presence	Average	Weak

COMPARATIVE INSIGHTS

The comparative analysis reveals that organizations with structured strategic marketing practices outperform those relying on informal methods. Firms that effectively utilize digital marketing tools such as social media, websites, and search engine optimization are able to reach a broader audience and enhance their brand visibility. Velciti Consulting Engineers stands out due to its integrated approach, combining advanced technology with strong client relationship management. This enables the firm to maintain a competitive advantage in the market. In contrast, smaller firms with limited marketing strategies face challenges in attracting new customers and retaining existing clients. The lack of digital presence and structured communication reduces their market reach and growth opportunities.

INTERPRETATION

- Velciti Consulting Engineers demonstrates a strong and structured marketing approach, combining both digital and relationship-based strategies.
- Mid-size firms rely on partial digital adoption, limiting their growth potential.
- Small firms depend mainly on traditional methods, resulting in low brand visibility and weaker client engagement.
- Firms with strong digital presence and regular communication show higher customer satisfaction and retention.

CONCLUSION FROM COMPARISON

The comparison clearly indicates that strategic marketing is a key differentiator in the surveying industry. Firms that adopt a combination of digital marketing, personalized communication, and strong branding are more successful in achieving customer satisfaction and business growth.

7. FINDINGS

- The study reveals that word-of-mouth referrals and social media marketing are the most effective strategies for attracting customers, indicating the importance of both trust-based and digital promotion methods.
- It was observed that Instagram is the most preferred platform, highlighting the growing influence of visual and interactive content in marketing surveying services.
- Personalized communication significantly improves client engagement, as customers prefer firms that provide tailored interaction and regular updates.
- Customer service quality is identified as the key factor influencing customer attraction and retention, showing that service experience outweighs pricing and technical aspects.
- The analysis confirms that strategic marketing has a positive impact on brand importance, indicating that structured marketing efforts enhance brand perception.
- A strong brand image increases customer trust and decision-making, proving that branding plays a vital role in gaining competitive advantage in the surveying industry.

8. MANAGERIAL IMPLICATIONS

- Organizations should invest in digital marketing tools such as social media platforms, SEO, and online advertising to improve brand visibility and market reach.
- Firms must prioritize customer relationship management (CRM) systems to maintain long-term relationships and enhance customer satisfaction.
- Branding strategies should focus on trust, reliability, and professionalism, as these factors strongly influence customer decisions in technical services.
- Managers should ensure regular communication with clients, including follow-ups and updates, to strengthen engagement and loyalty.
- Companies should adopt a customer-centric approach, focusing on service quality and responsiveness to meet evolving client expectations.

9. LIMITATIONS OF THE STUDY

- The study is based on a limited sample size of 120 respondents, which may not fully represent the entire surveying industry.
- The use of convenience sampling technique restricts the generalization of results to a broader population.
- Time constraints limited the scope of data collection and analysis, which may have affected the depth of insights.
- The study focuses only on selected variables such as marketing strategies and engagement, excluding other influencing factors like economic conditions and competition.
- Rapid technological advancements in digital marketing and surveying tools may affect the long-term relevance of the findings.

10. SUGGESTIONS

- Surveying firms should strengthen their digital presence by actively using social media platforms, search engine optimization, and online advertising to attract potential clients.
- Companies should focus on personalized communication strategies, such as regular follow-ups and customized service offerings, to improve client engagement.
- Improving customer service quality is essential to enhance satisfaction, build trust, and encourage repeat business.
- Firms should encourage referral marketing, as word-of-mouth remains one of the most effective methods for customer acquisition.
- Organizations should use engaging visual and educational content, such as project demonstrations and informative videos, to create awareness and attract customers.
- Continuous improvement in branding and reputation management should be maintained to strengthen market positioning and competitive advantage.

11. CONCLUSION

The study concludes that strategic marketing plays a crucial role in enhancing brand awareness and client engagement in surveying services. Both traditional and digital marketing strategies contribute to business growth, with referrals and social media being the most effective approaches. Customer-centric practices such as personalized communication and service quality significantly influence satisfaction and retention. The statistical findings confirm that strategic marketing positively impacts brand importance, thereby improving overall organizational performance. Surveying firms should adopt integrated marketing strategies that combine digital tools with strong relationship management practices to achieve sustainable growth and competitive advantage.

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