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## "Awareness, Usage and Effectiveness of Digital Marketing tools amongst Working Professionals in Digital Marketing Companies"

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**Keywords: Digital Marketing, Awareness, Usage, Effectiveness, Working professionals etc.**

### **Abstract**

Today, the world is growing with social revolution. Digital marketing tools helps companies in acquiring new customers and maintaining existing customers. Digital marketing tools like social media marketing, Search Engine Optimization, Google Adwords, Google Analytics and Email Marketing etc has many advantages over traditional marketing. Companies has their own digital marketing department or they outsource the digital marketing activities from digital marketing agencies. The objective of this research paper is to study the awareness, usage and effectiveness of digital marketing tools amongst working professionals in digital marketing companies in Pune city. The researcher has collected the data from 140 respondents using survey method with the help of well-structured questionnaire. The researcher identified that descriptive research design and Non probability convenience sampling method is suitable for the research study. The findings of this study will be useful to many companies and digital marketing agencies to sustain in the competitive world.

### **Introduction**

Digital Marketing is nothing but using digital channels to reach customers. Social media marketing helps you to increase your brand awareness and also, it's important for companies to reach consumers, and when done correctly, tells those consumers. SEO means search engine optimization, it is the process of optimizing website to get organic traffic from the SERP (search engine results page). In other words, SEO meaning involves making certain changes to website design and content that make user site more attractive to a search engine. Google AdWords is Google's online advertising platform. Google AdWords is a product that users use to promote business or company, help to sale product and service, give awareness, and increase traffic to website. Google Analytics provides various services which are useful for increasing online existence and performance of the companies. This

service is accessible to everyone who has Google account. Email Marketing is used by organizations to build awareness and brand loyalty of the products & services. Email Marketing is used to promote business through emails where we can connect with thousands of customers with a single click.

### **Literature Review**

Beatriz Plaza (2011), in his research paper entitled “Google Analytics for measuring website performance”, he observed that google analytics is very useful to know about the customers who visits the web page. It gives in detail information about web page visitors age, gender, device, location etc. It provides analytics through audience reports, acquisition reports etc.

K. Venugopal, Saumendra Das, D. Vishnu Murthy (2012), in their research paper entitled “Email Marketing: A paradigm shift to marketing” they observed that Email marketing are often a really effective media to reach to audience around the world. Email marketing is very useful in sending personalized messages with long content.

Ms. Abhishika Joshi & Dr. Arvind Kalia (2017), in their research paper entitled “Conceptual Analysis of Effectiveness of Facebook Advertisements in India and Abroad”, they suggest that the use of Facebook like, comment and share button applications positively influence consumers purchase decision. Organizations need to create and make their facebook page active by regularly posting some content on it.

Nisha J. & S. M. Ferdous Azam (2017), in their research paper entitled “The Impact of Social Media Marketing on Brand Equity”, they observe that managing Facebook marketing is something which need to be done cautiously. Social communication is the most important motive behind using facebook. It helps to companies to maintain and enhance their brand image in the corporate world.

Prashant Ankalkoti (2017), in his research paper entitled “Survey on Search Engine Optimization Tools & Techniques”, he observed that program is basically useful device in present era of web. Google is the most popular search engine in this world of internet. SEO helps organizations to improve their web performance by making their website visible to net surfers.

Gurneet Kaur (2017), in her research paper entitled “Role and Importance of search engine optimization” she observed that program Optimization may be a vital element of Digital Marketing and is employed widely to enhance the visibility of a web business across various search engines. While undertaking various steps to make sure SEO for a specific website practices should be avoided as they'll cause a ban from the program.

Grzegorz Szymanski and Piotr Lipinski (2018), in their research paper entitled “Model of the Effectiveness of Google Adwords Advertising Activities”, they observed that Google Adwords is the important digital marketing tool for advertising the company's products in texts, images and video formats through search network and display network.

### **Research Methodology**

#### **Objectives of the study**

- To study the awareness of digital marketing tools amongst the working professionals of digital marketing companies.
- To study the usage of digital marketing tools amongst the working professionals of digital marketing companies.
- To study the effectiveness of digital marketing tools for the companies.

**Hypothesis of the Study**

H1: Digital Marketing tools are highly effective for the companies.

**Scope of the study**

The present study is related to the perception of employees working in digital marketing companies only. The researcher has selected only five digital marketing tools in the present study as below;

- Social Media Marketing
- Search engine Optimization
- Google Adwords
- Google Analytics
- Email Marketing

**Sampling**

Researcher has collected the data from 140 respondents (working professionals in digital marketing companies in Pune city) with the help of non-probability convenience sampling method.

**Methods of Data collection**

Researcher has collected the primary data with the help of well-structured questionnaire, having interaction with the working professionals of digital marketing companies in Pune city. Internet, books, magazines, and articles etc. are the various sources from where researcher has collected the secondary data.

**Reliability and Validity**

The researcher has carried out reliability test using SPSS. The Cronbach’s Alpha identified is 0.790, and it is more than 0.700, that’s why the Questionnaire is measured to be reliable. The researcher has used face validity and content validity and confirmed that this research tool is valid for the study.

**Research design**

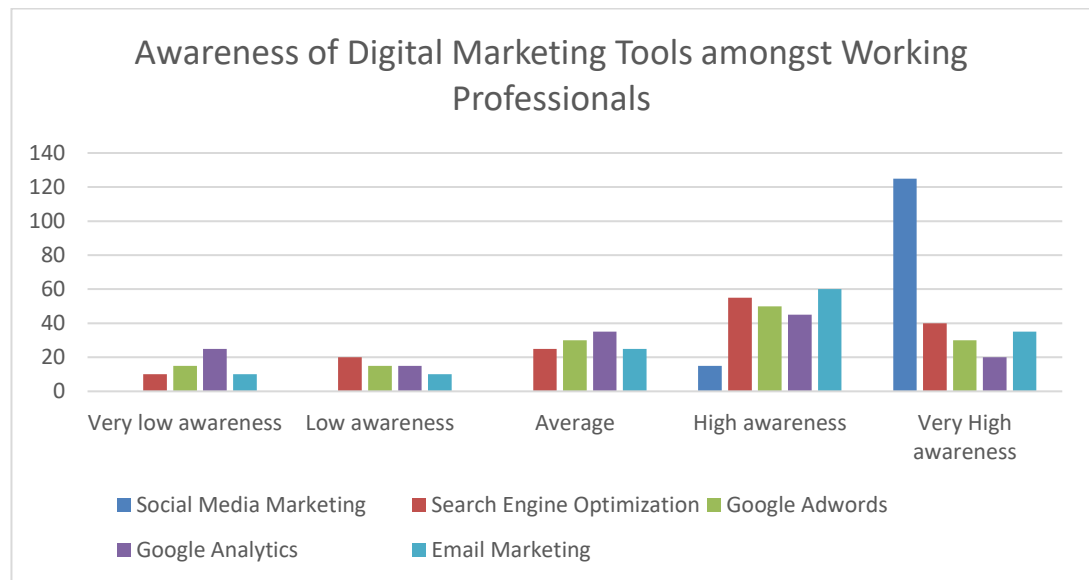
Type of Research Design	Descriptive Research Design
Sampling Technique	Non-Probability Convenience Sampling
Sampling Area	Pune City
Sample Size	140
Primary Data	Well-structured questionnaire

Secondary Data	Research papers, Articles, Books, Journals etc.
Data Analysis tools	IBM SPSS-20 and Ms Excel-2010

**Data**

**Analysis  
Awareness of Digital Marketing Tools amongst Working Professionals**

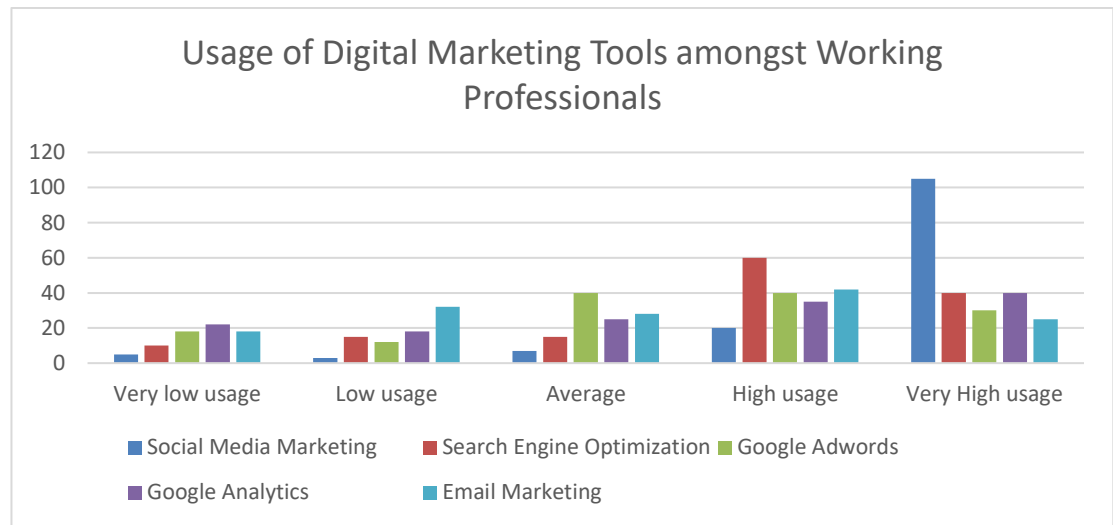
	Very low awareness	Low awareness	Average	High awareness	Very High awareness
Social Media Marketing	0	0	0	15	125
Search Engine Optimization	10	20	25	55	40
Google Adwords	15	15	30	50	30
Google Analytics	25	15	35	45	20
Email Marketing	10	10	25	60	35



**Usage of Digital Marketing Tools amongst Working Professionals**

	Very low usage	Low usage	Average	High usage	Very High usage
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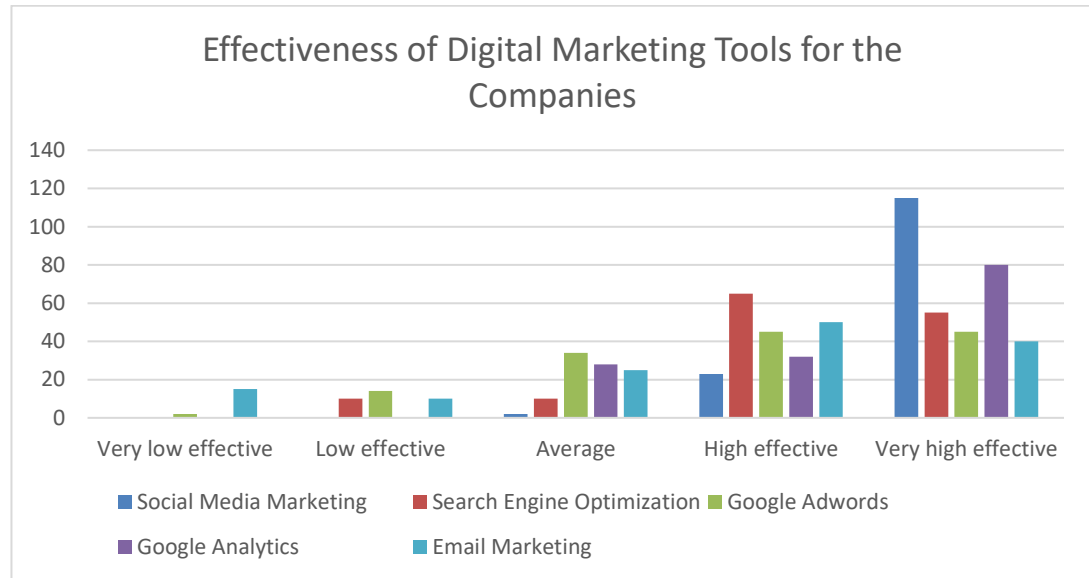
	usage				usage
Social Media Marketing	5	3	7	20	105
Search Engine Optimization	10	15	15	60	40
Google Adwords	18	12	40	40	30
Google Analytics	22	18	25	35	40
Email Marketing	18	32	28	42	25



**Effectiveness of Digital Marketing Tools for the Companies**

	Very low effective	Low effective	Average	High effective	Very high effective
Social Media Marketing	0	0	2	23	115
Search Engine Optimization	0	10	10	65	55
Google Adwords	2	14	34	45	45

Google Analytics	0	0	28	32	80
Email Marketing	15	10	25	50	40



	Awareness	Usage	Effectiveness
Social Media Marketing	1	1	1
Search Engine Optimization	2	2	2
Google Adwords	4	4	4
Google Analytics	5	3	3
Email Marketing	3	5	5

**Hypothesis Testing**

- Null Hypothesis (H0): Digital Marketing tools are not effective for the companies.
- Alternative Hypothesis (Ha): Digital Marketing tools are highly effective for the companies.
- The researcher has tested the null hypothesis with the help of IBM SPSS 20. The researcher has applied Z test to check the null hypothesis. The P value identified is 0.01 which is less than 0.05 so the null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance.

**Findings**

- Awareness about all digital marketing tools is high amongst working professionals in digital marketing companies. The awareness is higher about social

media marketing tools followed by search engine optimization, email marketing, google adwords and google analytics.

- Most of the working professionals in digital marketing companies are using various digital marketing tools. The usage is higher about social media marketing tools followed by search engine optimization, google analytics, google adwords and email marketing.
- As per the working professionals in digital marketing companies digital marketing tools are effective to improve the organizational performance. Social media marketing tools are highly effective followed by google analytics, search engine optimization, google adwords and email marketing.
- Overall the awareness about all new technology tools used in banking sector is high but comparatively the usage is less. And the effectiveness of these tools is very high in private banking sector.

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