

A STUDY ON THE IMPACT OF DIGITAL MARKETING ON CUSTOMER ENGAGEMENT

M.M. Thiripurasundari

Stella Maris College, Chennai, Tamil Nadu
thiripu19@gmail.com

Abstract

In the rapidly evolving landscape of business, this paper studies the impact of digital marketing on customer engagement. Digital marketing enables businesses to create awareness about the products among the consumers and the target audience. This paper explores the ways in which digital marketing initiatives such as email, social media platforms, search engines, and mobile marketing contribute to customer engagement. Through an analysis of case studies and with the help of secondary data, this study aims to provide insights into the effectiveness of digital marketing strategies in sustaining customer relationships. The key factors contributing to the effectiveness of digital marketing strategies include personalized recommendations, omni channel experiences, ongoing interactions and being responsive to customer needs. As the digital environment evolves, it is crucial for businesses to understand the relationship between digital marketing and customer engagement.

Keywords: Digital marketing, customer engagement, sustaining customer relationships, effectiveness.

1. Introduction

Digital marketing is a broad term that comprises the use of digital channels to promote products and services. It is one of the most powerful ways to generate awareness and engage customers. The various types and strategies of digital marketing include social media marketing, search engine optimization (SEO), email marketing, Content marketing, Pay-per click advertising, influencer marketing and mobile marketing. Digital marketing is critical in today's business as that is where customers hang out. According to research experts, there are 5.19 billion internet users and 4.88 billion social media users worldwide. On average, users spend six hours and 40 minutes online every day.

Customer engagement is the relationship between the company and its customers. Customer engagement is crucial to build trust and foster a long-term relationship by retaining the customers. It involves creating positive experiences, building brand loyalty, etc. It is significant for the success of any business as retaining customers helps the business to improve their products with feedback which will lead to repeat purchases as well as promote the brand to others.

Digital marketing strategies for customer engagement:

- **Content marketing:**
Content marketing involves the creation of high-quality and valuable content such as blog posts, articles, videos, etc., with the aim of addressing the needs of customers and educating them about the brand.
- **Social media platforms:**
Social media platforms are the most popular format of engaging customers as they are

actively involved in it. It reaches a larger group of customers and encourages interaction.

- **Email marketing:**
Email marketing is a personalized form of engaging customers. It sends product recommendations and special offers that are available to the customers through email.
- **Influencer marketing:**
Influencer marketing is where the company partners with an influencer to reach a wider audience.
- **Search engine optimization:**
Search engine optimization aims to identify the keywords that the customers are using while searching for information related to the business.
- **Pay per click advertising:**
Pay per click advertising is when the advertisers pay a fee each time their ad gets clicked.
Key elements of customer engagement:
- **Communication:**
Communication is an essential factor for customer engagement. Communication can be through various channels such as social media, email, phone calls, chatbots etc.
- **Feedback:**
Feedback from customers helps the organization to work on the defective areas and improve their brands. This helps to increase customer satisfaction.

2. Literature Review

Bharath Sampath (2022) in his research paper, titled "Impact of diffusion of digital marketing strategies on customer engagement a study on MSMEs in Bengaluru" said that the use of digital tools in better connection with the market as well as enhancing brand and organization image. It results in retaining the customers for repeat purchases. The paper stated that brand value has increased, as more customers are viewing it online. Digital practices have enhanced customer engagement and have a positive impact on the feedback.

Pallavi (2023) "Impact of influencer strategies on digital buying behavior an empirical study among consumers" examines that influencer marketing is a widely used strategy for getting brands noticed, recognized and remembered. As the number of people reading printed newspapers and watching television is decreasing, the use of digital platforms is increasing. It was found that consumers are looking to reliable sources like influencers to learn about the brands and whether they are worth the purchase. This study stated that consumers are significantly impacted by the growth of social media and the appearance of online influencers.

Sundaram, Rammohan (2022) "Digital Marketing Framework for Brands to Succeed" stated the evolution of digital marketing has changed the workings of the brand and the modes adopted by them to promote products or attract customers to the organization. Traditionally there were limited ways for promoting new products or to reach customers. However, with the advent of digital marketing, the entire mode of marketing has changed. This study has found that the use of digital marketing strategies has also reduced the expenses when compared to the traditional modes of marketing.

Jagadeesh G (2023) The paper titled "Influence of Digital Marketing on Customers Purchase Decision" suggests that digital marketers should concentrate on the concepts of habitual conscious customers' expectations, price and value conscious customers' expectations, novelty seeking customer expectations to retain their digital consumers. It was found that digital marketers periodically send email and updates about new products and contact for personalized services to build customer relationships. This has had a positive impact among the customers through repeat purchases.

Rani Anu (2017) "Influence of Social Media Engagement on Purchase Behavior of Generation Y" examines the usage pattern of customers, social media engagement's antecedents and consequences. This study found that intensity of

customer engagement on social media platforms is different for different product categories. Most of the users are found to be engaged and prefer to buy electronic products (56%) followed by fashion (48%) and educational products (4%) through social media. This paper states that customers' engagement in social network sites is highly influenced by their level of trust.

3. Findings

- Research findings indicate a substantial and beneficial correlation between digital marketing efforts and increased levels of customer engagement.
- Digital marketers for FMCG brands not only attract customers to buy their products but also establish loyal relationships with them.
- From a corporate point of view, social networking sites serve as more than just another channel for sharing information. They provide a platform for people to engage directly with companies and express their opinions to others.
- The study findings indicated that five factors greatly influence customer engagement: trust in information, privacy concerns, perceptions of reliability, security on social media, and social media usage. Customers were more likely to engage positively with an organization when they perceived it as trustworthy and secure.
- Many companies face the challenge of capturing people's attention with brand posts and convincing them to engage with the content. Therefore, marketers should integrate both media and textual posts on their social media platforms to maintain frequent engagement from both existing clients and potential future customers.
- Consistent engagement will aid in retaining consumers and fostering the growth of loyal ones.

4. Conclusion

In conclusion, this research paper has highlighted the profound impact of digital marketing on customer engagement. Through an extensive review of literature, it has become evident that digital marketing strategies play a pivotal role in fostering meaningful interactions, personalized experiences, and ongoing engagement with customers across various digital platforms. Businesses that make digital marketing a priority and focus on customer-centric approach are more likely to succeed in today's competitive market.

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