

AN EMPIRICAL STUDY ON EFFECTIVENESS AND THE IMPACT OF DIGITAL MARKETING ON A FIRM'S SALES AND CUSTOMER EXPERIENCE – WITH REFERENCE TO HYDERABAD CITY

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Abstract

In the digital age, marketers face new challenges and opportunities. The use of electronic media by marketers to market their goods or services is known as digital marketing. Attracting customers and enabling them to engage with the company through digital media is the primary goal of digital marketing. The emphasis of this article is on the value of digital marketing to both businesses and consumers. We investigate how sales at the companies are impacted by digital marketing. This study also presents the distinctions between traditional marketing and digital marketing. This study has discussed several types of digital marketing, their effectiveness, and how they affect a company's sales. The analysed sample consists of 50 businesses and 50 Digital customers who were chosen at random sample to demonstrate the efficiency of digital marketing. The collected data has been examined using a variety of statistical methods and tools. The results are showing that Digital marketing having no boundaries Company can use any devices such as smart phones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority.

Keywords: Digital Marketing, Promotion, Effectiveness, Customer Reach.

Introduction

One style of latest marketing that is frequently employed by Marketers to advertise goods or services and connect with consumers through digitally mode is digital marketing. Internet marketing is just one aspect of digital marketing, which also includes offline channels. Mobile



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