

THE ROLE OF DIGITAL AND SOCIAL MEDIA MARKETING IN COMPETITIVE ADVANTAGE

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Abstract:-

Digital marketing refers to the advent of technologically based methods to traditional marketing that are aided by digital aspects. There are over 4.7 billion Indians on social media, and businesses are increasingly embracing the internet for promotion. To self-diagnose their troubles and create judgments approximately alternatives, ability clients rapidly flip to their personal networks and publicly to be had information - an increasing number of digital and social media platforms. It has progressively grown in popularity among marketers in both the business-to-customer (B2C) and business-to-business (B2B) sectors. However, more study has been conducted on how to use and exploit digital marketing and social media in the B2C situation, whereas there are fewer explanations for B2B scenarios. The current study was conducted to analyse the effect of digital and social media marketing in B2B firms and identify the issues in following B2B content-led marketing. Digital Marketing helps in reaching a massive audience in a cost-effective and measurable method. Digital marketing allows customers to communicate directly with the company. With the use of social media monitoring, manufacturers can acquire product feedback, sales leads, referrals, and initial reactions. Furthermore, being present on social media makes businesses more visible to search engines, generates organic search, and improves search engine optimization. Overall, B2B firms utilise social media as a supplemental marketing strategy; nevertheless, they must be present to be seen by search engines and, consequently, attract potential consumers and drive them to their website.

Keywords: Traditional marketing, Social-media, Business-to-Business, Business-to-consumer, Digital marketing, Search engines, Marketing strategy

Introduction

The business-to-business area has advanced fundamentally over the long haul. The coming of advanced advances and stages immensely affects advertising techniques. In this data hungry world, clients are turning out to be progressively engaged with the business cycle prior and prior. Advanced showcasing's job is to manage this change in the business cycle by contacting possibilities at the right second. To build up a solid brand presence and lift lead age and sustaining, organizations' B2B advanced showcasing procedures have been changed to incorporate computerized channels like email, web-based media, content promoting, etc.

In a B2B setting, digital marketing helps companies achieve the following essential marketing goals:

- **Establish Brand Presence:** Digital marketing contributes to the establishment of a strong brand presence with the audience by reaching out to prospects early on with a concentrated strategy. Content marketing is a major approach that has a significant influence by providing prospects with information and driving demand development.
- **Create a Communication Framework:** Using a variety of channels such as email, websites, search engines, social media, and so on, digital marketing creates a communication framework, increasing reach and allowing businesses to create an environment in which their target audience can easily connect with them.
- **Lead Generation and Nurturing:** Distributing data and information across several digital platforms and networks can help you generate more leads. Digital marketing allows for more relevant and focused targeting, resulting in more leads. Early in the sales process, providing instructional material to these prospects may help them create a product preference, nurture leads, and move them ahead.
- **Analytics, Insights and ROI:** Digital marketing provides relevant, up-to-date data, analytics, and a large range of options for assessing the return on investment of marketing approaches. This allows marketers to increase the efficacy of their digital marketing strategy by optimizing them. The B2B environment will continue to evolve as new technologies emerge, with digital and social media marketing playing an increasingly important role.

Manufacturing has become one of India's most rapidly expanding sectors. Mr. Narendra Modi, India's Prime Minister, launched the "Make in India" initiative to establish India as a manufacturing powerhouse and to elevate the Indian economy internationally. The government authority hopes to create 100 million new positions in the business by 2022.

Review of Literature

(Casidy & Nyadzayo, 2017).

According to **Cervera-Taulet (2009)**, business relationships have moved from transactional to solely keeping ties with business customers who are important to the organization. This might be explained by the fact that maintaining long-term commercial connections is more profitable than gaining new clients (**Akrout, Diallo & Chandon, 2016**). By solely retaining beneficial business connections, both parties gain from improved communication, innovation, and increased sales and profitability (**Gil-Saura, Frasset-Deltoro, & CerveraTaulet, 2009**). Investing in initiatives that improve the view of the business customers of the connection is critical as the relationship grows (**Casidy & Nyadzayo, 2017**). As a result, preserving the connection and customer happiness necessitates constant adapting to changes in what the consumers deem important (**Eggert, Ulaga, & Schultz, 2006**).

Bain & Company Inc. observations assist B2B service companies comprehend the breadth of client preferences and have recommended 40 essential "value pyramid models" for customer relationship management. They classified things into five categories: set percentages, tasks, ease of office work, customization, and motivating aspects.

According to **McKinsey and Compan (2018)** findings, B2B firms who can employ effective digital marketing technology in market operations would expand 5 times faster than conventional operators and be 30% more efficient. According to the poll, 46 percent of customers would be eager to purchase from providers via their website if the chance occurred and the service was successful. In 2018, just 10% of those who purchase online in the B2B sector did so.

Late showcasing writing, for instance, investigates B2C advanced advertising, with an emphasis on brand building and purchaser ventures including buy and post-buy exercises in both created (**Colicev et al. 2018; Dinner et al. 2014; Kumar et al. 2017; Li and Kannan 2014; Stephen and Galak 2012**) and arising economies (e.g., **Colicev et al. 2018; Dinner et**

al. 2014; Kumar et al. 2017). Work on B2B advanced showcasing, then again, is restricted to the created economy, with an attention on lead division and endorser commitment (**Bruce, Foutz, and Kolsarici 2012; Fang et al. 2015; Villanueva et al. 2008**). Therefore, there is a "information hole" in the B2B area, requiring a definite investigation of different advanced showcasing procedures.

The expressions "advanced showcasing" and comparative terms like "Web/internet advertising" are usually used to depict the utilization of innovation in promoting. In any case, there is no concession to what each expression implies, and the terms are regularly utilized conversely practically speaking. For instance, **Farrah (2010)** talks about Internet promoting under the heading "Understanding computerized advertising," however **Melewar and Smith (2003)** see Internet use hindrances under the heading "The antagonistic issues with web-based showcasing. "Despite the fact that the concepts are closely related and interconnected, digital marketing is used as a catch-all term in this study.

The idea of computerized advertising was picked since it is the most far reaching. Computerized showcasing is significantly more than only Internet correspondence, as **Wymbs (2011)** reminds out. The expression "advanced showcasing" alludes to an assortment of computerized stations, including the Internet, versatile and remote interchanges, and computerized TV (**Li, Li, He, Ward, and Davies, 2011**).

Aside from the hardships of recognizing computerized, Internet, and web-based showcasing, it's additionally hard to recognize advanced and web-based media thoughts, since social perspectives are continuously coordinated into the current intuitive advanced media environment (e.g., conversation gatherings, sharing buttons, and online journals implanted on sites). Without a doubt, even before the expression "web-based media" was set up, social parts of computerized showcasing, like upgrading commitment and advancing web-based discussions, were explored (**Sharma, 2002**).

As a result, we regard social media as a complement to, not a replacement for, conventional digital media, and as integrated elements, platforms, and tools of digital marketing that enable social engagement between businesses and consumer networks. As a result, digital marketing refers to the use of a variety of digital and social media tools by firms to develop client connections. Although B2C businesses have been quicker to adopt digital marketing

technology, B2B organizations have long outspent B2C businesses in terms of digital marketing investment (**Barwise & Farley, 2005; Sharma, 2002**).

Subsequently, prior computerized showcasing strategies like email promoting, advanced bulletins, and deals support materials have obviously discovered a spot in the B2B area. B2B organizations, then again, commonly battle to discover arrangements that are suitable for their advanced showcasing blend in the midst of the assortment of recently accessible online media stages. The very much archived online media achievements of a couple of B2C organizations (e.g., **Blendtec, Dunkin' Donuts, Ford Motor Company, KLM, Procter and Gamble, Starbucks**) are of little help to B2B advertisers thinking about how they may use web-based media to help B2B organizations accomplish their goals. The review focuses on the quantity of occurrences of B2B firms effectively utilizing online media apparatuses in their advanced showcasing to represent the capability of web-based media advances for B2B advertising targets.

It's important that the models are certainly not a total rundown of B2B online media devices; rather, they're an inspecting of stages that have gotten a great deal of press in the B2B web-based media writing (**Bodnar and Cohen, 2012; Gillin and Schwartzman, 2011; Handley and Chapman, 2011; Powell, Groves, and Dimos, 2011**).

Execution audit ought to consistently be founded on pre-characterized key objectives, as per most specialists (**Kaplan and Norton, 1996; McCunn, 1998; Neely and Bourne, 2000**). Likewise, promoting execution estimation should monitor how far showcasing goals have advanced (**Clark, 2001; Clark, Abela, and Ambler, 2006**).

With regards to estimating the exhibition of advanced showcasing against objectives, innovation improvements have given associations new computerized arrangements that are probably going to outperform old estimation strategies like overviews and meetings. For sure, as the significance of advanced promoting fills in the B2B area and firms shift their ventures from conventional advertising correspondences to computerized channels, estimation measures should be refreshed to dissect the commitments of computerized showcasing exercises to accomplishing objectives.

To increment computerized advertising execution estimation, something like two particular advanced arrangements might be utilized: web examination (WA) and online media checking

(SMM) programming. To start with, WA programming might be utilized to follow guest action on a business site using click-stream information. Firms might evaluate how openness to a specific advanced promoting activity on a particular stage prompts site traffic age and client activities like paying, downloading a pamphlet, or leaving the visit utilizing click-stream information (**Wilson, 2010**). Firms can utilize this strategy to survey the transient advantages of a specific advanced promoting effort; in addition, by looking at guests' route propensities, organizations can work on the construction and content of their sites. At last, if firms can connect click-stream information to individual data (for instance, by means of enrollment or membership), they might follow associations with a solitary guest after some time, measure commitment, and plan more designated advertising endeavors centered at that guest (**Phippen, Sheppard, and Furnell, 2004**).

Programming engineers constructed SMM instruments to supplement the information given by WA, permitting programmed checking and examination of advanced discussions (eWOM) in light of specific watchwords (**Pang and Lee, 2008; Sponder, 2012**). Practically speaking, SMM might be utilized to accumulate and pay attention to client input on an assortment of issues, including the organization, its items and brands, a particular advertising effort, contenders, and the business in general (**Blanchard, 2011; Godes and Mayzlin, 2004; Thomas and Barlow, 2011**). Assessment mining by SMM has become more plausible because of the developing measure of organization related eWOM, which takes into account the following and assortment of real data trades between people (**HennigThurau, Gwinner, Walsh, and Gremler, 2004; Liu, 2006**), and the choices for observing and dissecting have essentially extended lately (**Sharma, 2011**), inciting firms to report (**Bautin, Vijayarenu, and Skiena, 2008**). Mechanical advancements have made it conceivable to assess promoting adequacy in new and more compelling ways. Notwithstanding this, B2B organizations have normally neglected to exhibit the connection among promoting and any ensuing effect since they have less customers, less exchanges, and longer buying choice cycles (**Webster, Malter, and Ganesan, 2005**). It's muddled if this situation has changed because of the approach of new computerized estimation innovation.

Albeit the advantages of WA and SMM fluctuate by area and item type, early review discoveries recommend that computerized arrangements have helped B2B organizations in

the assembling business further develop their estimation abilities (**Järvinen, Töllinen, Karjaluoto, and Platzer, 2012**).

Therefore, we predict boundless utilization of advanced estimation gadgets in the B2B area. Regardless, it is apparent that web retailers are better ready to follow the way from advertising action openness to buy, and buyer items are bound to be talked about by a more extensive crowd. Therefore, regardless of whether we expect that advanced estimation instruments are broadly utilized, we contend that B2B firms' capacity to acquire quantitative advantages from computerized advertising is restricted.

A huge level of advanced advertising efforts misses the mark regarding their objectives and neglect to give the normal results (**Weber, 2009**). As the quantity of new advanced apparatuses develops, it's sensible that B2B organizations want more opportunity to sort out which ones are great for their businesses and how they might be used to accomplish showcasing objectives. As indicated by **Michaelidou et al. (2011)**, a critical part of B2B organizations accept that long range interpersonal communication destinations are pointless to their area. As indicated by this review, numerous B2B firms are as yet uncertain with regards to the advantages of to some extent some noticeable long range interpersonal communication stages utilized in the B2C area. The trouble in deciding profit from speculation (ROI) has been featured as one of the main hindrances to putting resources into computerized showcasing (**Marshall, Sor, and McKay, 2000**). The view of dangers is one more issue identified with sideways benefits. The absence of command over showcasing messages and their spread is considered as a critical peril when utilizing web-based media advances as a feature of the computerized promoting blend (**Cruz and Fill, 2008**).

Organizations might see dangers associated with the abilities they have accessible to saddle the new advanced showcasing devices, notwithstanding the dangers related with an absence of authority over the online media biological system. With the quick headway of innovation, it is obvious that numerous workers will battle to keep up. As per examines, an absence of wide specialized agreement and individual creativity among representatives is a vital deterrent to innovation reception (**Avlonitis and Panagopoulos, 2005; Frambach and Schillewaert, 2002; Mehrtens, Cragg, and Mills, 2001; Schillewaert, Ahearne, Frambach, and Moenaert, 2005**). Since the utilization of online media devices like websites, open conversation discussions, and person to person communication destinations

requires new kinds of conversational methodologies as opposed to single direction promoting messages (**Weinberg and Pehlivan, 2011**), organizations from an assortment of enterprises are probably going to confront critical difficulties in creating proper web-based media content. The board's investment is underlined when representatives' capacity to utilize advanced and online media innovations is restricted. Without a doubt, an absence of specialized or the executives help has been perceived as a vital hindrance to reception in a few exploration (**Ahearne et al., 2005; Avlonitis and Panagopoulos, 2005**). Supervisors should set exact assumptions for the utilization of a specific innovation (**Avlonitis and Panagopoulos, 2005**) and diagram the undertakings of every individual client to limit work over-burden and stress (**Honeycutt, Thelen, Thelen, and Hodge, 2005**). On the off chance that adequate assets are not accessible, worker task over-burden and stress are deteriorated; research has demonstrated that the significant boundaries to innovation reception are an absence of assets (e.g., time, cash, and staff) to appropriately take advantage of the new innovation (**Buehrer et al., 2005; Mehrtens et al., 2001**).

Objectives of the Study

- To look into how B2B firms employ digital and social media marketing.
- To develop the most efficient digital marketing strategy in order to maximize sales potential.
- To efficiently develop a digital and social media marketing campaign that reduces costs, increases inbound traffic, and improves search engine rankings.
- To identify the common issues in B2B firms for content-led marketing.

Research Methodology

Sampling

The study will employ a convenient sample technique to collect data. This will be based solely on our convenience and the availability of business correspondents to reply to the questionnaire.

Sources of Data

- **Primary Data:** Primary data will be collected based on mailed questionnaire.

Tools for Data Collection

- Mailed Questionnaire

Data Analysis

- The data obtained from the questionnaire, will be further analysed by using descriptive statistical tools.
- Relevant hypotheses will be framed and the same will be tested using appropriate tools namely, Chi-Square Test, T-test.

Analysis and Interpretation of Data

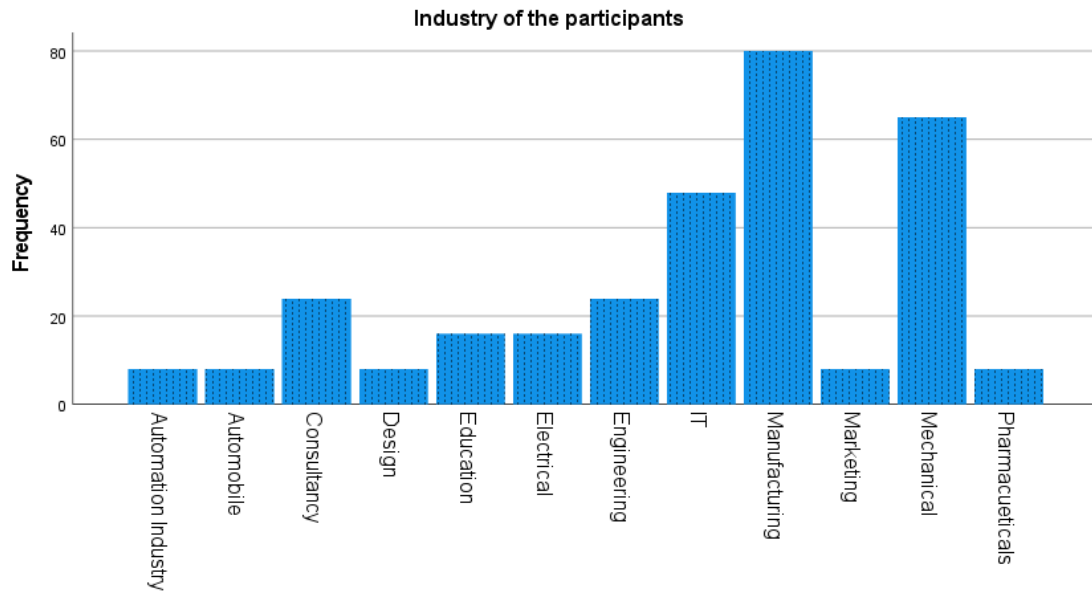
The use of digital and social media marketing in B2B companies:

Primary data collection was done based on the form of a questionnaire. A questionnaire comprising of 16 questions was shared across people working in various organizations to understand the usage of digital marketing in the organizations they work in. A total of 313 responses were received. The analysis with respect to each question is mentioned as below:

INDUSTRY OF THE PARTICIPANTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Automation Industry	8	2.6	2.6	2.6
	Automobile	8	2.6	2.6	5.1
	Consultancy	24	7.7	7.7	12.8
	Design	8	2.6	2.6	15.3
	Education	16	5.1	5.1	20.4
	Electrical	16	5.1	5.1	25.6
	Engineering	24	7.7	7.7	33.2
	IT	48	15.3	15.3	48.6
	Manufacturing	80	25.6	25.6	74.1
	Marketing	8	2.6	2.6	76.7
	Mechanical	65	20.8	20.8	97.4

Pharmaceuticals	8	2.6	2.6	100.0
Total	313	100.0	100.0	



INDUSTRY OF THE PARTICIPANTS

Inference:

The participants of the survey belonged to different industries which included automobile, automation, consultancy, Design, Education, Electrical, Engineering, IT, Manufacturing, Marketing and Pharmaceuticals.

As per the analysis the employees of B2B or B2C Participated in the survey for which the details are as follows:

TYPE OF COMPANY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B2B	227	72.5	72.5	72.5
	B2C	86	27.5	27.5	100.0
	Total	313	100.0	100.0	

Inference:

As per the statistics a majority of the audience were people working in B2B firms with 227 participants and 86 participants from B2C firms. Since the major focus of the study is on B2B firms so is the data collected from the survey.

The company size of the participants is depicted in the graph below along with the statistical table.

STATISTICAL DETAILS OF THE SIZE OF THE COMPANY

		Company Size			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	2.2	2.2	2.2
	6	7	2.2	2.2	4.5
	12	12	3.8	3.8	8.3
	15	12	3.8	3.8	12.1
	25	20	6.4	6.4	18.5
	35	6	1.9	1.9	20.4
	50	42	13.4	13.4	33.9
	100	75	24.0	24.0	57.8
	110	12	3.8	3.8	61.7
	120	32	10.2	10.2	71.9
	132	7	2.2	2.2	74.1
	135	6	1.9	1.9	76.0
	140	6	1.9	1.9	78.0
	150	7	2.2	2.2	80.2
	180	7	2.2	2.2	82.4
	200	28	8.9	8.9	91.4
	210	6	1.9	1.9	93.3
	230	7	2.2	2.2	95.5
	250	7	2.2	2.2	97.8
	350	7	2.2	2.2	100.0
Total		313	100.0	100.0	

COMPANY SIZE OF THE PARTICIPANTS

Inference:

As per the statistics a majority of the firms had 50-120 people working in B2B firms. Since the major focus of the study is on B2B firms so is the data collected from the survey.

The company size of the participants is depicted in the graph above along with the statistical table.

OVERALL DIGITAL MARKETING PERFORMANCE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Expectations	48	15.3	15.3	15.3
	Exceeded Expectations	72	23.0	23.0	38.3
	Met Expectations	193	61.7	61.7	100.0
	Total	313	100.0	100.0	

A vast majority of respondents, 61.66 percent, stated that they "meet expectations" for their digital marketing in 2021. At 15.34 percent, the next biggest group indicated "below expectations." Only 23 percent of respondents indicated that they had exceeded their digital marketing objectives.

It's an intriguing shift from previous studies, in which the majority of respondents matched their expectations, but the next biggest group surpassed them. In 2021, it appears that many marketers were content to just stay on course.

In terms of SEO, Google has been leaning toward displaying information directly on search results pages — both through highlighted snippets and Google My Business material. This change makes it more difficult for marketers to direct traffic all the way to their website. While this is not ideal, it may necessitate modifying goals to incorporate data on interaction on Google's off-site services as well.

In terms of social media, almost all platforms have been actively tweaking their algorithms to reduce organic reach and promote sponsored postings. This implies that if you don't add a sponsored component or make your organic postings more "engaging," you'll have a hard time meeting your social media goals in the future.

THE PRIMARY GOALS FOR DIGITAL MARKETING IN THE COMPANIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lead Generation	35	11.2	11.2	11.2
	Product Purchase	20	6.4	6.4	17.6

Web Traffic	25	8.0	8.0	25.6
Hiring Employees	25	8.0	8.0	33.5
Customer Resource	148	47.3	47.3	80.8
Brand Awareness	60	19.2	19.2	100.0
Total	313	100.0	100.0	

As per the survey conducted, the goal of most of the companies was to turn one's website into a tool for brand recognition, lead generating, and resource for existing customers.

Savvy marketers are beginning to recognize that plain "web traffic" is a less significant statistic to track. It is more essential to consider the quantity of leads that the company is receiving and how the website helps existing client relationships.

DIGITAL METHODS MOST EFFECTIVE IN THE ORGANIZATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Email Marketing	40	12.8	12.8	12.8
	Link Building	21	6.7	6.7	19.5
	Other	35	11.2	11.2	30.7
	Paid Advertising	42	13.4	13.4	44.1
	Search Engine Optimization	63	20.1	20.1	64.2
	Social Media	56	17.9	17.9	82.1
	Website Content	56	17.9	17.9	100.0
	Total	313	100.0	100.0	

The king is still the content! Similarly, to our 2020 study, the majority of marketing professionals ranked "Website Content" as the most successful technique of digital marketing.

With social media and email marketing still playing a significant part in most businesses' digital marketing strategies, the study results highlight the significance of delivering relevant website content to the visitors.

BIGGEST CHALLENGES OF 2021

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Budget too small	48	15.3	15.3	15.3
	Data hard to track	28	8.9	8.9	24.3
	Lack of knowledge	78	24.9	24.9	49.2
	Little or no strategy	72	23.0	23.0	72.2
	Low Executive buy-in	42	13.4	13.4	85.6
	Other	45	14.4	14.4	100.0
	Total	313	100.0	100.0	

The majority of those who participated in the survey said that one of their most difficulties was having "little or no strategy." A lack of information or expertise came in second place. These two are almost certainly linked. As it is difficult to develop a successful digital marketing strategy without a solid understanding of how to measure and execute company plan.

Only around a quarter of those who replied said their budget or executive team were restricting their efforts. These figures appear to be dropping as firms realize the value of digital marketing in their overall performance.

TABLE 1: FREQUENCY OF UPDATING CONTENT ON YOUR WEBSITE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	30	9.6	9.6	9.6
	Monthly	126	40.3	40.3	49.8
	Weekly	80	25.6	25.6	75.4
	Yearly	77	24.6	24.6	100.0
	Total	313	100.0	100.0	

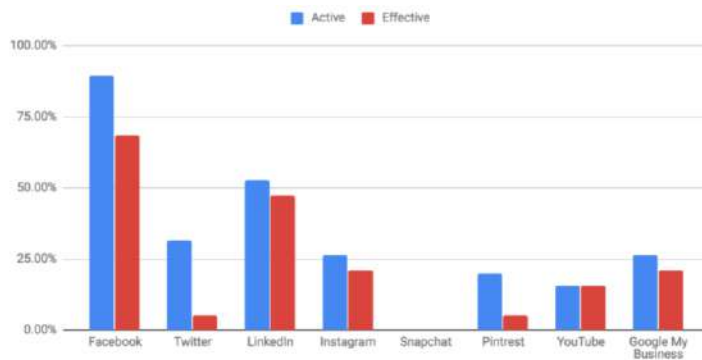
Almost half of those polled, 40.26 percent, indicated they update their website on a monthly basis. More regular weekly updates were preferred by 25.56 percent of respondents. Almost one-tenth claimed they undertake yearly upgrades, and 9.58% stated they make changes on a daily basis.

It is apparent that many marketers' objective is to "get something up each month." Which isn't a terrible technique for keeping website content up to date on a regular basis. If feasible,

attempting to get closer to weekly updates for a little more value on the content/SEO side is a better option.

Those 10% of people who only conduct yearly upgrades might expect their organic reach on their website to decline over time. Less frequent updates are more often the result of a lack of plan combined with inadequate content sections incorporated into their website (blog, project gallery, resource library, etc.).

GRAPH FOR SOCIAL MEDIA ON WHICH THE COMPANY IS ACTIVE



Facebook and LinkedIn were the social media sites where marketing professionals were most engaged. Twitter, Instagram, and Google My Business were all trailing, with just roughly one in every four businesses regularly publishing on those channels.

What’s fascinating is to see which social media sites were deemed “effective.” The difference between the blue and red bars reflects the number of respondents that utilise a platform but do not feel it useful for their business. The closer the bars are, the more successful a platform is.

Facebook was the most popular, although around 20% of those who used it thought it was ineffective. Twitter took a battering, with 32% of people engaged on it and 5% rating it as effective.

When we look at LinkedIn, YouTube, and Google My Business, you will discover that the majority of individuals who use them find them to be useful. This may serve as a signal to people who are not already utilising such platforms to give them a try.

PAID ADVERTISING DATA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bing Ads	18	5.8	5.8	5.8
	Facebook/Instagram	38	12.1	12.1	17.9
	Google Ads	34	10.9	10.9	28.8
	None	51	16.3	16.3	45.0
	Other	57	18.2	18.2	63.3
	Trade Associations	115	36.7	36.7	100.0
	Total	313	100.0	100.0	

It was a mixed bag of where individuals were spending their internet advertising cash. Google, Facebook/Instagram, and “other” channels all accounted for approximately 25% of total spend. Bing was only being used by around 5% of those polled.

Just about half of those polled indicated that they undertake no paid advertising at all. This is really a larger sample size. Is it possible that folks were not obtaining the desired results? With this high-level inquiry, it's difficult to say.

With organic results becoming increasingly difficult to attain, paid digital advertising is expected to remain an essential component of a digital marketing plan in the years ahead.

WAYS OF MAKING DIGITAL MARKETING STRATEGY EFFECTIVE IN 2021

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Planning	88	28.1	28.1	28.1
	Increased Budget	33	10.5	10.5	38.7
	Increased Employee Resources	51	16.3	16.3	55.0
	No Changes	81	25.9	25.9	80.8
	Other	12	3.8	3.8	84.7
	Training or Knowledge Improvement	48	15.3	15.3	100.0
	Total	313	100.0	100.0	

So, the important question is, how will the marketing strategy improve? The majority of respondents said that they will prioritise training and knowledge enhancements in 2022. This was quickly followed by improved planning. These findings mirrored those of the previous year's problems.

The number of respondents who indicated a need for a greater budget or increased resources from their firm was down from our last poll. Again, this is consistent with the trend of more firms realising the necessity of a digital marketing plan.

**TABLE 2: DESCRIPTIVE STATISTICS FOR THE DATA
COLLECTED**

	Descriptive Statistics											
	N Statistic	Range Statistic	Minimum Statistic	Maximum Statistic	Mean		Std. Deviation Statistic	Variance Statistic	Skewness		Kurtosis	
					Statistic	Std. Error			Statistic	Std. Error	Statistic	Std. Error
Company Type	313	1	1	2	1.27	.025	.447	.200	1.014	.138	-.978	.275
Company Size	313	347	3	350	106.74	4.175	73.865	5456.005	.899	.138	1.027	.275
How was your overall digital marketing performance in 2021?	313	2	1	3	1.54	.042	.746	.557	.991	.138	-.509	.275
What were the primary goals for your digital marketing?	313	5	1	6	4.31	.089	1.578	2.491	-1.019	.138	-.196	.275
What digital methods were most effective for your organization?	313	6	1	7	4.21	.123	2.170	4.707	-.234	.138	-1.405	.275
What were your biggest challenges in 2021?	313	5	1	6	3.53	.089	1.577	2.487	-.065	.138	-.915	.275
How often are you updating content on your website?	313	3	1	4	2.80	.052	.920	.847	-.334	.138	-.720	.275
Which social media are you active on? Which are effective?	313	6	1	7	3.73	.116	2.058	4.237	.174	.138	-1.186	.275
What paid advertising are you doing?	313	5	1	6	4.39	.091	1.618	2.618	-.631	.138	-.865	.275
How are you making your digital marketing strategy more effective in 2021?	313	5	1	6	3.13	.098	1.737	3.016	.231	.138	-1.118	.275
Valid N (listwise)	313											

Chi-Square Test

A Chi-Square test was done on the types of the companies, i.e B2B and B2C on how the performance has been in the year 2020-2021 in their respective companies.

Null Hypothesis –

H0: There exists no significant difference in B2B companies meeting the expectations of the overall performance of Digital Marketing Strategies for the year 2020-2021.

Alternate Hypothesis –

H1: There exists a significant difference in B2B companies meeting the expectations of the overall performance of Digital Marketing Strategies for the year 2020-2021.

CROSS TABULATION

Count

		How was your overall digital marketing performance in 2021			
		Met Expectations	Exceeded Expectations	Below Expectations	Total
Company Type	B2B	129	56	42	227
	B2C	64	16	6	86
Total		193	72	48	313

CHI-SQUARE TESTS

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	9.530 ^a	2	.009
Likelihood Ratio	10.371	2	.006
Linear-by-Linear Association	9.490	1	.002
N of Valid Cases	313		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.19.

Therefore, $\chi^2 = \sum(O_i - E_i)^2/E_i = 9.530$ as per the Pearson Chi Square Test. Let's see how it compares to the chi-square value at the 0.05 significance level. The degrees of freedom are equal to $3 - 1 = 2$. The critical value for a 0.05 significance level for $df = 2$ is 5.99, according to the table. That indicates that a survey that agrees with a sample will have a χ^2 value of 5.99 or less 95 times out of 100.

Because the Chi-square statistic is just 9.530, we will reject the null hypothesis and accept the alternative hypothesis: 'There exists a significant difference in B2B companies meeting the expectations of the overall performance of Digital Marketing Strategies for the year 2020-2021.'

T-test

An independent sample test was conducted on the B2B companies to understand what the primary goals were, what were the digital methods used and what social media the company was active on.

Hypothesis 1:

Null Hypothesis –

H0: There exists no significant difference in B2B and B2C companies in achieving the primary goals in Digital Marketing.

Alternate Hypothesis –

H1: There exists a significant difference in B2B and B2C companies in achieving the primary goals in Digital Marketing.

Hypothesis 2:

Null Hypothesis –

H0: There exists no significant difference in B2B and B2C companies in determining the most effective methods in Digital Marketing.

Alternate Hypothesis –

H1: There exists a significant difference in B2B and B2C companies in determining the most effective methods in Digital Marketing.

Hypothesis 3:

Null Hypothesis –

H0: There exists no significant difference in B2B and B2C companies in determining the effective social media tools for Digital Marketing.

Alternate Hypothesis –

H1: There exists a significant difference in B2B and B2C companies in determining the effective social media tools for Digital Marketing.

TABLE 3: GROUP STATISTICS FOR T-TEST

		Group Statistics				
		Company Type	N	Mean	Std. Deviation	Std. Error Mean
What were the primary goals for your digital marketing?	B2B		227	4.33	1.532	.102
	B2C		86	4.26	1.702	.184
What digital methods were most effective for your organization?	B2B		227	4.35	2.045	.136
	B2C		86	3.86	2.445	.264
Which social media are you	B2B		227	3.64	2.083	.138

active on? Which are effective? B2C	86	3.97	1.985	.214
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TABLE 4: INDEPENDENT SAMPLES TEST

		Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	Lower	Upper
						One-Sided p	Two-Sided p				
What were the primary goals for your digital marketing?	Equal variances assumed	3.297	.070	.395	311	.347	.693	.079	.200	-.315	.473
	Equal variances not assumed			.376	140.202	.354	.707	.079	.210	-.336	.494
What digital methods were most effective for your organization?	Equal variances assumed	7.563	.006	1.781	311	.038	.076	.488	.274	-.051	1.026
	Equal variances not assumed			1.644	132.526	.051	.103	.488	.297	-.099	1.074
Which social media are you active on? Which are effective?	Equal variances assumed	5.080	.025	-1.253	311	.106	.211	-.326	.260	-.839	.186
	Equal variances not assumed			-1.281	160.216	.101	.202	-.326	.255	-.830	.177

- For **Hypothesis 1** Since $p > .693$ is greater than our chosen significance level $\alpha = 0.05$, we can accept the null hypothesis, and conclude that the mean in B2B and B2C companies in achieving the primary goals in Digital Marketing is significantly different.
- For **Hypothesis 2** Since $p > .076$ is greater than our chosen significance level $\alpha = 0.05$, we can accept the null hypothesis, and conclude that There exists no significant difference in B2B and B2C companies in determining the most effective methods in Digital Marketing.
- For **Hypothesis 3** Since $p < .211$ is greater than our chosen significance level $\alpha = 0.05$, we can accept the null, and conclude that there exists no significant difference in B2B and B2C companies in determining the effective social media tools for Digital Marketing.
- The distinction between B2C and B2B selling is blurring due to changes in technology and customer behaviour.
- Building an emotional connection on top of your product's functionality, keeping your brand relevant to your core audience, and enabling seamless consumer involvement across various channels such as mobile and online are major emphasis areas in both B2B and B2C industries.
- Docmation can help you manage, monetize, and improve your digital business as it grows, whether your end user is a single client or another organisation.
- In comparison to B2C, B2B involves more decision-makers, although both groups include actual people as their target audience.

- Both marketing methods necessitate superior customer service and a better overall consumer experience. While B2B sales may have reasonable motives, tailored experiences are still required to engage, convert, nurture, and close transactions.
- Customers must be at the centre of the sales process, and the firm must deliver outstanding customer service. To produce sales, the client must come first.
- The primary focus should be on resolving customer issues. Defining the ideal client profile and buyer's journey aids in the development of successful sales tactics.
- Customers in both B2B and B2C are becoming more conscious of the need of authenticity and trustworthiness in order to be engaged. As a result, marketers in both sorts of businesses must create trust and drive sales.
- To prevent losing clients to rivals, coordinated marketing tactics are crucial in online and offline interactions, whether B2B or B2C.

Findings and Conclusion

- A vast majority of respondents, 69.6 percent, stated that they "meet expectations" for their performance in digital marketing for the year 2021.
- As per the survey conducted, the goal of most of the companies was to turn one's website into a tool for brand recognition, lead generating, and resource for existing customers.
- Savvy marketers are beginning to recognize that plain "web traffic" is a less significant statistic to track. It is more essential to consider the quantity of leads that the company is receiving and how the website helps existing client relationships.
- The king is still the content! Similarly, to our 2020 study, the majority of marketing professionals ranked "Website Content" as the most successful technique of digital marketing.
- With social media and email marketing still playing a significant part in most businesses' digital marketing strategies, the study results highlight the significance of delivering relevant website content to the visitors.
- The majority of those who participated in the survey said that one of their most difficulties was having "little or no strategy." A lack of information or expertise came in second place. These two are almost certainly linked. As it is difficult to develop a successful digital marketing strategy without a solid understanding of how to measure and execute company plan.

- Only around a quarter of those who replied said their budget or executive team were restricting their efforts. These figures appear to be dropping as firms realize the value of digital marketing in their overall performance.
- Almost half of those polled, 47.4 percent, indicated they update their website on a monthly basis.
- It is apparent that many marketers' objective is to "get something up each month." Which isn't a terrible technique for keeping website content up to date on a regular basis. If feasible, attempting to get closer to weekly updates for a little more value on the content/SEO side is a better option.
- Those 10% of people who only conduct yearly upgrades might expect their organic reach on their website to decline over time. Less frequent updates are more often the result of a lack of plan combined with inadequate content sections incorporated into their website (blog, project gallery, resource library, etc.)
- Facebook and LinkedIn were the social media sites where marketing professionals were most engaged. Twitter, Instagram, and Google My Business were all trailing, with just roughly one in every four businesses regularly publishing on those channels.
- What's fascinating is to see which social media sites were deemed "effective." The difference between the blue and red bars reflects the number of respondents that utilise a platform but do not feel it useful for their business. The closer the bars are, the more successful a platform is.
- Facebook was the most popular, although around 20% of those who used it thought it was ineffective.
- When we look at LinkedIn, YouTube, and Google My Business, you will discover that the majority of individuals who use them find them to be useful. This may serve as a signal to people who are not already utilising such platforms to give them a try.
- It was a mixed bag of where individuals were spending their internet advertising cash. Google, Facebook/Instagram, and "other" channels all accounted for approximately 25% of total spend. Bing was only being used by around 5% of those polled.
- Just about half of those polled indicated that they undertake no paid advertising at all. This is really a larger sample size. Is it possible that folks were not obtaining the desired results? With this high-level inquiry, it's difficult to say.

- With organic results becoming increasingly difficult to attain, paid digital advertising is expected to remain an essential component of a digital marketing plan in the years ahead.
- So, the important question is, how will the marketing strategy improve? The majority of respondents said that they will prioritise training and knowledge enhancements in 2022. This was quickly followed by improved planning. These findings mirrored those of the previous year's problems.
- The number of respondents who indicated a need for a greater budget or increased resources from their firm was down from our last poll. Again, this is consistent with the trend of more firms realising the necessity of a digital marketing plan.

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