

A DIGITAL MARKETING FRAMEWORK FOR BRAND SUCCESS

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ABSTRACT

The primary goal of this study is to investigate various marketing frameworks and how they affect brands. The impact of the chosen factors—Access, Sharing, Relationship, Cultivation, and Purpose; and the 3Cs (Creating, Organizing, and Working)—on brands is another goal of this study. Additionally, the goal of this research is to create a thorough foundation for digital marketing for brands. Data was gathered using the primary approach in order to meet the goals and objectives of this study. Sales managers and staff members are given closed-ended questions as part of this strategy. Elements like engagement, sharing, and accessibility also influence brand success on online platforms. The present study looks at a number of digital marketing frameworks that marketers use to advertise items to consumers, including the RACE digital planning framework, the Ten Cs of Modern Economic Marketing, and the 4Cs of Marketing Communications. Other than that, this study has a lot of concepts and references. There are certain limitations to this study as well as potential areas for further investigation. This study offers a concise summary of how digital marketing messages affect customer attitudes toward purchases and the criteria they use to make decisions about goods and services. According to this study, brands may build a solid client base and engage with consumers at a reasonable cost by offering the appropriate goods and business details.

Key Words: Search Engine Optimization (SEO), Pay-Per-Click (PPC), Social Media Marketing (SMM), Economic Marketing, and

Introduction

Digital marketing is the practice of connecting with potential customers and

promoting goods and services through the use of digital platforms and technology. It is a highly effective and adaptable

technology that can be used in a variety of ways to connect with people worldwide. Mobile phones, PCs, and other digital media and platforms are only a few of the digital technologies that are used in digital marketing to spread promotional messages. Depending on the aims and objectives of the campaign, it can be applied to both business-to-business (B2B) and business-to-consumer (B2C) marketing. Personalized communications, improved ROI (return on investment), increased reach, and improved targeting are just a few of the special advantages that come with digital marketing. Companies can also keep up with emerging trends in marketing. Businesses may utilize digital marketing to reach audiences and boost visibility with the correct plans and techniques.

Due to its efficiency, affordability, and greater control over advertising objectives, digital marketing is a well-liked method of reaching potential clients. SEO, PPC, SMM, and email marketing are examples of digital marketing channels that are used to develop and distribute marketing messages as well as track the effectiveness of marketing campaigns. The following are some crucial details regarding digital marketing:

- Spending on digital advertising will reach \$491.7 billion in 2021, a 16.2% increase in 2022. With 34% of all online traffic coming from

organic search, it is the most widely used digital media platform.

- On average, businesses should allocate 9% of their overall marketing expenditure to digital platforms.
- This year, over half of the money spent on digital ads
- Email marketing efforts yield an average return on investment (ROI) of \$44 for every \$1 invested. With 87% of marketers utilizing video content in their campaigns, it is the type of online content that is expanding at the fastest rate. Regular monitoring, measurement, and optimization of digital marketing enables marketers to make necessary strategy adjustments.

Digital Marketing

Promoting goods and services via digital platforms like social media, email, mobile devices, and search engine optimization is known as digital marketing. Through digital media, this type of marketing aids businesses in connecting with consumers, fostering connections, and increasing sales. To establish an efficient digital environment, digital marketing combines analytics, social media, content marketing, SEO, SEM, email marketing, telemarketing, and other techniques.

Through digital marketing,



businesses may effectively reach their customers and engage in meaningful interactions with them. This makes it possible for companies to craft customized communications for their clients, which boosts buy intent and message memory. Corporations can also use digital channels to monitor consumer behavior and spot opportunities. Marketers may better understand consumer requirements and want to customize their offerings by utilizing digital analytics and other data-based technologies. Because digital marketing can reach individuals worldwide, it also enables businesses to reach a wider audience than traditional marketing techniques.

Digital marketing is an important tool for driving business growth and success, from sending targeted ads to creating engaging content. This allows companies to provide clients with individualized messages that create enduring relationships while also successfully reaching their target demographic.

Develop a digital marketing strategy.

A key component of any successful firm is creating a digital marketing plan. Ensuring that your digital marketing activities are successful in reaching your intended objectives entails preparation, research, and execution. A carefully thought-out digital marketing approach

can help you reach your target audience, build brand awareness, and boost sales.

The following factors should be taken into account while creating a digital marketing strategy:

1. Establish your objectives - Establishing your goals is the first stage in developing a successful digital marketing plan. Decide what you hope to accomplish and what measures you will use to gauge your progress.

2. Determine your target audience: Knowing who your digital marketing efforts are aimed at is crucial. To learn more about your audience and their needs, conduct research and develop customer personas.

3. Select your digital channels: Each channel has advantages, so it's critical to know which ones work best for your digital marketing plan. To reach your target audience, consider email advertising, social media, SEO, video content, and other strategies.

4. Create your content strategy: Any effective digital marketing plan must include content. Make a content strategy that incorporates many content formats, including blog entries, videos, infographics, and more. Track and evaluate the outcomes following the adoption of digital marketing

Tools and channels for digital marketing

Since digital marketing is complex, there are numerous tools available to

assist you in reaching your objectives. You can contact your target audience using a variety of digital strategies, such as sponsored search, display advertising, social media marketing, email marketing, and more. Understanding the various kinds of digital tools and channels is essential to creating a successful digital marketing plan.

Email marketing is one of the earliest types of digital marketing. Its goal is to increase consumer engagement and sales. Lead nurturing, customer acquisition, and brand exposure can all be achieved using email campaigns. Another effective tool for digital marketers is social media, which enables them to interact with audiences through interesting content, boost website traffic, and cultivate client relationships. Effective digital marketing strategies that assist companies in reaching their target audience with pertinent offers and messaging include paid search and display advertising.

Content marketing—another crucial component of digital marketing—involves producing engaging, entertaining, or instructive information to engage consumers and foster relationships. Content can be created as webinars, e-books, blogs, videos, infographics, and more. Because it helps companies rank higher on search engine results pages when prospective clients look for relevant

keywords, SEO (Search Engine Optimization) is essential to digital marketing. Lastly, there are advantages to internet networking.

Challenges of digital marketing

There are difficulties with digital marketing. As a digital marketer, you must understand the issues that crop up in your marketing initiatives and be ready to solve them.

A few of the most common challenges in digital marketing include:

1. **Stay up to date:** New platforms and technology are constantly being developed, and digital marketing is always changing. It can be challenging to keep up with the newest trends and ensure that your initiatives are adjusted for optimal outcomes.
2. **Engage your audience:** Another problem is figuring out who your audience is and how to interact with them. You must be aware of your audience's online locations, the platforms they use, and the best ways to interact with them directly through your message or content.
3. **Return on investment measurement:** Gauging the ROI of digital marketing initiatives can be challenging. This makes it difficult to determine which actions are



effective and which require modification or improvement.

- 4. **Manage Several Channels:** It might be difficult for marketers to oversee several digital marketing channels at once. Ensuring that every channel is properly maintained and up to date with the most recent information or messages requires a significant amount of time and work.
- 5. **Be quick to adjust:** To keep ahead of the competition, you must quickly adapt to changing trends in digital marketing.

Goal

The goal of this research is to develop a framework for effective digital marketing for brands. Other goals include the following:

- Analyzing various brand marketing frameworks and techniques.
- Examine how the chosen elements—Relationship, Concept, Purpose, Access, Share, and the 3Cs (Creation, Conformity, and Function)—affect the brand.
- Create a thorough foundation for digital marketing for brands.

Scope of the study

The study is helpful because it offers significant new information about digital marketing prospects and how they affect consumers and brands. According to the survey, there are various approaches to

implementing digital marketing using digital channels, including internal platforms and digital tools. This includes conducting online marketing using creative, visual, and audio content on websites, social networking sites, YouTube, and online forums, among other digital platforms. Effective communication with customers also entails using digital tools like computers, digital televisions, and mobile phones. According to research, digital marketing is crucial for firms to maintain their competitiveness and raise consumer awareness of their products. Digital marketing offers e-commerce platforms that let customers select products and services at any time and from any location (Heath, 2018). Therefore, it can be concluded that digital marketing is very beneficial for brands because it helps to create interactions with retailers/brands through messages and feedback, bridging the gap between the marketers/brands and consumers. Therefore, brands can reduce the problems they face when adopting digital marketing by taking steps like hiring skilled workers, using new technologies, and coming up with creative marketing plans.

Research sample

Research technique and research philosophy are comparable and applicable to the field of research procedures. It alludes to the concepts, convictions, or

ideals that direct researchers while they work. Ontology, epistemology, and methodology are the three components that make up the concept of research philosophy. Apart from emphasizing ontology, it is grounded in the veracity of facts. Engaging with facts aids in evaluating the veracity of information. The theoretical interpretation of facts is the foundation of the epistemological viewpoint. Uses thematic analysis of facts to present information based on theory. This approach, on the other hand, makes use of instruments and techniques for gathering the data required for the study.

Methods of research

Researchers employ research methods as a means of elucidating their findings. It aids in data analysis and interpretation techniques and is a crucial step in the research process. Research methods are in charge of giving researchers the instruments and techniques they need to quickly get the data they need for their studies (Creswell & Creswell, 2017). Qualitative, quantitative, and mixed methods are the three categories into which research methodologies fall. It is described as a market research method that collects data through candid conversation and communication despite its emphasis on qualitative research techniques. Instead of concentrating on the "why" aspect of the question, the primary goal of qualitative

research methods is to obtain answers to the "why" side of the question. Non-statistical techniques like small and huge numbers are included.

Email marketing: - is a highly clever and powerful strategy for boosting conversion rates by generating leads and sales. By presenting alluring offers that persuade individuals to pick one brand over another, this strategy retains and fosters engagement from current clients while drawing in new ones. Additionally, it facilitates the development of a personal connection between the clients. One of the most well-known companies that have an integrated strategy for utilizing cutting-edge technologies through creative and successful advertising campaigns is Google.

Humans are visual consumers, meaning they take in information through visual components like pictures, movies, and photographs. By providing customers with useful information, video marketing techniques have also emerged as one of the most important instruments for building brand engagement. A Chinese startup called Coca-Cola makes customized cans using augmented reality (AR) technology. To get ready for the crisis, they put into action a four-phase digital transformation plan that encompassed enhanced customer experience and business change. Thus, all of the aforementioned advertising may



be considered a digital marketing strategy that enables organizations to embrace innovative concepts and connect with a large audience, consequently increasing their efficiency and productivity.

Techniques for gathering data

One of the most crucial aspects of the research process is data collecting, which involves utilizing a variety of instruments and techniques. Both primary and secondary data collection techniques are covered. The needs of the study and the kind of data the researcher wishes to gather determine the information-gathering techniques (Marczyk, DeMatteo, & Festinger, 2020).

Master information

It is direct data collection when information is initially gathered from interviews, with an emphasis on primary data. The researcher visits the respondents to collect information for the study using what is known as the direct data collection approach. The primary techniques for gathering data include focus groups, surveys, questionnaires, experiments, interviews, and observation. A closed questionnaire was utilized to get quantitative data, and an open questionnaire was used to gather qualitative data. Survey techniques that use questionnaires to gather information can also be used to gather quantitative

data. According to Fellow and Liu (2021), this is regarded as a fundamental technique for gathering primary data from respondents in general. The primary data collection technique now in use was introduced to gather information from a chosen group of respondents. It involves employing questionnaires as research tools for case studies, as well as survey approaches to collect data. The primary goal of research methodologies is to gather information from a chosen sample group. Respondents are sent questionnaires as part of the questionnaire research approach. Digital marketing managers and other service industry staff will have a closed-ended interview that will cover a number of topics that are important to the brand's performance on online platforms, including inclusiveness, sharing, and accessibility.

Since the researcher is free to choose samples depending on what is most convenient for the research, sampling is based on his ability to do so. A straightforward random sampling technique was used to choose the 250 digital marketers who participated in this survey, giving each person an equal chance of being chosen. Using basic random sampling, 150 samples were examined for this article.

Table 1.1

Gender Wise Classification

Gender	No. of Respondents	Percentage	Valid Percent	CumulativePercent
Male	54	36.0	36.0	36.0
Female	79	64.0	64.0	100
Total	150	100.0	100	

Sources: Primary Data

The frequency and percentage of the gender variable are displayed in the table below; 64% of participants were female, and 36% were male. The percentage of men and women is also shown in the bar chart.

Table 1.2

Age Wise Classification of the respondent

Age	No. of Respondents	Percentage	Valid Percent	CumulativePercent
21-30 Years	22	14.4	14.4	14.4
31-40 Years	53	35.2	35.2	49.6
41-50 Years	34	22.8	22.8	72.4
51-60 Years	18	12.0	12.0	84.4
Above 60 Years	23	15.6	15.6	100.0
Total	150	100.0	100.0	

Sources: Primary Data

The numerical index's percentage and frequency are displayed in the table below. According to the poll data, the majority of respondents (35.2%) were in the age range of 31 to 40. Variable percentages are also shown in bar charts.

Table 1.3

Educational qualification of the respondent

Educational Qualification	No. of respondents	Percentage	Valid Percent	CumulativePercent
HSC	16	10.8	10.8	10.8
UG	112	74.4	74.4	85.2
PG	22	14.8	14.8	100.0
Total	150	100		

Sources: Primary Data



The table below displays the frequency and proportion of educational factors. According to the poll, the majority of respondents, or 74.4% of the total, were graduates. Additionally, the bar chart displays various percentages of education.

Table 1.4

Income-wise Classification of the Respondents

Monthly income	No. of Respondents	Percentage	Valid Percent	CumulativePercent
Rs10000-30000	24	16.0	16.0	16.0
Rs.30001-60000	28	18.8	18.8	34.8
Rs.60001-90000	71	47.2	47.2	82.0
Rs.90001 and above	27	18.0	18.0	100.0
Total	150	100		

Sources: Primary Data

The frequency and proportion of guaranteed income are displayed in the table below. According to the analysis, the majority of respondents (47.2%) are in the 60,001–90,000 salary range. Percentages for different categories are shown in bar charts various categories.

Table 1.5

Tenure in Organization

No of Years	No. of Respondents	Percentage	Valid Percent	CumulativePercent
0-2 year	85	56.4	56.4	56.4
3-5 year	16	10.8	10.8	10.8
5-7 year	36	24	24	24
7 years above and	13	8.8	8.8	8.8
Total	150	100	100	100

Source: Primary Data

The table below displays the frequency and percentage of factors affecting working time in the company. Of the respondents, the largest percentage (56.4%) had 0–2 years of experience. Variable percentages are also shown in bar charts.

The consistency of the data is referred to as reliability. The dependability of the data was examined using the Cranach alpha method. The data is considered reliable for analysis if the value is greater than 0.7.

Reliability Statistics	
Cronbach's	No of Items
.837	12

The data in the preceding table is consistent and will, therefore, be dependable for the analysis, as indicated by Cronach's alpha score of 0.837.

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Reliability Statistics	
Cronbach's Alpha	N of Items
.850	6

The data in the preceding table is consistent and will therefore be dependable for the analysis, as indicated by Cronbach's alpha score of 0.850.

	Cronbach's Alpha if Item Deleted
B1	.825
B2	.859
B3	.810
B5	.825
B6	.807

The above table displays each item's dependability; if Cronbach's α value is more than 0.8, then all of the items are considered reliable. Examine how the chosen elements—access, Share, Communication, Development, and Project, and the 3Cs (Communication, Organization, and Collaboration)—affect your brand.

Reliability Statistics	
Cronbach's Alpha	No. of Items
.762	6

The data in the preceding table is consistent and will, therefore, be dependable for the analysis, as indicated by Cronbach's alpha score of 0.762.

	Cronbach's Alpha if Item Deleted
B1	.825
B2	.859
B3	.810
B4	.823



B5	.825
B6	.807

The above table provides the reliability of each item when Cronbach's alpha value is greater than 0.8, indicating that everything is reliable.

Examine how the chosen elements—access, Share, Communication, Development, and Project, and the 3Cs (Communication, Organization, and Collaboration)—affect your brand.

Reliability Statistics	
Cronbach's Alpha	No. of Items
.762	6

The data in the preceding table is consistent and, therefore, reliable for the analysis, as indicated by Cronbach's alpha score of 0.762.

	Cronbach's Alpha if Item Deleted
C1	.717
C2	.750
C3	.684
C4	.704
C5	.696
C6	.795

The above table shows the dependability of each item when Cronbach's alpha value is more than 0.7, with the exception of C3, which indicates that the item is dependable.

Hypothesizing:

H01: Access and brand do not significantly correlate.

H11: Access and brand have a substantial link.

Test Statistics ^b						
	B1	B2	B3	B4	B5	B6

Chi-Square	17.929	12.775	39.453	17.186	27.268	20.470
Df	4	4	4	4	4	4
Asymp.Sig	.001	.012	.000	.002	.000	.000
a. Kruskal Wallis Test						
b. Grouping Variable: C1						

The p-value in the above table is less than 0.05, indicating significance. Therefore, we reject H0 and conclude that visits and signs have a significant association.

H02: Sharing and branding do not significantly relate to one another.

H12: Sharing and branding have a substantial relationship.

Test Statistics ^b						
	B1	B2	B3	B4	B5	B6
Chi-Square	10.716	15.489	13.249	2.986	7.362	13.907
df	4	4	4	4	4	4

Asymp. Sig.	.030	.004	.010	.560	.118	.008
a. Kruskal Wallis Test						
b. Grouping Variable: C2						

In the preceding table, we reject H0 and conclude that there is a significant link between category and brand since, with the exception of B4 and B5, the p-value is less than 0.05, indicating that it is significant.

H03: Branding and the three Cs—evaluation, coordination, and collaboration—do not significantly correlate.

H13: The 3Cs (review, customization, and cooperation) and branding are significantly correlated.

Test Statistics ^{a,b}						
	B1	B2	B3	B4	B5	B6
Chi-Square	4.722	2.821	8.418	8.351	11.937	9.688
Df	4	4	4	4	4	4
Asymp. Sig.	.317	.588	.077	.080	.018	.046
a. Kruskal Wallis Test						
b. Grouping Variable: C3						

Conclusion

The field of digital marketing is expanding. Digital marketers must remain

ahead of the curve as marketing tools and technologies. Any business or organization may accomplish its



objectives by understanding the significance of digital marketing, its various forms and technologies, and how to create an effective digital marketing plan. Creating content is only one aspect of digital marketing; another is comprehending the customer journey and formulating a strategy to connect with your target market. Digital marketers need to remain flexible and up to date on the most recent developments in the industry if they want to succeed.

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