

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Languages



Bachelor Thesis

**Evaluating the Effectiveness of a Business's Digital
Marketing**

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BACHELOR THESIS ASSIGNMENT

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Business Administration

Thesis title

Evaluating the Effectiveness of a Business's Digital Marketing

Objectives of thesis

The main aim of the thesis is to increase traffic and awareness of the business more than its current rate over a fixed period of time through social media marketing while analyzing the strengths and weaknesses and by identifying the target audience and challenges of the said business.

Methodology

The bachelor thesis will consist of theoretical and practical information. The theoretical part of the thesis will consist of information pertaining to the selected topic and selected evaluation methods. The information attained will be put to test in the practical part of the thesis.

SMART goals (Specific, Measurable, Achievable, Relevant and Time bound), SWOT(Strengths, Weaknesses, Opportunities, and Threats) and KPI (Key Performance Indicators) are the methods that will be used to provide us with accurate numericals to set clear realistic goals within a set time frame.

The proposed extent of the thesis

30-40 pages

Keywords

Social Media Marketing, SEO, Target Audience, SMART Goals, SWOT Analysis

Recommended information sources

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Declaration

I declare that I have worked on my bachelor thesis titled " Evaluating the Effectiveness of the Business's Digital Marketing " by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 16.03.2023

Acknowledgement

I am extremely thankful to my supervisor Professor Jared Daniel Jacques for supervising and guiding me throughout this whole process, this thesis would not have been possible without his valuable support. I'm thankful to all my professors that I've come across in these three years for bestowing me with knowledge that helped this thesis come together.

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Evaluating the Effectiveness of a Business's Digital Marketing

Abstract

The primary objective of this bachelor's thesis is to assess the effectiveness of digital marketing strategies in the world of business, by analyzing the impact and implementation of various digital marketing strategies. The study provides an outline of various marketing forms to help facilitate businesses in choosing the appropriate strategies that align with their distinct requirements.

The theoretical part of the thesis provides information pertaining to the implementation of applying core marketing principles such as market segmentation, targeting, positioning, value, and satisfaction to demonstrate how digital marketing tools can be utilized to implement these principles to maximize the impact.

In the practical section of the thesis, a situational study of a chosen small business will be done to assess the company's existing approach to digital marketing. In addition, a SWOT analysis and SMART goals will be constructed to provide insights that can be used to improve the company's digital marketing strategy.

Keywords:

Digital Marketing, Social Media Marketing, Engagement rate, Target Audience, SMART Goals, SWOT Analysis, Customer satisfaction, Website Optimization

Hodnocení efektivity digitálního marketingu firmy

Abstrakt

Primárním cílem této bakalářské práce je zhodnotit efektivitu digitálních marketingových strategií ve světě podnikání pomocí analýzy dopadu a implementace různých digitálních marketingových strategií. Studie poskytuje přehled různých marketingových forem, které pomáhají podnikům při výběru vhodných strategií, které jsou v souladu s jejich odlišnými požadavky.

Teoretická část práce poskytuje informace týkající se implementace aplikací klíčových marketingových principů, jako je segmentace trhu, cílení, umístění, hodnota a spokojenost, s cílem ukázat, jak lze využít nástroje digitálního marketingu k implementaci těchto principů k maximalizaci dopadu.

V praktické části práce bude provedena situační studie vybraného malého podniku za účelem posouzení stávajícího přístupu společnosti k digitálnímu marketingu. Kromě toho bude vytvořena analýza SWOT a cíle SMART, aby poskytly poznatky, které lze použít ke zlepšení strategie digitálního marketingu společnosti.

Klíčová slova: Digitální marketing, marketing na sociálních sítích, míra zapojení, cílové publikum, SMART cíle, SWOT analýza, spokojenost zákazníků, optimalizace webových stránek

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1 Introduction

Ever since digital media entered the world of business it opened many ways for social media to be used as a powerful marketing tool. Around 93.2 % of people across the world have access to the internet (KEMP, 2022) making digital marketing an essential component of any marketing strategy to reach a large audience. In addition, the ease of accessibility of the internet has provided businesses with a chance to interact directly with customers and paved the way to deliver services to the customer's fingertips.

The rapid and efficient method of reaching a wide range of customers in a short period of time through digital marketing has been widely acknowledged as an effective marketing approach in today's world. The increase in demand for digital marketing has facilitated its utilization as a potent tool by marketers. However, as with any other tool, strategic use of the tool is crucial in achieving desired outcomes and opportunities.

The purpose of this bachelor thesis is to explain the various aspects of digital marketing and its impact on businesses. This involves investigating the importance of digital marketing and how organizations may effectively employ strategies such as social media marketing, search engine optimization, and email marketing to reach the desired audience. This will be accomplished through researching data and studying current trends in order to provide insights and advice for organizations wishing to harness digital marketing to drive growth.

2 Objectives and Methodology

2.1 Objectives

The purpose of this Bachelor's thesis is to evaluate the effectiveness of a selected business's digital marketing by analysing the performance of the business's online presence. The study will investigate the influence of the business's digital marketing strategy on key business indicators such as customer engagement, page sessions, bounce rate, and content interaction in order to assess the efficacy of the company's current digital marketing strategy.

2.2 Methodology

The methodology used in this bachelor's thesis comprises a thorough evaluation of relevant literature, as well as field research and a practical component. The practical component involves examining the business's current digital marketing strategy through situational analysis, as well as conducting a competition study comparing the business to industry benchmarks. This study will make use of data from both Google Analytics and the Instagram app.

SWOT analysis will be performed to provide an overall assessment of the company's standing, followed by the recommendation of smart goals based on the results of the analysis. This method will allow for a thorough assessment of the chosen businesses' social media performance.

3 Literature Review

3.1 The Internet and where it stands.

The internet has become an integral part of our daily lives, enabling us to connect with others, access information, and carry out various tasks online. As of the beginning of 2022, there are approximately 5.31 billion unique mobile phone users, out of which approximately 4.95 billion have access to the internet. Data from 2022 indicates that there has been a growth of 192 million internet users over the last 12 months, resulting in an annual growth rate of 4.0% in 2021. (KEMP, 2022)

Given the natural human inclination to participate in social interaction, it has been found that among the 4.95 billion internet users worldwide, around 4.62 billion are on social media platforms. The number of social media users has risen by more than 10%, implying that 424 million new users joined the social media community in 2021. (KEMP, 2022). Keep in mind that the lower rate of growth is most likely due to the difficulties in obtaining and reporting data during the ongoing COVID-19 outbreak.

Marketers are aware of the evolving landscape of the business world and are taking measures to adapt to these changes. It is predicted that the social media advertising industry is expected to experience an annual growth rate (CAGR 2023-2027) of 9.40%. This growth is anticipated to result in a market volume of US \$384.90 billion by 2027. Furthermore, the number of users in the industry is expected to reach 5,852.00 million by the same year. (Statista, n.d.).

This serves as a crucial contextual framework to comprehend the trends in digital adoption and expansion. As the internet continues to evolve and shape our world, it is crucial to understand its current standing and future trajectory. These projections suggest that the industry is poised for significant expansion in the coming years.

3.2 Understanding Human Behavior: Back to basics

Prior to venturing into the world of marketing, importance will be given to understanding the human psyche with the aim of understanding the characteristics of the audience who the products and services are being sold and promoted to.

Blanchard pointed out that Facebook, Twitter, and YouTube are not named as "Brandbook," "Promotweets," and "Corptube," respectively (2011). It should be taken into consideration that the mentioned social media platforms have undergone a prolonged period of changes to attain their present status. In the initial stage, these platforms were not created with the aim of promoting and advertising companies, brands, and businesses rather, the primary purpose was to facilitate interpersonal connections and communities.

"Man is by nature a social animal, an individual who is unsocial naturally and not accidentally is either beneath our notice or more than human." - (Aristotle, 350 B.C.E)

Since the stone age, humans have gathered around the campfire with their tribes and communities to survive and thrive. The chances of survival were greater when an individual was a part of a group or tribe, as it provided a sense of belonging and unity, enabling to fight as a team against natural predators, reproduce, and provide protection and care for one another. (Blanchard, 2011). In fact, having strong social connections can increase the likelihood of longevity by 50% (Timothy B. Smith, 2010). From the beginning, humans were social creatures who yearned for social interaction and a sense of trust in their relationships. Although times have changed, these fundamental aspects of human nature have remained the same.

Similarly, businesses that invest time in understanding their niche and tried to engage with their customers to create a welcoming atmosphere can reap benefits. It has been observed that customers genuinely enjoy products and services offered by such businesses and feel confident enough to recommend it to others, as a result attract customers organically. With the increasing prevalence of digital technologies, such as the Internet, consumers are becoming more knowledgeable and have greater expectations of companies. They anticipate that companies will not just connect with

them, satisfy them, and make them happy, but also hear them out and cater to their requirements. (Philip Kotler, 2016) This approach is exemplified by brands such as Apple, Starbucks, Coca-Cola, and other reputable brands (Blanchard, 2011).

3.3 Marketing

The discipline of marketing is captivating due to its distinction as one of humanity's oldest activities and its recognition as a foundational component of modern business. This chapter will provide an overview of the concept of marketing, its evolution over time, the various types of marketing along with its strategies.

The origin of the term "market" can be traced back to the Latin word "Marcatus," which refers to goods, trade, or a location for conducting business. Traditionally speaking, a market is a physical place where buyers and sellers gather to exchange goods with the transfer of ownership and possession occurring as money, goods, or services, used as a medium of exchange and measure of value (SA Sherlekar, 2014).

Throughout the Middle Ages, commercial transactions conducted in markets and bazaars played a significant role in the daily life of European societies. To promote their goods and services, merchants employed a variety of strategies, including the art of bartering, haggling, and advertising. (Philip Kotler, 2016)

The Industrial Revolution of the 17th and 18th centuries brought about enormous improvements. With the advent of mass manufacturing, manufacturers were able to produce things in vast quantities, resulting in considerable cost reductions. This resulted in the adoption of new marketing strategies, such as newspaper and magazine advertising, as well as the employment of sales staff to sell items. (Fremdling, 1997).

During the 19th century, department stores, and mail-order catalogues became available which enabled customers to buy products from the comfort of their homes and facilitated companies in reaching a larger customer base. Due to the growing demand, producers were compelled to increase production by either maximizing output or establishing additional production facilities. Management was required to

continuously enhance production efficiency and streamline the firm's distribution process (Al-Jeriasy, 2008).

The 20th century saw the start of modern marketing techniques such as branding, market research, and segmentation. Companies started to focus on creating strong brand identities and appealing to specific target markets. Companies now have access to vast amounts of data on consumer behaviour and can use social media and other digital channels to reach their target audience (Afrina Yasmin, 2015).

Marketing has a long and complicated history that has been shaped by a range of social, economic, and technical elements. Marketing has played a critical part in the evolution and advancement of economies and cultures worldwide since the days of bartering, embracing a wide variety of advanced digital marketing.

3.3.1 Marketing in Today's World

Marketing is a broad concept that has been defined in various ways by scholars and experts. Below are some different definitions of marketing:

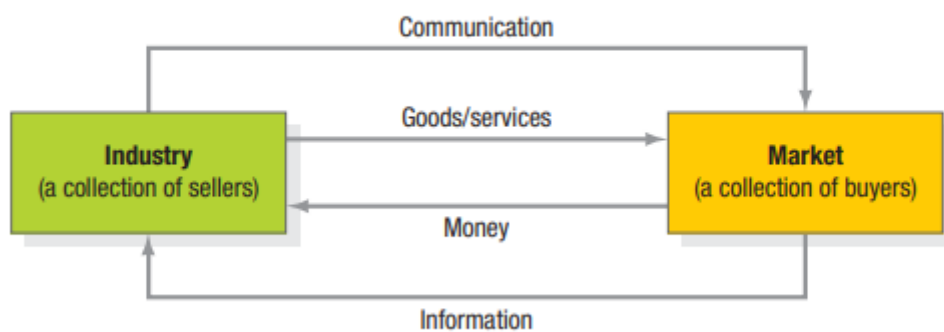
1. The Chartered Institute of Marketing defines marketing as "the management process responsible for identifying, anticipating, and satisfying customer requirements profitably." (2015). This concept highlights the significance of profitability and connecting marketing activities to company objectives. This term, however, may not be entirely relevant to non-profit organizations.(Reynolds, 2005)
2. According to the American Marketing Association, "Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders." (Wilkie, 2007). This definition emphasizes the importance of delivering value to customers and stakeholders.

3. Lancaster and Reynolds define marketing as "the process whereby society, to supply its consumption needs, evolves distributive systems composed of participants who, interacting under constraints – technical (economic) and ethical (social) – create the transactions or flows which resolve market separations and result in exchange and consumption" (2005). This definition takes a broader perspective by considering the role of marketing in society and the constraints that influence market transactions.

4. According to William J. Stanton, "A market may be defined as a place where buyers and sellers meet, goods and services are offered for sale and transfer of ownership occurs" (SA Sherlekar, 2014).

From the above definitions, it can be understood that marketing can be defined based on the context and perspective of the individual or organization. However, these definitions generally emphasize the importance of delivering value to customers, building strong relationships, aligning marketing efforts with business goals, and it considers the role of marketing with respect to society.

Figure 1 A Simple Marketing System

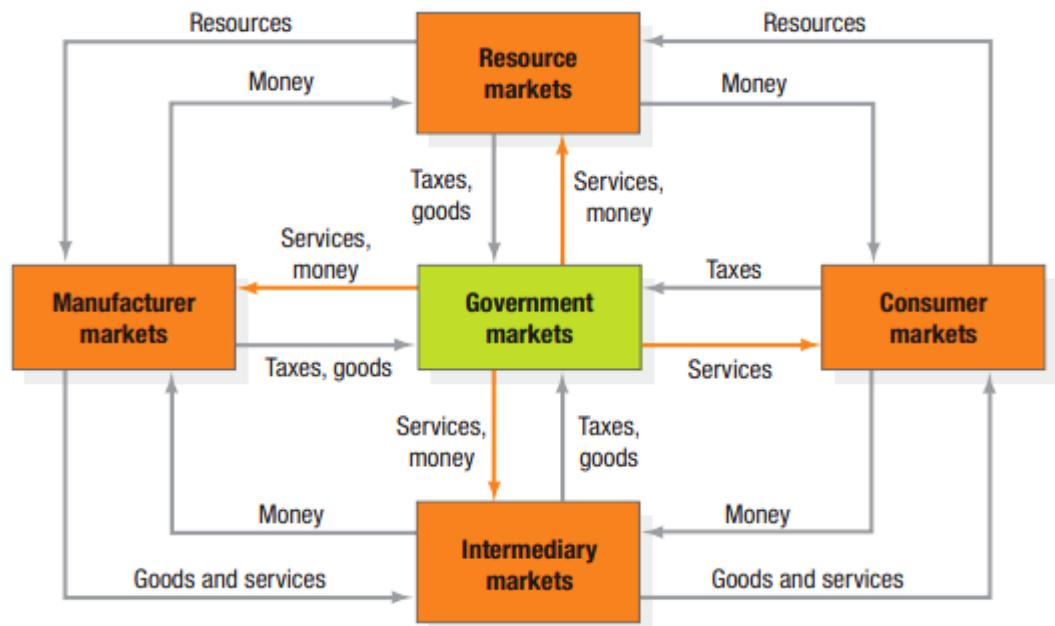


Source: (Philip Kotler, 2016)

Figure 1.2 depicts the relationship between the industry and the market, where sellers and buyers are linked through four distinct channels. In return, sellers receive payment and critical data, such as customer attitudes and sales figures. The inner loop

demonstrates the exchange of money for goods and services, whereas the outer loop portrays the exchange of information like customer attitudes, sales figures etc. (Philip Kotler, 2016)

Figure 2 Structure of flows in Modern Exchange society



Source: (Philip Kotler, 2016)

Figure 2 illustrates the interconnectivity of five fundamental markets: resource markets (comprising raw material, labor, and money markets), manufacturers, intermediaries, consumers, and the government. Manufacturers obtain resources from these markets and transform them into goods and services that are sold to intermediaries, who, then sell to consumers. Consumers purchase goods and services in exchange for money earned from selling their labour. The government collects taxes and buys goods and services from resources, manufacturers, and intermediary markets to provide public services. Thus, a nation's economy and the global economy consist of interconnected markets that are linked through exchange processes (Philip Kotler, 2016).

3.3.2 Core Concepts of Marketing

Marketing is a complex field that involves various concepts and strategies. Below are some core concepts of marketing:

1. Needs, Wants and Demands:

Needs are "states of felt deprivation," which can be physical, social, or individual. Physical needs include necessities like food, water, and shelter while social needs include the need for love, friendship, and belonging. Individual needs refer to the need for self-expression and personal growth. Needs convert into wants and are influenced by a range of factors, including culture, personality, and individual experiences. Demands refer to the willingness and ability of customers to purchase a particular product or service to satisfy their want. Demands are shaped by factors such as income, price, and availability. (Philip Kotler, 2016)

By identifying the customers' needs and wants, companies can create products that satisfy their customers' demands. The differentiation between needs, wants, and demands helps clarify the common accusation that "marketers invent needs" or "marketers encourage people to purchase items they do not desire." In actuality, needs exist before marketers, and marketers, along with other societal influences, shape wants. For example, marketers may endorse the notion that owning a Mercedes would meet a person's need for social status. However, they are not responsible for creating the need for social status itself. (Philip Kotler, 2016)

2. Target Markets, Positioning, and Segmentation

Marketers often divide the market into segments based on demographic, psychographic, and behavioural differences among buyers. By doing so, they can identify distinct groups of buyers who may prefer or require different product or service offerings. Once these segments are identified, marketers determine which ones present the greatest opportunities and become their target markets. For each target market, the firm creates a market offering that is positioned in the minds of the buyers as providing a central benefit. For example, Volvo develops its cars with a focus on safety, positioning them as the safest option on the market for customers who prioritize this aspect. (Philip Kotler, 2016)

3. Offering and Brand

To meet the needs of the customers, companies provide a value proposition, which is a collection of benefits that fulfil those needs. This intangible value proposition is realized through a tangible offering, which could be a combination of services, products, experiences, and information. A brand is a type of offering that comes from a recognized source. For instance, McDonald's is a brand name that evokes many mental associations such as fast food, cleanliness, convenience, friendly service, and the iconic golden arches. All businesses aim to establish a strong brand image with numerous robust, positive, and unique brand associations. (Philip Kotler, 2016)

4. Value and Satisfaction

Marketing involves identifying, creating, communicating, delivering, and monitoring customer value. Satisfaction is the customer's evaluation of a product's perceived performance in comparison to their expectations. If the product's performance falls below expectations, the customer will feel disappointed. If it meets their expectations, they will be satisfied, and if it exceeds them, they will be delighted. (Pigneur, 2009)

The customer selects their company of choice based on what gives the highest value, which is the total combination of tangible and intangible benefits. Value, a key marketing concept, is primarily determined by the customer value triad, which includes quality, service, and price (QSP). The perception of value increases with quality and service but decreases with price. (Philip Kotler, 2016).

A deliberate choice regarding which customer groups to cater to and which ones to disregard must be made by an organization. With this decision in place, the organization can create a well-crafted model that caters to the unique needs of its chosen customer segments. Marketers strive to establish enduring connections with customers by consistently providing exceptional value (Pigneur, 2009).

5. Maintaining Relationships

Apart from attracting new customers and generating sales, businesses aim to retain their existing customers and expand their operations. (Pigneur, 2009). Top-performing

organizations prioritize their customers and establish channels for ongoing communication to foster long-term relationships. They expand their market share mainly by acquiring new customers, enhancing business with current customers, and retaining existing customers. To keep customers loyal and encourage repeated purchases, most businesses have developed marketing strategies. In reality, serving existing customers typically costs less than attracting new ones. (H.R. Appannaiah, 2010).

3.4 Digital Marketing

Digital marketing has developed as a game-changing marketing method that uses digital technology to advertise and promote products and services using a variety of online platforms. With the increasing number of internet users and extensive use of digital devices, digital marketing has become an essential component of modern corporate strategy. (Gaitniece, 2018).

Digital marketing extends beyond online marketing and uses channels other than the internet. These channels may include SMS and MMS marketing on mobile devices, radio, and television advertising. On the other hand, other strategies extensively rely on the internet, including social media marketing, email marketing, and search engine optimization. All of which aims to engage, inform, and persuade consumers. By leveraging the power of digital platforms, companies can create impactful campaigns that reach a global audience in real-time, ultimately boosting their brand awareness and profitability (Afrina Yasmin, 2015).

Given that modern digital media is interactive, retailers may not only share and exchange information with their consumers, but customers can also share and trade information with one another. Firms have the chance to transition their customer connections from dialog to triologue, in which consumers form meaningful relationships with one another and with the firms. (Georgios Tsimonis, 2014).

Table 1 illustrates the advantage of digital marketing compared to traditional marketing.

Table 1 Traditional vs Digital Marketing

TRADITIONAL MARKETING	DIGITAL MARKETING
Traditional marketing includes print, broadcast, direct mail, and telephone	Digital marketing includes online advertising, email marketing, social media, affiliate marketing, search engine optimization, pay per click
No direct interaction with the audience	Direct interaction with the audience
Results are easy to measure	Results are to a great extent easy to measure
Advertising campaigns are planned over a long period of time	Advertising campaigns are planned over short period of time.
Expensive and time-consuming process.	Reasonably cheap and rapid way to promote products and services
One campaign prevails for a long time	Campaigns can be easily changed with ease & innovations can be introduced within any campaign
Limited reach to the customer due to limited access to the customer	Wider reach to the customers
One-way conversation	Two-way conversation
Responses can only occur during work hours	Response or feedback can occur anytime

Source: (Afrina Yasmin, 2015)

3.5 Inbound and Outbound Marketing

Marketing is a fundamental component of any successful business. Two types of marketing strategies that businesses commonly use are inbound marketing and outbound marketing. Inbound marketing focuses on drawing customers in through content marketing and creation, social media marketing, and search engine optimization (SEO), while outbound marketing involves pushing messages out to potential customers through advertising, direct mail, and cold calling (Alex Capatina, 2015).

The method used to target potential clients is the primary distinction between inbound and outbound marketing. While outbound marketing interferes with potential

consumers with uninvited communications, inbound marketing tries to draw potential customers by offering quality material that is pertinent to the company's interests and requirements. The foundation of inbound marketing is the notion that consumers are more inclined to interact with a business that offers value. Outbound marketing, in contrast, relies on disrupting potential consumers with unwanted communications in an effort to get their attention. As a result, bombarding clients with unnecessary messages might frequently result in irritability and disinterest, which can cause them to feel negative about the business or product being sold. (Loredana, 2016) (Loredana, 2016).

According to Capatina (2015), the popularity of inbound marketing is growing as a result of people using the internet and social media more often. The goal of this customer-focused strategy is to offer interesting material that will draw visitors to the business's website or social media pages. The creation of informative material, such as blog posts, videos, and infographics, as well as its optimization for search engines and social media distribution, are all components of inbound marketing techniques. As a result, there is a greater chance that the material will be read and understood by the intended audience. This engagement can drive sales by offering additional resources such as free trials, e-books, or webinars. For example, any educational website offers free learning material and resources to attract customers to the website. Workbooks, study materials or subscriptions are advertised to the customers to drive sales and increase business.

With inbound and outbound marketing, the cost of marketing also plays a big role in terms of choosing the strategy of marketing. Outbound marketing is often more expensive than inbound marketing, which relies heavily on creating quality content that can be shared and recycled through various online channels which are free to use. The cost-effectiveness of inbound marketing makes it an attractive option for small businesses with limited marketing budgets (Hawlk, 2018).

Inbound marketing methods need to be used regularly to provide value for prospective consumers. It is a long-term approach that needs persistence and dedication. For the message to reach the right people at the right time. Outbound marketing, on the other

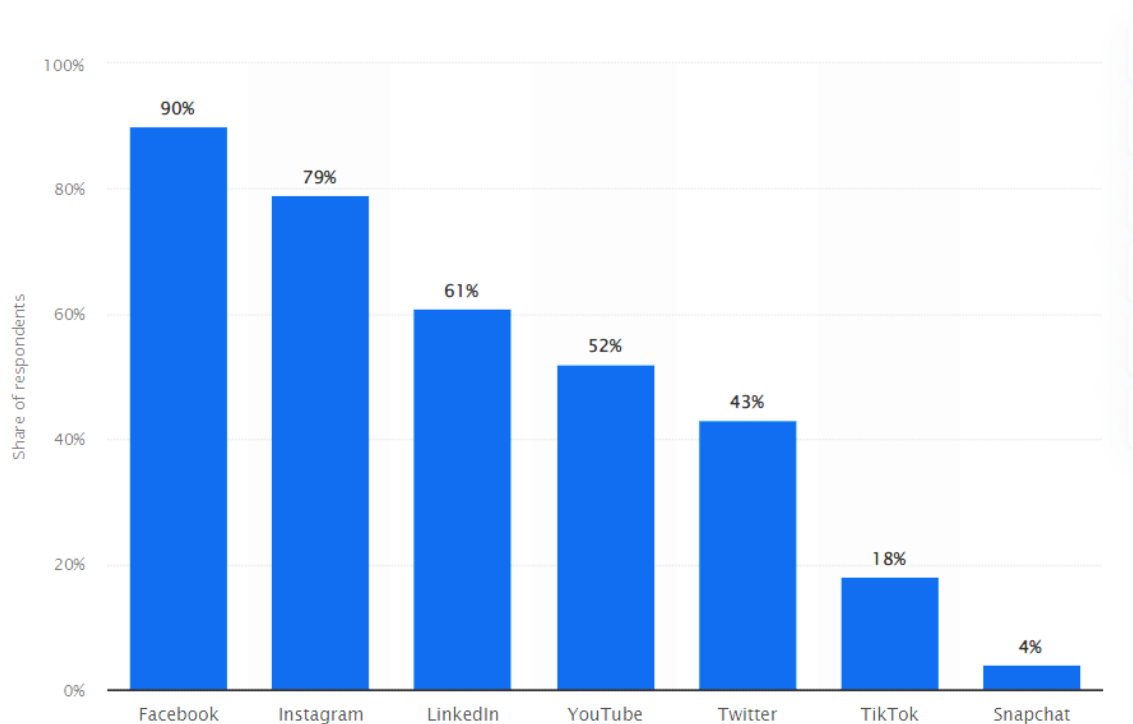
hand, needs to have a clear understanding of the target demographic to ensure that the right message is delivered to the right people at the right time (Alex Capatina, 2015)

Therefore, firms may employ inbound and outbound marketing as two separate marketing tactics to reach customers. Inbound marketing goes beyond brand recognition and strives to create brand addiction by making a brand the preferred option, whereas outbound marketing seeks to reach the largest possible audience and raise awareness. Both tactics have many benefits and drawbacks, but inbound marketing is becoming progressively more popular since it is efficient and produces high-quality leads (Alex Capatina, 2015) .

3.6 Social Media Marketing

Social media marketing is an essential part of a company's digital marketing strategy. Social media marketing enables companies to build relationships with customers, improve brand awareness, and increase website traffic (Blanchard, 2011).

Figure 3 Leading Social Media Platforms used by marketers worldwide as of January 2022



Source: Statista

Figure 3 is based on the findings of a global survey conducted in January 2022. Facebook emerged as the most widely employed social media platform for marketing purposes. In the survey, around 90% of the marketers reported utilizing Facebook as their primary platform to promote their businesses. Instagram was also a popular choice, with 79% of marketers using the platform for marketing purposes. Additionally, LinkedIn emerged as a significant player with 61% of marketers using it for promoting their businesses (Dencheva, 2023).

The usage of social media by companies occurred approximately between the years 2007 and 2010. (Georgios Tsimonis, 2014) and research indicates that marketing expenditures for social media are continuously increasing, indicating a rising interest among brands to establish their presence on social media platforms (Andrew Lipsman, 2012).

3.6.1 The concept behind social media

To gain understanding of social media marketing, it is necessary to explore its intent and purpose. By deconstructing the term "social media," a clearer understanding can be gained. In childhood, individuals are often encouraged to engage in social behaviour during public events, as it was told that the ability to interact with and influence others is a vital skill. The media can be understood as a medium used to spread information that gives pleasure and entertainment from different categories, be it in sports, politics, fashion, and so on. As a result of combining both the terms "social" and "media", it denotes that social media allows communities to engage in discourse, pursuits, and divergent viewpoints, rendering it a powerful tool of this digital era. Its potential to influence and inspire makes it an unparalleled medium for shaping opinions and perceptions (Lon Safko, 2009). This denotes that social media can be used as a powerful tool in the business world as the bedrock of all economically sustainable relationships lies in the concept of influence (SANAK-KOSMOWSKAS, 2021).

The availability of all four communication paradigms, namely one-to-one, one-to-many, many-to-many, and many-to-one, has made it possible for individuals to communicate on a scale that was previously has been unimaginable with the help of

social media platforms like Facebook, Twitter, Instagram, and LinkedIn. (Klaus Bruhn Jensen, 2016) .

Social media has facilitated the creation of "networked publics" wherein individuals can engage in public discourse and exchange ideas on a wide range of topics. (Danah m. Boyd, 2007) . With just a few clicks, anyone can post updates, images, videos, or links to a vast audience in a matter of seconds. The platform's intuitive design and user-friendly interface makes it easy for individuals of all ages and backgrounds to participate in this digital community.

However, the impact of social media on society is not without controversy. Some scholars have suggested that social media can have negative effects on mental health (Ethan Kross, 2013) and contribute to the spread of misinformation (y David M. J. Lazer, 2018). Yet, others argue that social media can serve as a valuable tool for political activism (YUNUS, 2013), establishes a sense of belonging (Danah m. Boyd, 2007) and, the main purpose of this paper it aids in marketing (Afrina Yasmin, 2015).

3.6.2 Why do companies practice Social Media Marketing?

Outlined in this section are several reasons as to why companies are increasingly leveraging social media marketing.

1. **Diminishing effectiveness of traditional online marketing methods:** For instance, banner and email advertisements are often overlooked or disregarded by consumers who are disinterested or receive too much spam (Georgios Tsimonis, 2014).
2. **Evolution in Technology:** Social media's appeal is enhanced by the growth of IT infrastructure, new digital tools, and a larger online population (Fremdling, 1997) & (Georgios Tsimonis, 2014).
3. **Sense of community:** social media acts a brand community where a group of individuals share a common interest for a specific brand and create a subculture based on the brand's values, beliefs, and customs. Customers benefit from

these communities by engaging in a range of activities that enhance their experiences, such as helping others or sharing their experiences, some customers prefer to read comments and reviews from other users on social media platforms to learn more about a product or service before making a purchase (Georgios Tsimonis, 2014).

4. **Immediate feedback:** firms have the ability to receive prompt feedback from customers, which helps evaluate the effectiveness of the firm's products and services (Afrina Yasmin, 2015).
5. **Cost and time efficient:** A viral marketing campaign can generate a higher number of actively involved customers by targeting than a TV campaign, while also being more cost and time efficient (Georgios Tsimonis, 2014)
6. **Keeping up with competitors:** having competitors already present on social media is a strong incentive to also establish a presence on those platforms. They believe that neglecting to follow a competitor who has created a social media page is a missed opportunity and could lead to a significant disadvantage for a brand. (Georgios Tsimonis, 2014)

3.6.3 Social Media Strategy

It is important to note that the process of buying begins well before the actual purchase and continues for a significant period afterwards (Gaitniece, 2018) . This emphasizes the necessity for companies to adopt an effective social media strategy. Social media marketing involves employing a deliberate approach to consistently strengthen the connection between an enterprise and its target market. This requires ongoing cultivation of the audience by motivating them to progress from potential customers to purchasers and then devoted followers (Funk, 2013).

Shama Kabani, an award-winning CEO of The Marketing Zen Group, created an effective framework that gives a general framework for developing a social media strategy called the "ACT" model. This model stands for "Attract, Convert, and

Transform". (Funk, 2013) . The model is generic and it will serve as a framework to discuss and include other detailed aspects related to social media marketing.

1. Attract:

In today's world, numerous consumers are persistently exposed to companies bombarding them with advertisements, posts, stories, and other forms of media. Failure to incorporate the appropriate elements to stand out results in being indistinguishable amidst the noise and clutter. Consequently, the lack of differentiation undermines the ability to attract potential clients and thereby hampers business prospects.

For example, Rare Beauty is a cruelty-free makeup brand founded by Selena Gomez in the year 2020. Apart from the high quality and promising products it offers, the message behind Rare Beauty is what truly speaks and resonates with its customers. The brand promotes self-acceptance and inclusivity by reminding its customers that they are unique. In addition, the Rare Impact Fund has been established as part of Gomez's dedication to promoting mental health and self-acceptance. This has created a loyal community where everyone feels valued and represented.

The ability to tailor actions to specific segments of the targeted audience provides a substantial advantage for brands. Leading social media platforms offer various tools that enable firms to access followers' demographics, providing the implementation of a social media strategy that aligns with their target audience. (Georgios Tsimonis, 2014) .

2. Convert:

Once information regarding the company's target audience is understood, it can lure potential customers to stand out from competitors by developing a distinctive brand, offering a compelling value proposition, creating valuable content (Funk, 2013) .Optimize the design and user experience of the selected social media platform and website to successfully convert browsers into buyers.

If social media traffic leads to a high bounce rate, it suggests that the conversion message was not effective, did not include the expected call to action or because the website failed to provide what the browsers were looking for. To address this issue, it is crucial to regularly adjust and improve the conversion message and test its effectiveness through measurement. (Lon Safko, 2009).

3. Transform:

The establishment of an authentic and emotional bond with customers or clients is crucial to create long-term relationships that transcend mere transactions. To achieve this, businesses can leverage their past and present achievements by transforming them into testimonials, case studies, and success stories of satisfied customers (Funk, 2013).

In addition to this model, there are other strategies that are worth mentioning in the context of social media strategy:

4. Finding the right Niche:

In social media marketing, finding the proper niche entails determining a certain market segment or a demographic that corresponds with the company's marketing initiatives. To ascertain the interests and demands of the target audience, it is important to first define which area of expertise will be explored. The next step is to conduct a competitive study to identify the unique selling proposition that differentiates from competitors.

It is advantageous to construct a content strategy that is in line with the established aims and objectives of the business in order to produce effective content. (Blanchard, 2011). Engagement with the audience is advised since developing relationships with the target audience is equally important. (Philip Kotler, 2016) .

Social media marketers can successfully locate the correct niche and produce content that connects with the target audience, increases brand exposure, and promotes engagement and conversions by following these steps.

5. Understanding key metrics:

When an organization aims to lure customers through new technologies and employ new techniques for collecting and analyzing data, it's crucial to identify the metrics that enable comparison of achieved results with the set goals. The chosen metrics should align with the company's objectives. However, in practice, the opposite scenario frequently occurs. (Gaitniece, 2018). Once a goal is set, it is advantageous for the company to know what different metrics signify to the data generated by analytical tools such as Google Analytics, Hootsuite Insights, Sprout Social are examples of such tools.

6. Paid promotion and paid campaign.

Paid advertising is a popular marketing approach because of its ability to help businesses expand their reach and raise brand recognition. This goal can be achieved in a variety of methods, such as increasing the visibility of a post through sponsored adverts or collaborating with an influencer to support the brand.

In the year 2023, the total number of social media users across the globe is estimated to be 4.89 billion. In addition, it is expected that mobile social media advertising will generate a total spend of \$130.5 billion by 2027 (Sheikh, 2023). This increasing trend in social media users indicates that branding on these platforms can provide significant exposure for businesses. The growth in ad spending also suggests that it is an effective and efficient method of marketing.

Incorporating Return on Investment (ROI) by tracking sales generated from ad campaigns can aid in determining the effectiveness of the current strategy for the company. Utilizing ROI as a metric in social media marketing allows businesses to assess the efficacy of the campaign, allocate resources optimally, and objectively measure success (Blanchard, 2011).

7. Affiliate marketing:

Affiliate marketing is a kind of online marketing where a business rewards individuals or groups, known as affiliates, for generating new customers through their marketing efforts. The affiliates are provided with a unique link that directs potential customers to the company's website, and the affiliate earns a commission for each sale made through this link. Affiliate marketing is a favored method of online marketing due to its performance-based nature, where businesses only pay for results achieved rather than for advertising that may or may not result in sales. (Lon Safko, 2009) .

While social media platforms can be utilized by affiliates to generate leads, affiliate marketing includes of promotional methods beyond social media. Therefore, it is important to recognize that affiliate marketing is not a type of social media marketing in and of itself however many affiliates use social media as a platform to promote.

3.7 Search Engine Optimization

SEO (search engine optimization) is essential in digital and online marketing. Given the increasing reliance on the internet, businesses must ensure that their online presence is optimized in order to effectively reach their target audience. SEO is the technique of improving the visibility and ranking of a website or online content on search engine results pages. (SERPs). Content, keywords, site layout, metadata, and link building are all part of this process. Businesses can boost traffic, brand awareness, and revenue by optimizing these factors.

Effective SEO relies heavily on content. Well-crafted, informative, and engaging content can significantly enhance a website's ability to attract and retain visitors. As per a global survey of SEO experts in 2021, almost a quarter (24.6%) confirmed that the relevance and quality of content had a significant impact on search engine rankings that year. (Dencheva, 2023).

Another critical element of SEO is site structure and metadata optimization. By organizing website content with clear navigation and a logical hierarchy, businesses can help search engines to index content more efficiently. Similarly, optimizing title

tags, meta descriptions, header tags, and image alt tags can help to improve a website's relevance and ranking in SERPs. In addition, metadata optimization is a critical component of SEO, and businesses that optimize the metadata can achieve higher click-through rates and better user engagement (Bih-Yaw Shih, 2013).

To summarize, SEO is an essential component of digital and internet marketing. Businesses can improve their website's visibility and position in SERPs by optimizing content, keywords, site structure, metadata, and participating in ethical link-building methods. This can lead to greater traffic, brand exposure, and sales.

3.8 Email Marketing

One way to improve customer retention is through effective email marketing strategies. According to Sabbagh (2021), email marketing is an efficient and cost-effective way for businesses to reach a large audience. With email marketing, businesses can send personalized messages to the subscribers and track the effectiveness through metrics such as open and click-through rates.

Sabbagh (2021), highlights some disadvantages of email marketing. One significant issue is the problem of spam filters, which can prevent emails from reaching the intended recipients. Some people may view marketing emails as intrusive or bothersome, leading to a negative perception of the business. Email marketing campaigns can also be time-consuming to plan and execute, requiring significant effort to create engaging content and design attractive emails. The author recommends that businesses carefully consider the advantages and disadvantages of email marketing before deciding to implement a campaign. Companies should ensure that they have a clear understanding of the target audience and create high-quality content that resonates with the customers. Additionally, businesses should be mindful of email frequency, avoiding overloading the subscribers with too many emails.

Sayeed, (2023), discusses how email marketing can be used specifically for customer retention. The article suggests that businesses should segment the email lists based on customer behavior and preferences to send targeted and personalized messages.

Additionally, using automated email campaigns to keep customers engaged, such as welcome emails and abandoned cart reminders is recommended.

The article also emphasizes the importance of providing value to customers through email content, such as exclusive offers, product updates, and relevant industry news. Sayeed (2023) , suggests conducting A/B testing to determine which types of content and email designs are most effective at retaining customers.

3.9 Customer Relationship Management

Customer Relationship Management (CRM) is a business approach that tries to manage and improve interactions between a firm and its customers. It entails using technology to organize, automate, and coordinate sales, marketing, customer service, and technical support procedures. CRM's purpose is to establish and sustain long-term connections with customers, enhance customer satisfaction, and boost profitability. (Kiwak, No date)

CRM can be defined in 3 ways – as a technology, strategy or as a process. To improve customer relationships a product or service is needed for the use of recording and tracking communications between a business and its customers. Once this information is acquired a strategy is built to attract future customers which can be achieved by laying down steps and following a process to nurture. CRM is a method to build customer-business relationships through nurture (Kiwak, No date) . The main aspect of CRM is the development of customer relationship software which helps keep a track of customer contact information such as socials, emails, or phone numbers. (Salesforce, n.d.)

CRM offers various advantages to businesses seeking to improve customer relationships and engagement. Firstly, it can boost customer satisfaction by delivering customized experiences based on individual preferences and previous interactions. This, in turn, may result in increased customer loyalty. Additionally, CRM software can automate various tasks, which saves time and resources, allowing employees to focus on other tasks. Improved communication and collaboration is also a benefit of CRM, as all customer data is in a single database, teams across different departments can easily access and share information, providing a more cohesive and unified experience for customers. (Mailchamp, no year)

Furthermore, CRM helps businesses manage their sales pipeline more effectively by providing real-time insights into lead and deal status. Sales teams can prioritize their activities, which helps them focus on the most promising leads and opportunities. With CRM, businesses can also better understand their customers' needs and preferences, allowing them to create more targeted and effective marketing campaigns, attracting more leads and increasing conversion rates. Finally, CRM software can help businesses organize and manage their customer data more effectively, reducing the risk of errors and inconsistencies. This helps businesses make more informed decisions based on accurate and up-to-date information, driving growth and success.

4 Practical Part

The practical part of the thesis will involve conducting a case study on a selected small business to evaluate its current digital marketing approach. To achieve this, a marketer from the digital marketing team of the said business will be interviewed and data from tools such as Google Analytics and Instagram Analytics will be analyzed. Furthermore, a SWOT analysis and SMART goals will be developed to gain valuable insights that can assist in enhancing the company's digital marketing strategy.

4.1 About The Company

TechnoExcel is a professional tutoring company situated in southern India, with a company size between 2-10 individuals. The company specializes in providing high-quality e-learning services for various programs such as SQL, Excel, Data Analytics, Data Science, PowerBI, and others. TechnoExcel, established in 2014, has had over 2000 students enrolled, conducted more than 100 corporate trainings, and successfully completed over 50 strategic assignments since its inception.

Initially the company relied on traditional marketing approaches and only provided their services in person. However, due to the COVID-19 pandemic, TechnoExcel adjusted to the changing circumstances by shifting towards e-learning services .

The company seized the opportunity to broaden its customer base by embracing digital marketing by implementing a variety of digital marketing strategies such as social media marketing, affiliate marketing, email marketing, and search engine optimization. This shift to digital marketing has paved the way to its reach globally. In addition to the clients from India it now serves to a small percentage of clients in the United Kingdom, United States, Germany, and Canada.

The company's marketer disclosed that the company currently generates 90-95% of its revenue through organic means, while only 5% from its social media platforms, even though ad campaigns are occasionally run on their social platforms. These alarming findings indicate a significant setback that requires to be looked as to identify the underlying reasons to provide helpful suggestions.

4.1.1 Current Digital Marketing Strategy

Below is an outline of TechnoExcel's current Digital Marketing Strategy, based on an interview conducted with a Marketer from the company's digital marketing team:

1. The business generates majority of its revenue through organic methods, with a small percentage coming from social media.
2. TechnoExcel has a presence on Facebook, LinkedIn, and Instagram, with an average posting frequency of 7-10 posts per month.
3. They currently run an Ad campaign and contact relevant influencers for paid promotion on Instagram. With every 500 leads converting into 5 sales.
4. At the start of their switch from traditional marketing to digital marketing the company invested 485 USD in Search Engine Optimization and has reaped great benefits since then with over 10% of ticket closed resulting in the business's acquisition number.
5. TechnoExcel previously engaged in affiliate marketing, but they found that it was tarnishing the reputation of the company, as some affiliates were overly aggressive in pushing their products onto people.
6. Introduction of blogs has increased awareness of the business's services.
7. The marketers are currently occupied with a project and therefore, are not able to focus on the ongoing improvement of their digital marketing strategy.

4.2 Social Media Analysis

TechnoExcel has an online presence on Facebook, Instagram, and LinkedIn. However, the data insights presented below pertain exclusively to its current active account on the platform called as Instagram. These insights reflect the company's performance on this platform from February 2023.

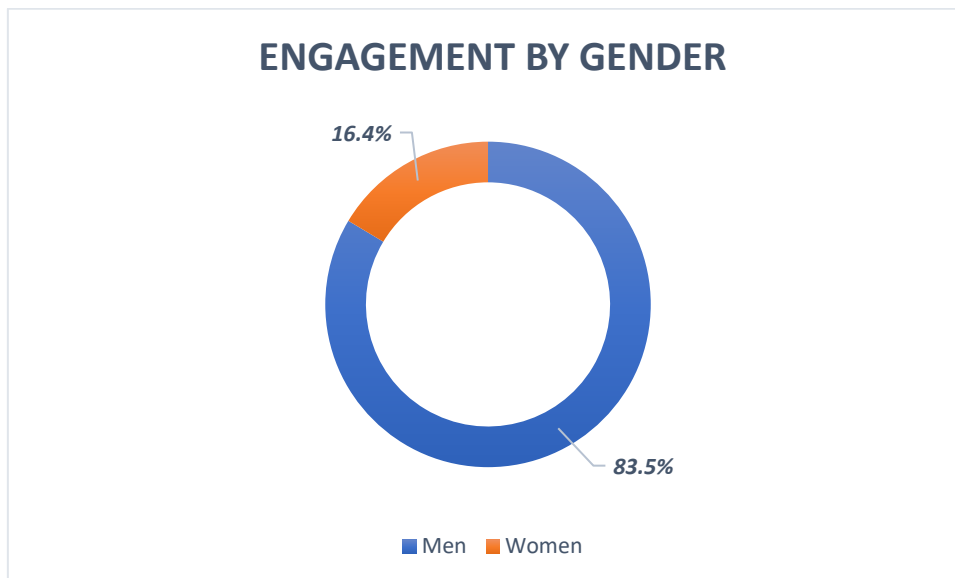
4.2.1 Target Audience

Out of the total of 7,286 accounts that were reached, 22.5% of them were a result of ads, and 329 accounts showed engagement. Knowing the target audience of the business is crucial in developing effective marketing strategies and creating products and services that cater to the needs and preferences of its customers. By identifying

the demographics and behaviour patterns of its target market, TechnoExel can tailor its communication and promotional activities to reach and connect with its intended audience effectively. This, in turn, can result in increased customer engagement, loyalty, and sales.

The following two charts depicts the audience demographic by using “accounts engaged” as the desired metric as the goal is to identify audiences who showed interest by either liking, commenting, sharing and forwarding the posts generated from the month of February. This indicates that these audiences could be potential buyers. The total number of Accounts engaged from the selected time range are 329 users.

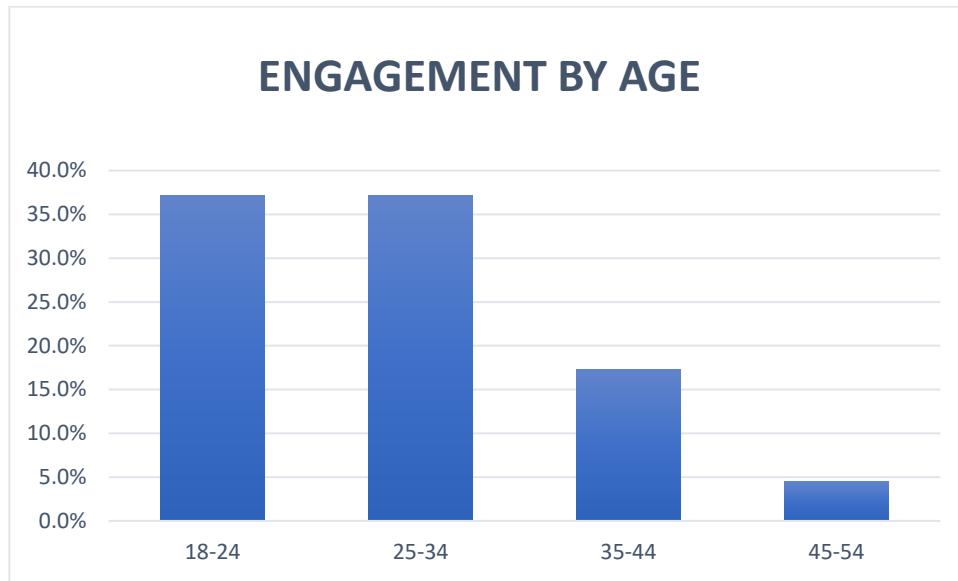
Figure 4 Engagement by Gender via Instagram Analytics



Source: Insights from Instagram, own work

According to figure 4, out of 329 engaged accounts, men accounted for the majority of 275 users, comprising 83.5% of the engaged accounts. Meanwhile, women accounted for 54 of the total engaged accounts, which equates to 16.4% of the engaged accounts.

Figure 5 Engagement by Age via Instagram Analytics



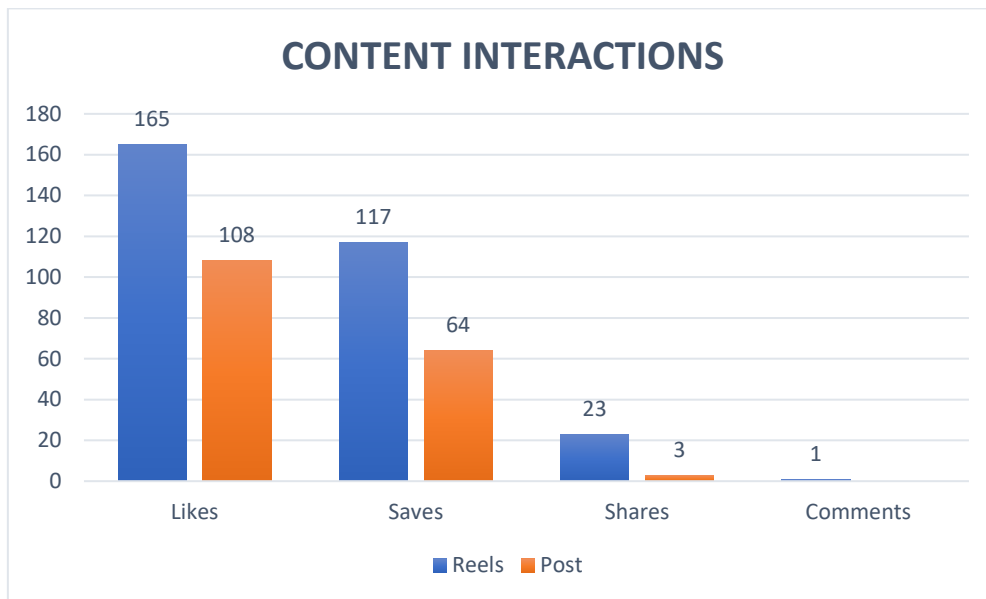
Source: Insights from Instagram, own work

According to Figure 5, the largest proportion of the 329 engaged accounts in February 2023 belonged to the age ranges of 18-24 and 25-34, each comprising 37.2% of the total. This indicates that a total of 122 users from these age groups showed interest in the content. Age range 35-44 represented 17.3% of the engaged accounts, which corresponds to 57 users, while the age range 45-54 accounted for only 15 users, making up 4.5% of the total engaged accounts.

These insights indicate that the chosen company's Instagram posts are mostly engaged by men from the age range of 18-34. Therefore, the company should focus on creating content that would attract their target audience to turn browsers into potential buyers.

4.2.2 Desired Content

Figure 6 Engagement based on Interactions



Source: *Insights from Instagram, own work*

After analyzing the content that receives the most engagement, it was found that Reels and posts generate the highest levels of engagement, with Reels contributing to 61.32% and posts contributing to 35.07%. Only 4% of engagement was generated from stories and video interactions. As a result, priority should be given to Reels and posts, which account for 96% of total engagement.

In Figure 6, a comparison was made between reels and posts by using the same variables, including likes, saves, shares, and comments. The results indicate that reels outperform posts in terms of engagement, with a higher number of likes, saves, and shares. However, both types of content seem to struggle in attracting comments from their audience. This can be improved by posting interactive content that motivates the client to leave a comment which in return might boost the post to other users.

In addition to likes and comments, shares, and saves provides valuable insights. It is important to monitor metrics like saves and shares, as shares can increase the likelihood of exposure of the company and potential conversion, as the user who

shared it would be considered as a trusted source. Additionally, saves can signify that the audience found the content compelling enough to revisit later.

4.3 Website Analysis

The website of TechnoExcel will be examined based on data from February,2023 to assess its functionality by using insights from Google Analytics.

Google Analytics is a useful online analytics tool that gives information about website traffic and user activity. It enables website owners and marketers to measure and evaluate numerous website performance indicators such as visits, pageviews, bounce rate, conversion rate, and more. The metrics mentioned can be utilized to acquire a better knowledge of how people interact with the desired website, which pages are most popular, what sources provide the most traffic, and how the audience interacts with the material. It may also assist in identifying areas for development to optimize the website for a better user experience and improved conversion rates.

The aim of this analysis is to achieve three objectives:

1. Get a better understanding by getting a general overview of the website analytics.
2. Identify the sources responsible for driving traffic to the website.
3. Compare website sessions with benchmark set in Jobs and Education Sector

1. Overview of the web analytics

The overview report in Figure 7 provides a summary of website performance metrics and user behavior from 1.02.23 to 28.02.23.

According to figure 7, there were 201 users who viewed the page in the month of February, out of which 193 were new users. Based on the data, it appears that a large portion of the company's customer base (88%) is made up of new users, while only a small fraction (12%) are returning customers.

Figure 7 Overview of the websight insights



Source: Google Analytics

This highlights the need for the company to prioritize efforts towards retaining its existing customer base in order to improve its customer retention rate. One possible strategy to achieve this objective could involve implementing targeted email campaigns that offer discounts or other incentives to encourage existing customers (Sabbagh, 2021).

Furthermore, the website had a total of 246 sessions during the analyzed period. On average, each user visited the website 1.22 times. The average session duration was 52 seconds, indicating that users spent a relatively short amount of time on the website. On average, each user viewed 4.60 pages per session. The bounce rate, which measures the percentage of users who leave the website after viewing only one page, was 9.76%. This suggests that the website is engaging and relevant enough to keep users browsing beyond the initial page they land on.

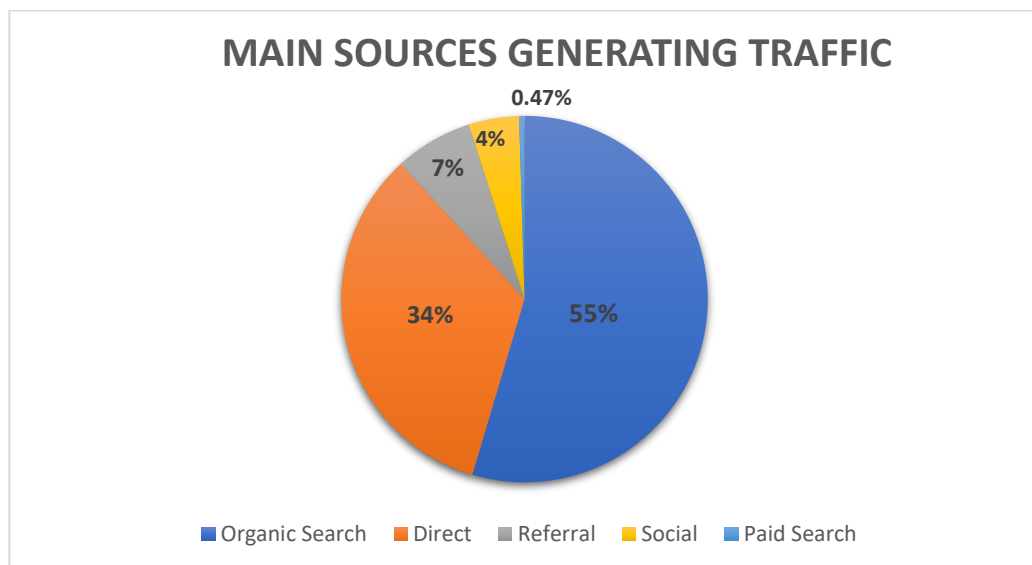
Majority of the website's audience is from India (67%), followed by the United States (10.95%) and Canada(3.48%). This information can be useful for targeting specific regions with marketing campaigns or tailoring the website content to suit the needs and interests of the audience from those regions.

2. Main sources driving traffic to the website.

Analyzing the sources of website traffic is essential for businesses to develop effective marketing strategies. This information allows businesses to prioritize the channels that generate most traffic, optimize website content and user experience to increase engagement and conversions. By tracking traffic sources, businesses can also measure the ROI of their marketing efforts and identify new opportunities for growth. These insights are critical for data-driven decision-making and for achieving business growth objectives (Radovan Madleňák, 2015).

To analyze the sources of website traffic, only the main sources such as organic search, direct, referral, social, and paid search were considered. Other sources such as direct, email, and other advertising sources were excluded from the analysis since they did not generate any sessions during the given time period.

Figure 8 Main sources generating traffic to the website



Source: Insights from Google Analytics, own work

Figure 8 denotes that 55% of the web traffic came from organic search, 34% came from direct visits, 7% came from referral sources, 4% came from social media, and only 0.47% came from paid search. These results indicate that the majority of TechnoExcel's website traffic is coming from organic search, which could be attributed to the effectiveness of the company's SEO efforts. One possible explanation

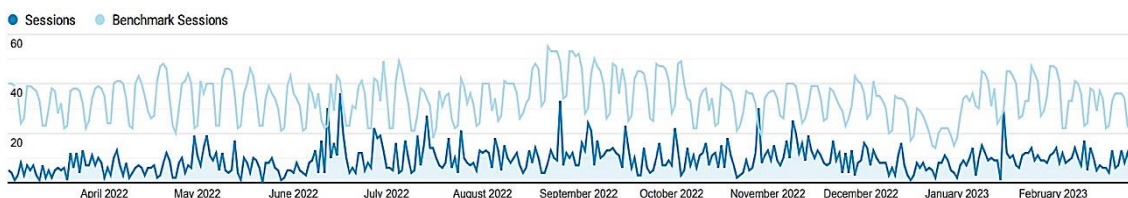
for this outcome could be the company's investment of 485 USD during its initial days of entering the realm of digital marketing in an SEO campaign.

To further improve website traffic, TechnoExcel may want to consider in increasing their social media presence. (Radovan Madleňák, 2015) By doing so, they could potentially attract more visitors who may not have found the website through organic or direct sources. Additionally, TechnoExcel could further analyse referral sources to identify opportunities for partnerships or collaborations with other websites to drive traffic.

3. Competitor analysis in terms of sessions

Session is a metric that represents a single visit to a website, including all interactions that occur during that visit. A session starts when a user opens a webpage and ends when they leave or are inactive for 30 minutes. It is a key metric for measuring website traffic and user engagement, as it provides insights into how visitors are interacting with a website and how effective a website is in attracting and retaining users.

Figure 9 Company's Sessions with Industry Benchmark



Source: Google Analytics

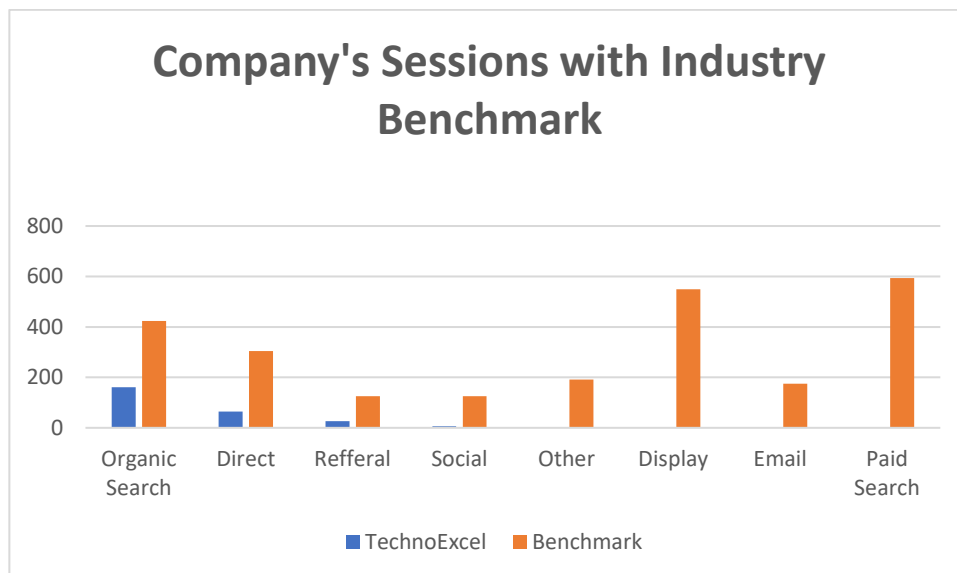
Figure 9, illustrates sessions from the website between April 2022 and February 2023, including benchmark data from the "jobs and education" sector. From April to June, the website's page sessions fell short of the benchmark. According to the marketer working in the company it was revealed that the company's digital channels were initially managed by interns who lacked the necessary expertise and time to utilize the tool of digital marketing effectively. The marketer of this company mentioned that

from May, the company took the initiative of hiring staff to create a digital team and their efforts can be gradually seen from September.

In addition to a team, the company started posting out blogs which generated more traffic to the website .Blogs helped reach a wider range of audience for the company as well as current clients enjoyed reading it .Publishing high-quality blog content on a business website can boost its search engine rankings, aiding potential customers to discover the business online (Robert Behling, 2006).

An Instagram reel that was posted in October received 107k views and started circulating to a wider range of audience. The company has then focused on posting reels, which could be a possible reason as to how the sessions reached the benchmark. Nevertheless, the company's irregularity in posting content like blogs and other material on social media, change in goals while working on different projects can be seen throughout the graph.

Figure 10 Sessions comparison of the website with the benchmark



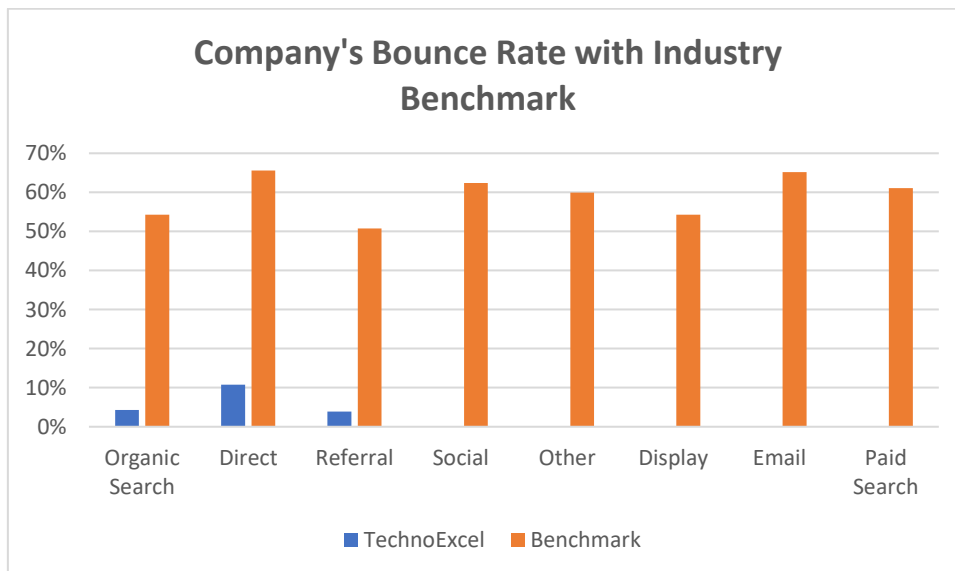
Source: Insights from Google Analytics, own work

Figure 10, represents the number of visits to the webpage from different sources from the month of February. The sources include organic search, direct traffic, referral traffic, social media, other sources, display ads, email, and paid search.

For organic search, there were 161 interactions out of 424 benchmark visits. Direct traffic resulted in 65 interactions out of 305 benchmark visits. Referral traffic had 26 interactions out of 126 benchmark visits. Social media resulted in 6 interactions out of 125 benchmark visits. Emails, display ads, paid search and other unmentioned sources had no interactions in the month of February.

This not only shows the under-performance of the company's digital marketing, but it shows effectiveness of each source generating traffic to the website to help identify areas for improvement in terms of increasing user interactions.

Figure 11 Bounce rate in comparison with the benchmark



Source: Insights from Google Analytics, own work

Figure 11, depicts the sources of traffic that generate visitors to the company's website corresponding its bounce rate, in comparison to the industry benchmark from February 2023.

The provided data reveals that the company has a 4% bounce rate for visitors who arrive at their website through organic search, but this rate is significantly lower compared to the industry benchmark of 54%. To maintain this, the company should focus on optimizing their website's content and user experience to better align with the intent of organic search visitors.

The bounce rate of 11% for direct traffic visitors is lower than the benchmark of 66%. This indicates that the company is doing a good job of engaging these visitors, but they could further improve by implementing a more effective call-to-action or promoting their content to encourage more engagement.

The company's 4% bounce rate for visitors from referral sources is also lower than the benchmark of 51%. However, the company could improve their referral traffic by building stronger relationships with referrers and improving the relevance and quality of their website content.

While the company has a 0% bounce rate from social media, this is likely due to a low amount of traffic from these sources. To increase traffic and engagement from social media, the company should focus on developing a strong social media presence and implementing an effective social media strategy.

4.4 SWOT Analysis

SWOT analysis serves as a popular strategic planning tool that facilitates the identification of a company's strengths, weaknesses, opportunities, and threats. SWOT analysis plays a critical role in digital marketing strategy, allowing companies to recognize their digital marketing strengths and weaknesses to formulate plans to enhance their performance. Identifying opportunities and threats can help understand what strategies can be developed to capitalize on the former and mitigate the impact of the latter (Galea, 2015).

Before signing deals, taking initiative, reconstructing policies, or executing future plans for a company, it is important to assess its position. This assessment can help decide whether the company is able to make challenges and to what extent. It can also reveal what needs to be protected, changed, and improved. A company can identify its unique value and competitors to gain a better understanding of its position in the market.

With these objectives in mind, SWOT analysis will be performed on TechnoExcel:

STRENGTHS:

1. Expansion:

Expanding the company's services domestically across India and globally presents a major advantage, particularly during a time when demand for tutoring such programs like SQL,python,excel etc is high. This initiative aims to cater to the increasing demand for their programs providing greater access to education for individuals in search of it.

2. Face of the location:

The advantageous geographical location of the main office is a major advantage as there are no immediate competitors in the vicinity, making the business more valuable and renowned. The company's reputation and availability of unique services in the locality eliminate the need to compromise on prices.

3. SEO:

At the start of the company's transition to digital marketing, an investment of approximately 485 USD was made, specifically for the purpose of search engine optimization. The benefits of this investment have continued to grow over time, as users can now easily locate the company's websites by using appropriate keywords.

4. Experienced Tutors:

The brand's reputation is reinforced by the extensive experience of the tutors with more than 10 years of experience in data management and possess work experience with various multinational companies, online stores, research projects, and governmental agencies to resolve complex issues. This instils a sense of confidence among clients, for receiving high quality advice and education from such experts.

WEAKNESSES:

1. Poorly maintained Social Media Accounts:

According to Instagram Insights data, the company has shared 16 posts, 57 stories, and 10 reels over the past 90 days. In the last 30 days only 10 posts, 30 stories, and 2 reels was posted. These figures suggest that there is a lack of consistency in the frequency of the company's social media posts. Research carried out by Jacob and Bindal demonstrates a correlation between a brand's post strategy and its ability to engage with its customers effectively. (2018)

Additionally, the company is neglecting the potential to acquire customers through platforms such as LinkedIn and Facebook by remaining inactive, resulting in opportunity cost.

2. Record keeping:

Another area where the company's operations may be seen as deficient is its poorly maintained database. The company appears to lack effective lead tracking. In addition, the company does not seem to be utilizing a Customer Relationship Management (CRM) database.

Keeping track of customer satisfaction can be a easy and well organized task if TechnoExcel begins documenting every interaction with its clients in one place while using that information as an indicator of progress.

3. Lack of teamwork:

Poor communication among team members, conflicting goals and priorities and a lack of communication and collaboration can be considered another sign of weakness.

OPPORTUNITIES:

1. Collaborating with different institutions:

Partnering with educational institutions offers several advantages like increased exposure to potential customers, access to a targeted audience interested in learning for career growth, enhanced credibility, and validation.

2. Introducing demonstrated tutorials:

TechnoExcel can enhance its website by creating additional demo tutorials and post the same content on YouTube. By doing so, they can showcase the unique features and benefits of their products or services to potential customers and help get a better understanding of what the company offers.

Furthermore, posting these tutorials on YouTube can improve the company's online visibility and increase its reach to a wider audience.

THREATS:

1. Technical Issues:

Learners may encounter difficulties accessing courses if there are technical glitches or server downtime, it could result in a negative user experience. It is essential to employ adequate personnel to address such issues promptly.

2. Dependence on key personnel:

Relying heavily on a few key individuals to maintain the quality and reputation of an e-learning company can pose a significant risk to its operations and overall success. Loss of experts could lead to a decline in the quality of the courses offered, as well as a negative impact on the company's brand reputation.

5 Results and Discussion

After analyzing the effectiveness of Technoexcels's digital marketing strategy, it is evident that majority of the website traffic is generated organically or through direct search. This finding indicates that the company's visibility in search engines is strong. Consequently, investing in SEO campaigns and web optimization can result in a good return on investment for the business.

To improve the company's social media strategy, the company can benefit from consistent posting on Instagram, Facebook and LinkedIn. The theoretical section highlights that Facebook is a common marketing tool, utilized by 90% of marketers. LinkedIn can be valuable for attracting individuals seeking career growth and development in skills. In addition, partnering with various organizations and social media pages that post educational content can increase brand recognition and appeal to the target audience.

Email marketing and a CRM model can help TechnoExcel keep track of potential customers and their interests, while also gathering valuable feedback that can inform future marketing efforts. TechnoExcel has the capacity to develop a committed support network by delivering unique discounts and consultations to its loyal clients by leveraging email marketing tactics. Furthermore, this method can aid in the development of long-term consumer connections, which can lead to enhanced brand loyalty.

5.1 SMART Goals

SMART goals are a set of objectives that are specific, measurable, achievable, relevant and time-bound. According to Martin (2022) smart goals set the following framework:

- Goals should be well-defined and focused on a specific result.
- Goals should be measurable so that progress may be recorded and assessed.
- Goals should be reasonable and attainable in light of the available resources and time.
- Goals should be in line with the broader purpose, vision, and values of the organization.

- Goals should be time-bound in order to generate a feeling of purpose and commitment.

Goals act as indicators for measuring a business's progress and those that have been created based on data from past performance set realistic outcomes. Hence, SMART goals will be set based on the results mentioned in the practical part of the thesis.

1. Boost engagement on social media by 30% within the next 5 months by posting good quality content consistently and by expanding the business's presence on Facebook and LinkedIn where users are more likely to engage with training and certification services.
2. Investing in paid search campaigns with the present ad campaign on social media could increase online sales by 15% within the next year by expanding the company's digital advertisements.
3. Increase email open rates by 10% within the next 3 months by implementing personalized and targeted email campaigns, testing different subject lines and content formats, and segmenting email lists based on customer preferences.
4. Increase website traffic by 15% within the next 5 months by introducing trial packs, demonstration videos, and reintroducing educational blogs.
5. Increase customer retention rate by 10% in the next quarter by improving customer service response times, providing more personalized support, and offering loyalty incentives.

For this organization to completely unlock its potential in digital marketing, the digital marketing team at Technoexcel must collaborate and maintain a consistent strategy in order to achieve these proposals and defined targets.

6 Conclusion

Digital media marketing has evolved into an integral component of today's corporate scene. It enables firms to reach a broader audience, communicate with consumers, and ultimately boost sales. This thesis explored various aspects of digital marketing, including inbound and outbound marketing, social media marketing, SEO, email marketing, and customer relationship management.

Despite the fact that all of these tools are available, most firms, particularly small enterprises, do not have a thorough knowledge of how to use the mentioned tools to their advantage effectively. Organizations must understand and establish strategies to effectively use digital marketing technologies to reach their target audience, build brand recognition, and ultimately drive growth for optimum advantage.

Concentrating on all the available marketing tools may not yield the desired results, just as relying solely on one form of marketing can lead to missed opportunities. It is, therefore, crucial to experiment with each tool to determine which ones are most effective for the business.

For instance, email marketing campaigns may be utilized to deliver promotional messages right to the inbox of a subscriber, and social media marketing can assist companies in connecting with their target market and enhancing brand recognition through a variety of social media platforms. On the other hand, search engine optimization entails tweaking a website's content and organization to raise its position on search engine results pages and make it simpler for potential consumers to locate. By leveraging the various tools and techniques explored in this thesis, businesses can stay competitive in the digital age and achieve long-term success.

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List of abbreviations

SWOT- Strengths, Weakness, Opportunities and Threats

ROI- Return on Investment

SEO- Search Engine and Optimization

CRM- Customer Relationship Management

SERP- Search Engine Results Pages

AD- Advertisement