

A SURVEY ON USAGE OF DIGITAL SERVICES AMONG ORGANIZATIONS IN EAST BANGALORE

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ABSTRACT:

Digital marketing is selling products or services on the internet with the help of various software and technologies. Since the Indian government is pushing for digitalization, a short survey was conducted to find out the awareness and usage level of various digital tools by organizations. The data for this study was gathered through survey method with 100 companies who own a website. It was found that many need training and awareness campaign to fully utilize the digital services and stay in the competition. This shows that it is the right time for the people to get aware of all the trends of digital marketing. This is important because without right tools and execution, any marketing campaign will go waste.

Key words: Digital marketing, website owners, digitalization, services, trends

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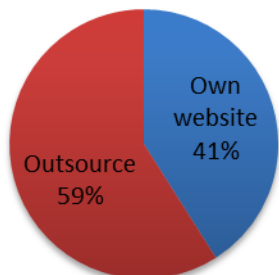
INTRODUCTION:

For years together the marketers are always targeting their customers through product, price promotion and place (4P's). These methods which are traditional in nature, focus on identifying the right audience segment, understand their behaviour, provide incentives and attract them to buy a product or service. Marketers also use different categories like print, broadcast, direct mail...etc. Today is the era of digital marketing. The companies market and promote their products or services on different forms of digital platform providing customer convenience. With digital marketing in force the companies have to be updated with the usage of technology and trends around them. There are many benefits a company can gain from digital usage like they can easily know how the campaign has performed on the Internet, how many times the company has been viewed or clicked, how many respondents have gone through their advertisement and how many responses are received. The field of digital possibilities are endless hence a marketer has enough tools and techniques not only to create but also to expand their ability in creativity. It might be easy to start a business off- line but it is quite hard to start business on-line as there are many parameters that a person should know before he starts his business on-line. Most of these parameters are not known and understanding them might not be easy for all.

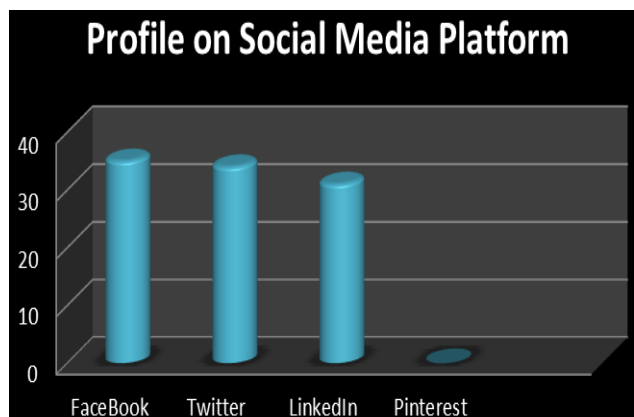
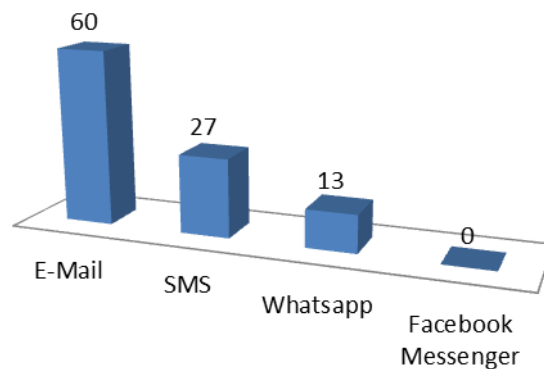
MATERIALS AND METHOD:

The main objective of study was to explore the awareness and usage of digital services. This research is descriptive in nature. The responses were confined to be 100 randomly chosen organizations in east Bangalore having their website. The data collected was entered in excel sheet, converted to percentage analysis and the graphs were plotted. Below are the graphs showing: ownership and maintenance of website; organizations having profile on social media (Face Book, Twitter, LinkedIn & Pinterest); usage of social media campaigns to reach to customers; usage of online medium for customer interaction; usage of blogs; usage of market automation software and predictive marketing software; awareness level on mobile app marketing.

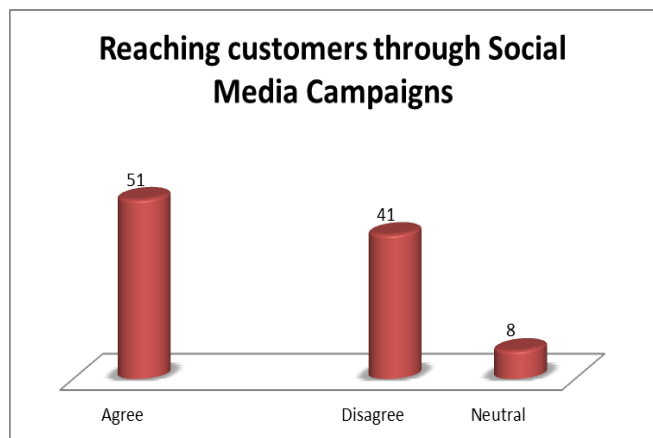
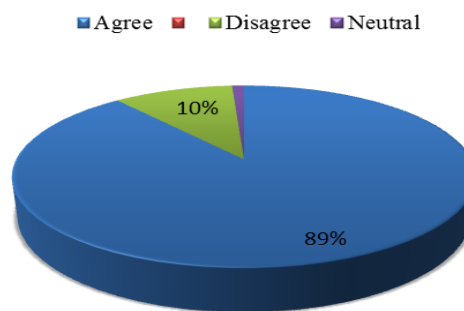
OWNERSHIP & MAINTENANCE OF WEBSITE



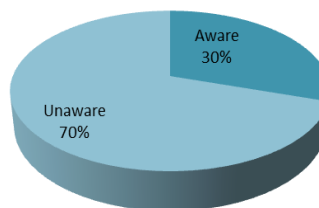
Online Customer Interaction



Usage of Blogs

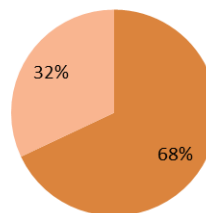


Usage of Mobile App Marketing



Usage of Software

■ Market Automation software ■ Predictive Marketing Software



RESULTS AND DISCUSSION:

From the study the following observations are made:

- ❖ 41% of the organizations have their website and maintain on their own whereas 59% respondents outsource their website related activities.
- ❖ When a question is being asked regarding usage of social media, 35% of respondents say they have their profile in Facebook, 34% in twitter and 31% in LinkedIn. None of the respondents have their profile in Pinterest.
- ❖ 51% of respondents agree that they are reaching customers through social media campaigns while 41% disagree on the same. 8% of the respondents did not reply for the question being asked.
- ❖ 60% of the respondents interact with their customers through E-mails, 27% through SMS 13% through WhatsApp whereas no one is using face-book messenger for interacting with their customer.
- ❖ 89% of respondents agreed for the usage of blogs whereas 10% of respondents have stated that they do not blog and 1% of respondents did not reply for the question.
- ❖ 68% of respondents say that they are aware of market automation software while 32% of respondents are aware of predictive marketing software.
- ❖ 70% of respondents are aware of usage of marketing through mobile app whereas 30% of respondents are unaware about usage of mobile app marketing.

It's also been observed that when it comes to Digital marketing, respondents who own a website know basics of how it works and how to optimize it but they are not updated with the trends each company is coming up with to beat the competition. Therefore use of Google analytics is highly effective for such companies to update themselves and stay in the competition. Now days to build better branding most of the companies hire content writers to write blogs and maintain their website. The bigger the brand the better the market. Right SEO tools help in improving better strategies to get brand on top of the charts. Awareness on these SEO elements is also less. Most companies who are still using Emails as promotions may not stand in the competition as customers treat this as Spam. Companies are aware about promoting through social media but lack how to use it further. They can even use Facebook messenger, what's app to interact with clients rather than only e-mail. It's time that companies should invest money and time effectively to withstand all online competitions.

CONCLUSION:

Respondents have very vague idea in SEO. Training and awareness programs should be conducted for those interested in digital marketing. Social media can also be used in an optimized way. Companies have to adapt and invest in new software to reach out customers. Instead of outsourcing organizations can train their employees to implement digital marketing strategies in an effective way.

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