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## EFFECTS OF DIGITAL MARKETING ON BRANDS

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### Abstract

*Direct marketing servicing has served as the foundation for the growth of the field of digital marketing over the past 10 years. Today, Brand marketers have more direct and indirect channels of connection with their target clients as a result of the rise in personal devices and their use. The study focuses on effects of digital marketing on consumer product branding. This article focuses on the interactions between various brand attributes, customer behaviour, corporate performance, social media, and influencer marketing. Due to progresses of digital marketing, consumers are more aware of enterprises and their market expansion. Several digital marketing tools, such as affiliate marketing, blogging, mobile marketing, SEO, and email marketing has been discussed in this article.*

**Keywords:** Brand Communication, Digital Branding, Digital Marketing, SEO.

### Introduction

In today's time, we don't need an introduction to digital marketing. Digital marketing is already very popular in today's world because of Internet which has opened the gateway of tremendous digital marketing opportunities for businesses. By utilizing different channels of digital marketing, businesses cannot just share their product and services online; additionally, they can gain clients for their business, entice them, and can convert them to boost their ROI. The speed and straightforwardness with which digital media transmits data and support a business is astonishing. Brand plays a crucial role in the field of digital marketing by influencing its effectiveness and success. A brand is more than just a logo or a product it encompasses the overall

perception, reputation and values associated with a company product, or service. Digital marketing leverages various online channels and strategies to promote brands and engage with target audiences.

### Objectives of the Study

1. To bring out the meaning of digital marketing
2. To explain the impact of digital marketing on brands
3. To highlight the significance of digital marketing on brand awareness

### Digital Marketing

Digital marketing is a general term for any steps a company takes to connect with customers through electronic technology. Digital marketing promotes and sells products or services to prospective customers through online

platforms such as email, social media, mobile marketing, online customer communities, webinars and other video-based content.

### **Brand**

A brand, in the eyes of marketing experts, is a good or service that distinguishes itself from competitors. Design, packaging, and advertising components work together to form the brand and set the product beyond its rivals.

### **Impact on Brand Products by Digital Marketing**

**Brand Visibility:** Digital marketing gives brands the chance to become more visible and connect with more people. Brands may improve their online visibility and draw in more potential customers by using strategies like search engine optimization (SEO), pay-per-click (PPC) advertising, and social media marketing.

**Consumer Engagement:** Through a variety of channels, including social networking sites, email marketing, and online forums, digital marketing enables firms to interact directly with consumers. Brands can strengthen connections, boost loyalty, and promote repeat business by actively engaging with customers, attending to their needs, and offering helpful material.

**Online Reputation:** A brand's reputation is very important in the digital age. Consumer perceptions are significantly influenced by online reviews, ratings, and customer feedback. Negative comments can damage a brand's reputation while positive reviews and testimonials can increase a brand's credibility and inspire new buyers. Reputation management solutions that keep an eye on internet reviews and act quickly on them are part of effective digital marketing strategies.

**Market Reach and Targeting:** By using demographic and behavioural segmentation, digital marketing enables firms to precisely target the people they want to reach. Brands can target specific client segments with marketing messages by using data analytics and user profiling,

maximizing the impact of their efforts and raising conversion rates.

**Competitive Environment:** There is fierce competition among brands for the attention of the same audience in the world of digital marketing. To keep one step ahead of the competition, brands must continuously evaluate and modify their digital marketing strategy. To set you apart from rivals, this entails keeping up with new trends, utilising cutting-edge technologies, and providing distinctive value propositions.

**Sales and Conversions:** At the end of the day, digital marketing is all about generating sales and conversions. Brands may improve their website design, user experience, and marketing funnels to boost conversion rates and increase revenue by putting effective conversion optimization tactics into practice.

### **Significance of Digital Marketing for Brands**

**Brand Awareness and Perception:** Digital marketing plays a vital role in building brand awareness and shaping customer perceptions. By creating compelling and consistent messaging across digital channels, brands can increase their visibility, reach a broader audience, and establish a positive brand image. Effective digital marketing efforts can help create brand associations, evoke emotions, and establish trust, ultimately influencing how customers perceive and interact with the brand.

**Customer Behaviour and Decision-Making:** Digital marketing has the power to influence customer behavior and decision-making processes. Through targeted advertising, personalized messaging, and persuasive content, brands can capture the attention of potential customers, educate them about their products or services, and guide them through the buying journey. Digital marketing techniques such as retargeting, social proof, and urgency tactics can also motivate customers to take action,

resulting in increased conversions and sales.

**Customer Engagement and Relationship Building:** Digital marketing provides opportunities for brands to engage with customers on various digital platforms. By leveraging social media, email marketing, chat bots, and interactive content, brands can foster meaningful relationships with their audience. Regular communication, timely responses, and providing valuable content can enhance customer engagement, loyalty, and advocacy, ultimately driving repeat purchases and positive word-of-mouth.

**Data-Driven Insights:** Digital marketing generates vast amounts of data that can be analyzed to gain valuable insights. By leveraging analytics tools and tracking customer interactions, brands can understand customer preferences, behavior patterns, and purchase habits. These insights enable brands to refine their marketing strategies, tailor their messaging, and optimize their campaigns for better results. Data-driven decision-making can lead to improved targeting, more effective messaging, and increased return on investment (ROI).

**Business Performance and ROI:** Digital marketing efforts directly impact business performance and return on investment. Through effective digital marketing strategies, brands can generate leads, drive website traffic, increase conversions, and ultimately boost sales and revenue. Digital marketing allows for precise tracking and measurement of key performance indicators (KPIs), enabling brands to evaluate the success of their campaigns, optimize their marketing spend, and make data-backed decisions to achieve better business outcomes.

#### **Role of Social Media in Marketing**

- Social media refers to online platforms and websites that enable users to create, share, and interact with content. Twitter, Facebook, and Instagram are well-known social apps and social networking sites such as LinkedIn,

YouTube, and Snapchat helps to influence the market easily. Through these platforms, individuals can engage in a range of activities like exchanging pictures, videos, ideas, and opinions with friends, family, and even complete strangers. These platforms provide business with the prospect to engage with a big audience and build a strong brand presence. Business can create official pages or profiles on these websites in order to interact with customers, publish information, carry out marketing effortlessly, and even conduct direct transactions. Social networks are strategically used to achieve certain marketing goals such as increasing brand awareness, increasing website traffic, or generating leads.

- Influencer marketing is a type of advertising that focuses on teaming up with important people or content producers, also referred to as influencers, to advertise goods or services. Influencers frequently have a sizable social media following and are recognized as authorities in their fields. They could be social media influencers, bloggers, business leaders, or celebrities. Influencer partnerships are a common strategy used by brands to increase engagement with their target market. Influencers provide content showcasing or promoting the brand's goods, and because of their reliability and authenticity, they have the power to influence their followers' purchasing decisions. Sponsored posts, product reviews, giveaways, brand ambassadorships, and even long-term relationships are just a few examples of the many different ways influencer marketing may be used.

#### **Conclusion**

In conclusion, digital marketing affects consumer behavior, business performance, and brand awareness by raising consumer awareness of the brand, forming perceptions, influencing choices, encouraging customer engagement,

utilizing data-driven insights, and ultimately promoting the achievement of business objectives. Digital marketing has a huge impact on a brand's product on a number of levels, such as visibility, engagement, reputation, targeting, market share, and sales. Brands may be able to improve their market position, increase the size of their consumer base, and accomplish their corporate goals by successfully utilizing digital marketing.

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