A Study On Digital Marketing Strategies Of Nxtechpro Technology Private Limited

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ABSTRACT

The study conducted on the Digital Marketing Strategies Of Nxtechpro Technology Private Limited. The research adopts a survey approach where self-administered questionnaires were issued to gather data from the employee to measure their opinions of the company process. In this study Descriptive research is used to depict the participants in an accurate way. The data is collected through primary data. In primary data a questionnaire has been structured. The statistical tools used here is Chi – square, U-test method. Thus, study attempted to learn the marketing strategies of the company.

Key Words: Digital, Strategies, Technologies, Marketing, Design, etc.

INTRODUCTION TO THE STUDY

Digital marketing can be defined as the process of promoting of brands using digital distribution channels comprising internet, mobile and other interactive channels. The basic advantage in this form of advertising lies in its low-cost model Digital Marketing can be classified into Pull and Push marketing.

Pull

Pull digital marketing technologies involve the user having to seek out and directly grab (or pull) the content via web searches. Web site/blogs and streaming media (audio and video) are good examples of this. In each of these examples, users have a specific link (URL) to view the content.

Push

Push digital marketing technologies involve both the marketer (creator of the message) as well as the recipients (the user). Email, SMS, RSS are examples of push digital marketing. In

each of these examples, the marketer has to send (push) the messages to the users (subscribers) in order for the message to be received.

Web Site Designing

Value Prop through its tie up venture www.hanuinfo.com offers a complete package of affordable website design and ecommerce web development. From the initial process of taking inputs from clients, planning on the basis of such inputs to final implementation and testing – all are done using latest web designing techniques and skills. Our services have theadvantage of offering clarity in its design style, which is backed up with an easy and free flowing content and latest technical know-how. Not only we provide affordable web site design and ecommerce web development services but also search engine friendly designs. Our Service Includes

- Website Design
- Website Redesign
- Shopping Cart Web Design
- Detailed and Advanced Page Layout
- Custom Logo Design
- Banner Ads
- Custom Graphics Design using advanced design tools.

Push Pull strategy:

A push-pull-system in business describes the movement of a product or information between two subjects. On markets the consumers usually "pull" the goods or information they demand for their needs, while the offerors or suppliers'"pushes" them toward the consumers. In logistic chains or supply chains the stages are operating normally both in push- and pull-manner. The interface between push-based stages and pull-based stages are called push-pull boundary or decoupling point.

Strategies in digital marketing:

Two basic digital marketing strategies used by current and potential customers. These two types of digital marketing are called the "Push" and the "Pull." Their methodology for providing information to customers works as follows:

Pull digital marketing – the customer seeks information about products and/or services by visiting the company's sources of information searching for the specific product or service information.

• They are basically requesting to view this specific content. These are typically located in websites, blogs, streaming audio and video sources. Customers have found related information on other websites or been directed to the company's sources by a referring website to find the information.

Push digital marketing – customers are provided information by receiving or viewing advertisements digitally, such as: SMS, RSS, cell phone calls, etc., as subscribers of the latest product and service information provided by the company.

- Both have their advantages and disadvantages. For example:
- Pull advantages – no restrictions on file size, no opt-in requirements, and low technology requirements for the company.
- Pull disadvantages – marketing required, little tracking of visitors, and no personalization to keep the visitors coming back

How DigitalizationInfluences

Marketing Internet influences a business both operationally and strategically. Supporting marketing tasks such as reducing costs of activities and minimizing the time of reaction to customer are important. In addition, processes of creating value and market position building of a business depend on actions within networks reached with internet.

Internet, especially social media networks impact on the marketing concepts, such as: (Mazurek, 2014:18-19)

- Result of clear communication to both internal and external environment, business has the possibility of gathering accurate information of market to react market needs immediately.
- Interactive and clear communication of business to the environment, business has the opportunity to have compact relationship with other businesses and customers which can be considered as a part of the business because of the interactivity.
- Raising brand awareness and customer loyalty to the business by introducing the company right, marketing the product interactively.

REVIEW OF LITERATURE

- **Maryam I.Y. Suleiman** (2020) focuses on the impacts on marketing practice of internet-fostered digital spaces and also shows the analysis of various marketing strategies that a company can use to achieve its target. he papers starts with the definition of online marketing and the examination of historical context to use online marketing; various online marketing strategies, online marketing strategy,

various claims by different authors, which will shed some light on the next focal point is the marketing possibilities which prevent the implementation of this new virtual space.

- **Vladi Finotto and Christine Mauracher** (2020) this paper is conducted to analysis the digital marketing strategies in the Italian wine sector he paper identifies organizational factors that influence the use of digital tools in marketing strategies: size, familiarity with various areas of digital marketing, number of employees and longevity of the firm.
- **Manas Khatri** (2021) this research is focused on the analysis of customer experiences in the different business fields describing importance of innovative technology and its impacts on customer preferences and customer choices. In this research themes are used themes are divided into three major sectors. Each themes analysis the pros and cons of artificial intelligence in business and marketing, customer experience with digital marketing, applications of digital media on the business performances and customer satisfaction through customer experiences.
- **Nandini Das Ghoshal**, (2021) this research explores how marketing, as a discipline, has transformed in the last decade due to the disruption of digital technology. This study explores how marketing, as a discipline, has transformed in the last decade due to the disruption of digital technology. This paper further outlines the elements of each of these opportunities. It explores the imperatives of marketing in today's environment.

- **Bayad Jamal Ali and Govand Anwar** (2021) the research analysis to examine pricing strategies as a determining factor in influencing consumer behavior. The present research applied quantitative research method via adapting questionnaire from academic sources. The current study aimed to examine pricing strategies as a determining factor in influencing consumer behavior.

PROBLEM STATEMENT

A marketing strategy helps an organization to concentrate its scarce resources on the best possible opportunities so as to increase the sales. A marketing strategy helps acompany to concentrate its scarce resources on the best possible opportunities so as to increase the sales. Marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs. The study starts with defining online marketing are helpful to the company. This study focuses on marketing tactics are mostly used in organization and also shows the analysis of various marketing strategies that a company can use to achieve its target also analysis that employee of the organization how well know about that digital marketing strategies and

digital marketing activities like managing marketing activities. Social media platforms have presence on and it's useful to reach the customer.

OBJECTIVES OF THE STUDY:

- To study the marketing strategies of good leaps groups

- To analyze the organization reaching the target customers and marketing strategies are helpful to reach them.

- To analyze the managing online marketing activities.

- To study social media presence and online presence of business.

RESEARCH METHODOLOGY

DESCRIPTIVE RESEARCH:

Descriptive analysis studies are primarily involved with description of characteristic of a specificindividual (or) a bunch. Studies involved with specific predictions with narration of facts andcharacteristics regarding individual, cluster (or) scenario is all samples of descriptive analysisstudies.This analysis includes survey and truth finding enquiries of various sorts. the key purposeof descriptive analysis is description of the state affairs, because it exists at the present.

DESIGN OF DESCRIPTIVE STUDIES:

Descriptive studies aim at depiction accurately the characteristics of a specific cluster resolution. One could undertake a descriptive study concerning add the plant, health, safetyand welfare. A descriptive study is also involved with the correct to strike, death penalty,prohibition, etc.

A descriptive study involves the subsequent steps:

- Formulating the target of the study.
- Defining the population and choosing the sample.
- Designing the method of the data collection.
- Analysis of the information.
- Conclusion and suggestions for more enhancements within the practices.

DATA COLLECTING METHOD:

The nature of information used is also primary or secondary. Primary knowledge is that the 1st hand assortment of information; secondary knowledge is creating use of revealed or fromrevealed sources.

DATA COLLECTING INSTRUMENT
❖ **SURVEY RESEARCH:**

Survey analysis is that the most typically used methodology of primary knowledge assortment in analysis. This is wide used thanks to its extreme flexibility. Survey kind analysis studiesconcerned with describing, recording, analysis and decoding conditions that either exist orexisted, survey analysis is AN example of field analysis.

❖ **RESEARCH INSTRUMENT:**

Research instrument suggests that the instrument used analysis for gathering the data.

❖ **QUESTIONNAIRE:**

Questionnaire is the most popular and wide adopted instrument for gathering knowledge. Aquestionnaire is a sheet or sheets of paper containing queries with reference to bound specific aspects relating to that the investigator collects the information. The success of surveymethodology depends on the strength of the form used.

❖ **QUESTIONNAIRE DESIGN:**

Design and implementing the form is one in every of the foremost attention-grabbing taskswithin the research. The form is ready in such the simplest way that it covers the target of thestudy. The form utilized in the study could be a structured form that contains open concludedclosed concluded, divided and multi alternative question.

Period of coverage:

The study has been undertaken.

TOOLS USED FOR ANALYSIS:

- Percentage method.

- Chi-square analysis

- Mann Whitney (U- test)

PERCENTAGE METHOD:

In this project proportion methodology take a look at was used. The formula is followingproportion.

Respondent = <u>No. of Respondent</u> x 100
Total no. of Respondents

CHI-SQUARE ANALYSIS:

Karl Pearson developed a take a look at for testing the importance of discrepancybetween experimental values and therefore the theoretical values obtained beneath some theoryor some hypothesis. This take a look at is thought as Chi sq. take a look at or take a look at ofgoodness of match. Chi-square take a look at has been utilized in this study to search out the association between satisfactory level of company policy and procedure and promotion chance ofthe workers.

The formula for computing chi-square (*2) is as follows x2=

Conditions characterizing the X2test

The chi-square test can be validly applied if the following conditions are satisfied:

- The observations recorded are collected on a random basis.
- The sample observations should be independent, i.e., no individual item should be included twice or more in the samples.
- The total number of observations should be reasonably large, say N > 50.
- The data should be expressed in original units for convenience of comparison and the given distribution should never replace by relative frequencies or proportions.

Small theoretical frequencies should be avoided while calculating X2. Small is a relative term.

Preferably, each theoretical frequency should be larger than 10, but in any case, not less than 5.

Since, chi-square distribution is a continuous distribution; it cannot maintain its characteristics

Of continuity, if cell frequency is below less than 5. In that case, we adopt pooling techniques,

Which consists of adding the frequencies which are less?

SAMPLING TECHNIQUE:

The technique used for the analysis is chance as a result of the population is finite. The sampling technique designated for the study is **convenient sampling technique.** The respondentsare designated from the entire population.

SAMPLING FRAME WORK:
The employees are randomly selected from the different team and their team leads.

SAMPLE SIZE:
The sample population size for this study is 120.

SAMPLING DESIGN:
     The kind of sampling utilized by the research worker is that this study was straightforwardsampling design; each part within the population includes a well-known and equal probability of being designated as a subject. The entire population of worker is 200. A sample of a 120 wastaken for the sample.

DATA ANALYSIS AND INTERPRETATION
CHI-SQUARE TEST

TEST OF ASSOCIATION BETWEEN GENDER AND CUSTOMER TARGET
Hypothesis 1
H0: There is no significant difference between gender and the customer target
H1: There is significant difference between gender and the customer target

TABLE SHOWING RELATIONSHIP BETWEEN GENDER AND CUSTOMER TARGET

CUSTOMER TARGET	GENDER		TOTAL
	MALE	FEMALE	
AGREE	24	22	46
STRONGLY AGREE	10	24	34
NEUTRAL	11	14	25
DISAGREE	1	4	5
STRONGLY DISAGREE	2	8	10
TOTAL	48	72	120

CHI-SQUARE TABLE

PARTICULARS	Df	p-value	Inference
Pearson Chi Square	4	7.09	Not Significant

INFERENCE

The p-value obtained from the above chi-square test between gender and customer target is 7.09. Since the obtained p-value 7.09 is greater than .05 the null hypothesis is rejected. This implies that gender has significant influence over the customer target.

Chi- Square test:

Hypothesis 2

H0: There is no significant difference between Age and Social media platforms

H1: There is significant difference between Age and Social media platforms

TABLE SHOWING RELATIONSHIP BETWEEN AGE AND SOCIAL MEDIA PLATFORMS

PLATFORM	AGE				TOTAL
	20-25	**25-30**	**30-35**	**ABOVE 35**	
TWITTER	3	1	2	0	6
FACEBOOK	11	3	1	1	16
INSTAGRAM	8	8	6	0	22
LINKEDIN	5	6	0	1	12
ALL	41	12	7	4	64
TOTAL	68	30	16	6	120

CHI-SQUARE TABLE

PARTICULARS	Df	p-value	Inference
Pearson Chi Square	12	18.1	Not Significant

INFERENCE:

The P-value from the above chi-square test between age and platform is 18.107. Since the obtained p-value is 18.107 greater than .05, the null hypothesis is rejected.

Mann Whitney (U- test):

H0: There is no significant difference between Geographic Target and Company reach

H1: There is significant difference between Geographic Target and Company reach

	COMPANY REACH	N	MEAN RANK	SUM OF RANK
GEOGRAPHIC TARGET	YES	62	44.82	2779.00
	NO	24	40.08	962.00
	TOTAL	86		

		External Sources
Grouping variable	Significance (2 tailed)	.410
	N	120

INFERENCE:

Since, the significance value is greater than 0.05, the null hypothesis is rejected.

CONCLUSION:

The study started with the aim to analysis the marketing strategies of the organization. Based on the discussion it has been found that in case of the digital marketing the most important aspect is to connect with the customers. The study has also revealed that in order to utilize the digital marketing strategies in an effective way, the companies are required to design an effective platform. It has shown that in the current context it has become important to integrate all the system with that of the digital platforms. Facebook is also a good option for organic reach and also its helps in audience buildings.

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