
DIGITAL MARKETING STRATEGIES FOR E-COMMERCE GROWTH

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Abstract

In order to maintain a competitive edge and boost growth, firms that engage in e-commerce need to implement efficient digital marketing strategies in order to thrive in an environment that is becoming increasingly digital. A wide variety of digital marketing strategies are investigated in this study. These strategies include search engine optimization (SEO), marketing through social media, marketing through content, marketing through email campaigns, and pay-per-click advertising. The research analyzes critical characteristics that boost customer engagement and conversion rates by conducting an analysis of case studies and best practices in the industry. According to the findings, customer-centric tactics, data-driven decision-making, and tailored marketing all play a big role in fostering brand loyalty and encouraging repeat purchases. In addition, the incorporation of developing technologies like as artificial intelligence and chatbots provides novel alternatives for enhancing the quality of the customer experience and the effectiveness of business operations. In order to give e-commerce enterprises with actionable insights that will help them optimize their digital marketing efforts and achieve sustainable development in a competitive environment, the purpose of this paper is to supply such solutions.

Keywords: Digital Marketing, -Commerce, Strategies

Introduction

The operations of businesses have been fundamentally altered as a result of the rapid expansion of the digital world, notably in the field of e-commerce. E-commerce businesses are confronted with both potential that have never been seen before and substantial obstacles as an increasing number of customers are turning to online platforms for their purchasing requirements. For the purpose of attracting and maintaining customers, boosting sales, and cultivating brand loyalty in this highly competitive climate, it is vital to use digital marketing techniques that are successful. It is important to note that digital marketing comprises a wide range of strategies, such as search engine optimization (SEO), social media marketing, content marketing, email marketing, and pay-per-click (PPC) advertising. Increasing the exposure of a brand, engaging potential consumers, and ultimately turning leads into sales are all accomplished via the implementation of each of these aforementioned techniques. Having said that, the success of these tactics is contingent upon having a comprehensive grasp of the target audiences as well as the always shifting digital trends that influence the behavior of consumers. By examining current trends, customer preferences, and developing technology, the purpose of this study is to investigate the digital marketing

methods that have shown to be the most successful in terms of fostering the growth of e-commerce. We will uncover best practices that may assist e-commerce enterprises in maximizing their online presence, improving the consumer experience, and driving sustainable development via the use of case studies and insights from the industry. E-commerce businesses are able to manage the complexity of the digital marketplace and position themselves for long-term success if they adopt an approach that is data-driven and customer-centric. There is no possible way to overestimate the importance of digital marketing in the realm of online stores. Considering that the great majority of customers today choose to purchase online, it is imperative that businesses make use of the power of digital platforms in order to successfully communicate with their target audiences. According to recent data, it is anticipated that sales made through e-commerce will continue to develop at an exponential rate. This highlights the necessity for businesses to embrace new marketing techniques in order to capture this increasing market. Digital marketing is becoming increasingly popular among businesses as traditional marketing approaches become less efficient in engaging the technologically sophisticated customers of today. This is because digital marketing allows firms to build interactions that are personalized, relevant, and timely. A website's visibility in search engine results may be improved by the use of strategies such as search engine optimization (SEO). These strategies also improve the user experience, making it simpler for consumers to locate the information they are looking for. Social media platforms have also developed as effective tools for brand engagement, enabling businesses to connect with customers on a more personal level and to create community via the sharing of content and the creation of interactive experiences. In addition, the utilization of data analytics makes it possible for organizations involved in e-commerce to get vital information into the behavior, preferences, and purchase habits of customers. The use of this data-driven strategy enables businesses to modify their marketing tactics in order to cater to the particular requirements and preferences of their consumers, which ultimately results in an increase in conversion rates and the development of brand loyalty. Additionally, the incorporation of developing technologies such as artificial intelligence (AI) and machine learning presents great prospects for increasing customer experiences through customization, chatbots, and predictive analytics. These technologies are included in the category of emerging technologies. In this context, the purpose of this article is not only to investigate the numerous digital marketing tactics that are accessible to firms that engage in e-commerce, but also to give a framework for understanding how these strategies may be effectively implemented to drive development. Through the examination of real-world examples and best practices, we will demonstrate the potential influence that digital marketing campaigns that are implemented well may have on the success of e-commerce. In the end, the purpose of this research is to equip firms that engage in e-commerce with the information and tools that are essential for thriving in a digital marketplace that is highly competitive.

Literature Review

A complete grasp of the different tactics, tools, and techniques that have been utilized to promote online sales and consumer interaction may be obtained from the body of literature that focuses on digital marketing strategies for the expansion of e-commerce. According to the findings of a number of studies, it is essential to implement a multi-channel approach that incorporates a variety of digital marketing strategies in order to achieve the most possible reach and effect.

Järvinen and Karjaluoto (2015) In the realm of digital marketing for e-commerce, search engine optimization (SEO) is continually emphasized as an essential component. It is important to keep in mind that optimizing content for search engines increases the visibility of a website and bring in organic visitors,

both of which can result in increased conversion rates. According to more recent research, the utilization of long-tail keywords and local search engine optimization strategies has the potential to further improve search ranks and more effectively target specific audience groups (Patel, 2020). Because search algorithms and ranking variables are always improving, it is essential for businesses to continually update their search engine optimization (SEO) methods. Some examples of ranking considerations include page speed and mobile-friendliness.

Alalwan et al. (2017) There is a widespread consensus that social media platforms are vital instruments for the expansion of e-commerce since they provide firms with direct access to a broad and varied user network. As stated by Kaplan and Haenlein (2010), social media platforms make it possible for companies and consumers to communicate with one another in both directions, which in turn boosts customer engagement and strengthens their loyalty to the company. As a result of its visual character and their capacity to promote user-generated content (UGC), social media platforms such as Instagram, Facebook, and TikTok have become more popular among businesses that run online stores. Additionally, studies have demonstrated the efficacy of influencer marketing, which is a form of marketing in which social media influencers contribute to the enhancement of brand exposure and credibility by means of sponsored content.

Pulizzi and Handley (2014) The use of content marketing as a strategy is an effective method for educating customers, establishing trust, and placing businesses as leaders in their respective industries. You might argue that the production of high-quality, educational content not only helps to increase traffic to e-commerce websites, but it also helps to convert customers by addressing the problems that they are experiencing and offering answers to those problems. There are many distinct formats that content marketing may take, such as blog articles, videos, infographics, and podcasts; each of these formats caters to a different variety of audience preferences. According to the research that has been conducted, story telling and authenticity are two of the most important factors to consider when developing content that connects with customers and motivates them to interact with the business.

Ellis-Chadwick and Doherty (2012), One of the digital marketing methods that continues to be one of the most cost-effective for e-commerce enterprises is email marketing. By sending messages that are matched to the interests and actions of customers, personalized email marketing campaigns have the potential to greatly boost client retention and promote repeat purchases. It has been demonstrated that the use of automation technologies, such as reminders for abandoned carts and follow-ups after a purchase, may improve the efficiency of email marketing by reaching clients at various phases of their purchasing experience. When it comes to ensuring that email marketing initiatives are directed toward the appropriate target, the literature also highlights the significance of segmentation and list maintenance.

Chaffey and Ellis-Chadwick (2019) When it comes to generating rapid traffic and increasing sales, pay-per-click (PPC) advertising, which includes Google advertisements and advertisements on social media platforms, plays an essential role. Please take notice that pay-per-click (PPC) ads provide rapid visibility in search results and may be carefully targeted depending on demographics, interests, and activity within the online environment. Studies reveal that a well-optimized campaign with appropriate ad language and landing pages may produce a high return on investment (ROI), despite the fact that pay-per-click advertising can be rather financially burdensome. Remarketing advertisements are widely acknowledged

as an efficient method for re-engaging people who have previously visited a website but did not make a purchase. This is a tactic that has gained widespread recognition.

Jarek & Mazurek, (2019) E-commerce digital marketing techniques are undergoing a transformation as a result of the incorporation of developing technologies such as artificial intelligence (AI), chatbots, and augmented reality (AR). A growing number of businesses are turning to solutions driven by artificial intelligence in order to evaluate client data, customize marketing messages, and forecast future behavior. A flawless shopping experience may be facilitated by chatbots, which provide customer service around the clock, manage basic questions, and handle regular inquiries. A further use of augmented reality (AR) that is highlighted in the literature is its ability to improve product visualization by enabling buyers to digitally "try on" things before making a purchase.

Methods

An investigation that is descriptive and fundamental, using a quantitative methodology and a design that is not experimental. The businesses were chosen based on the industry in which they operate, the activity that they engage in, and the year in question; they are small and medium-sized enterprises (SMEs) in the central region of Peru, namely in the city of Lima, who import cosmetics and have a business strategy that is based on business-to-consumer transactions. From the Veritrade database, a total of 47 enterprises that import from other countries were retrieved. As a result of the use of non-probabilistic convenience sampling (Mertens 2015), a sample of fourteen small and medium-sized enterprises (SMEs) was taken into consideration. Based on the findings of the authors Njuguna and Kihara (2019) in their article titled "Effect of digital marketing strategies on growth of small and medium enterprises in liquefied petroleum gas distribution in Nairobi city county, Kenya," the research methodology consisted of a survey, and the instrument utilized was a validated Likert scale questionnaire. Adaptations were made to this survey so that it could be used in Peru. Additionally, it was evaluated by three specialists in the area to see whether or not the material was legitimate and to ensure that it was appropriate for the Philippines. In the subsequent step, a pilot test was carried out, and in order to collect data, the eleven questions were elaborated in a Google forms questionnaire. The questionnaire was divided into four parts, one for each strategy that was to be evaluated. The first part of the questionnaire focused on social media marketing, the second part was about mobile marketing, the third part was about search engine marketing (SEM), and the fourth part was about email marketing. Email and social networking sites including Facebook, LinkedIn, and Instagram were used to get in touch with the fourteen marketing managers who were included in the study sample. This was distributed to them through a link. Following the extraction of the data, a descriptive register and analysis were carried out in Microsoft Excel using formulae that enabled the generation of tables and figures to provide a more in-depth explanation of the findings than was previously possible. To ensure that the final findings were not affected in any way, the replies were managed in the same manner in which they were initially received. During the course of the research process, the confidentiality of the individuals who participated in the study was protected by means of an informed consent form, in which the individual decided to participate willingly. This was done in order to guarantee that ethical considerations were honored. In a similar vein, it was made certain that the information that was supplied was accurate, which enabled us to get trustworthy outcomes that were beneficial to the research.

Results and Discussion

Following is a presentation of the findings that were obtained from the study: The sample for the study consisted of fourteen small and medium-sized enterprises (SMEs) in the sector, as shown in Table 1. A descriptive statistic that summarizes the average of the responses is shown in Table 1. This statistic reveals that question number eight had a value of 2.21, which is a lower figure compared to question number one, which presented a higher estimate of 4.57. In this context, the response that was selected the most frequently was option five, which stands for "always attributed." This indicates that these businesses consistently implement the tactics under consideration. The standard deviation is between 0.53 and 1.66, which indicates that there is a minimal dispersion of data in comparison to the arithmetic mean data. This guarantees that the group of replies and outcomes that are related with each other is more homogenous.

Table 1. Statistics that will be used to describe the findings

Statistics	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11
Media	4.57	4.36	3.79	2.93	3.64	3.86	2.86	2.21	4.14	3.14	3.36
Medium	5	5	4	3	4	4	3	2	5	3	4
Mode	5	5	5	1	4	4	1	1	5	3	5
Standard deviation	0.75	1.01	1.25	1.59	1.15	1.09	1.65	1.31	1.35	1.40	1.44
Variance	0.57	1.01	1.56	2.53	1.32	1.20	2.74	1.72	1.82	1.97	2.09
Range	2	3	3	4	4	4	4	4	4	4	4
Minimum	3	2	2	1	1	1	1	1	1	1	1
Maximum	5	5	5	5	5	5	5	5	5	5	5
Sum	64	61	53	41	51	54	40	31	58	44	47

A representation of the findings obtained for the first dimension of social networks is shown in Figure 1. Seventy-one point four percent of the small and medium-sized enterprises (SMEs) that were surveyed always use this strategy in the development of their activities. This is due to the fact that it enables them to generate content that is appealing, and it also provides the opportunity to develop and increase the relationship that they have with their customers. This is accomplished through the promotion of their brands, which is made possible by the fact that the management of this medium is straightforward and easy to access. On the other hand, 28.6% of respondents stated that they occasionally take advantage of this tactic. This may be due to the fact that many businesses, once they have established their accounts on the social network, are unaware of the content that they are able to publish. As a result, their profiles appear to be out of date, which causes the customer to lose interest in the company.

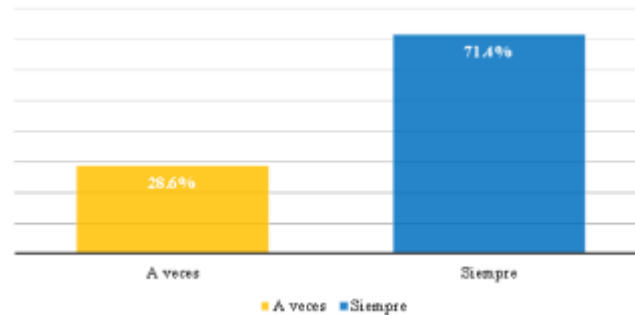


Figure 1. The digital marketing strategy variable's social media component outcomes

The results that were acquired from the second dimension of mobile marketing are reported in reference to Figure 2. When utilizing an application, fifty percent of the small and medium-sized enterprises (SMEs) that were studied always employ this technique and all the benefits that it includes. This is because it enables them to provide personalized information about the items that they sell through mobile adverts. In addition, 28.6% of respondents stated that they occasionally employ this technique, which means that they do not consider it to be one of their primary tasks. On the other hand, 21.4% of respondents were of the opinion that they never employ it because they believe it is not essential for the marketing of their brand.

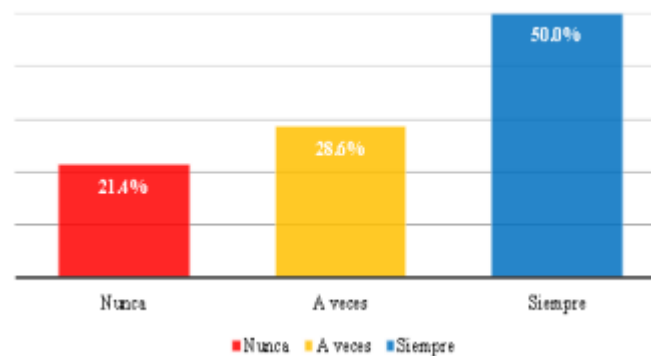


Figure 2. A look at the outcomes of the Mobile Marketing component of the Marketing Strategy variable

For the third dimension, search engine marketing (SEM), as shown in Figure 3, fifty percent of small and medium-sized enterprises (SMEs) that were surveyed stated that they never use this strategy, which means that they miss out on the opportunity to be the first option for the target audience (Figure 3). This may be due to the fact that it is not widely known and that it requires a high cost to implement. On the other hand, it is believed that 28.6% of respondents use it occasionally in order to boost the amount of traffic that visits their website, however just 21.4% of respondents claim that they constantly make use of the benefits that are provided by this method.



Figure 3. Outcomes for the search engine optimization (SEM) component of the digital marketing strategy option

Figure 4 presents the findings that were acquired from the fourth dimension, which is email marketing. The findings revealed that 57.1% of the small and medium-sized enterprises (SMEs) that were questioned consistently employ this technique. This is due to the fact that they have a personalized email address, which allows them to boost the accessibility of their products. On the other hand, 14.3% of businesses use it sometimes to provide direct information to their clients about the new items they provide, while 28.6% of businesses never use the approach because they do not believe it to be necessary in the growth of their activities.

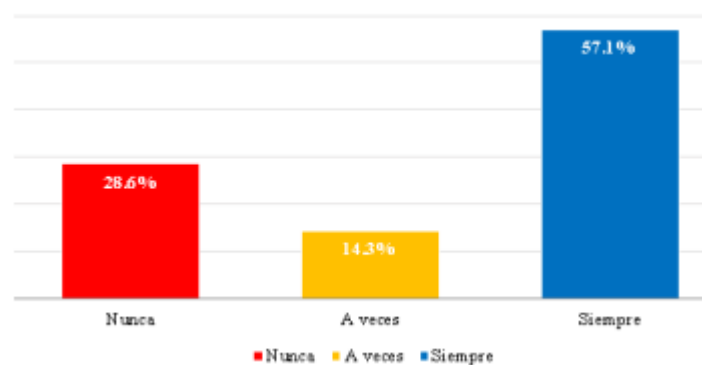


Figure 4. Findings related to the digital marketing strategy variable's email marketing component

By noting that SMEs often use them for brand promotion, Angueta (2018) shows their importance in relation to social media strategy. Mónaco (2018) further points out that their use boosts product sales by allowing customers to engage with the brand. The results corroborate this, since the survey found that 71.4% of participants employed this strategy on Facebook to market their products and on Instagram to display their variety of goods. This information is supported by the results of Guzmán (2018), who utilized WhatsApp for sales purposes as well. It is believed that these outcomes are related since COVID-19 has affected several Latin American countries (such as Ecuador, Argentina, and Peru), indicating that SMEs in those regions make substantial use of social media. The optimal way to use mobile marketing is to promote products and services using mobile applications, say Castillo et al. (2018). Small and medium-sized businesses' (SMEs) online presence increased by 40% throughout the course of this strategy's implementation, which in turn boosted e-commerce. advertisements shown on other websites aren't as appealing as social media app-specific advertisements, such as Facebook video ads, according to Algamarca et al. (2019). The study's conclusions are supported by the data; half of the surveyed SMEs

utilize it for advertising through mobile applications and pre-written SMS. In order to grow globally and access previously unthinkable locations, SMEs are slowly but surely adopting digitization, says Barrientos (2017). Consequently, mobile marketing is leading the pack in all industries because to the benefits it brings. Half of the respondents polled claimed they don't use SEM, which means they're missing out on targeted ad traffic and aren't showing up highly in search results for terms related to their industry. The relevance of this evidence is underscored by the fact that it contradicts the findings of Njuguna and Kihara (2019). Here, this plan is put into action using display advertisements and Google Adwords, which boosts exposure and growth. The article's home nation of Kenya may have been impacted by digitization, technological improvements, and support for investments in small and medium enterprises, all of which might explain why the results don't line up. Similarly, Márquez et al. (2018) suggests search engine optimization (SEO) as a way to boost site positioning; it's easy, cheap, and requires little work from these companies. But the study by González et al. (2017) proves that email marketing isn't a top priority for the sector. Similarly, because they did not frequently communicate with their clients, the majority did not make use of this technology (Alcca et al., 2020). However, this contradicts the study's conclusions, as 57.1% of SMEs regularly communicate with customers on product delivery, and a large number of them even have personal email accounts, which makes them closer to the customer. This is also the most popular approach, as stated by Gomez-Vázquez et al. (2020). Even if these papers are from Latin America, it's vital to remember that research samples might vary and provide various outcomes. Further, from a customer-centric perspective, the cosmetics business in Ecuador, where the initial article was written, does not make extensive use of this method.

Conclusion

In order to thrive in the ever-changing and cutthroat e-commerce sector, it is essential to implement well planned digital marketing campaigns. Search engine optimization (SEO), social media marketing (SMM), content marketing (CM), email marketing (EM), and pay-per-click (PPC) advertising are some of the digital marketing strategies that this study found to be most effective in increasing website traffic, consumer engagement, and ultimately, revenue. With these tactics in place, online retailers may strengthen their brand recognition, attract more customers, and increase sales over time. New opportunities for data personalization, marketing automation, and augmented reality, chatbots, and artificial intelligence are opening up as a result of their integration. Online retailers may improve their marketing efforts with the help of these technologies, allowing them to keep up with the competition and respond quickly to changes in customer behavior. It is crucial to retain meaningful client interactions by combining automation with a human touch, especially in light of obstacles like data privacy concerns, digital weariness, and the need to continuously react to platform improvements. The key to long-term success for online retailers is a customer-centric, data-driven strategy that prioritizes customization, contextual content, and UX improvement. Integrating several digital marketing strategies into one cohesive plan and studying how different market segments are affected by new digital trends and technology are both areas that may need further investigation in the future. Staying nimble and putting customers' demands first will put organizations in the best position to thrive in the dynamic digital economy.

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