A Survey on Business Profitability by Digital Marketing Strategies of Facebook

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Abstract: Digital marketing is the way of marketing followed by new age marketers. In modern times traditional practices of marketing appear to be less effective in terms of giving output. With the advancement of technology new age marketers are moving towards digital marketing. Digital marketing has become a new way of marketing and reaching directly to the target audience without putting much time, but a clear statistic data related to effectiveness of digital media marketing especially Facebook is not known. The current survey puts light on the effectiveness of digital media marketing – Facebook in advertisement of products and increased sales of articles. The survey conducted shows that Social media platform – Facebook as a potential medium of carrying out promotional activities and results in increased sales of a product. Thus current study opens the future perspective to conduct more research on the connection of different social media platform and shopped articles.

Keywords: Articles, Digital Marketing, Facebook, Marketing Strategy, Marketing.

INTRODUCTION

Digital marketing (DM) includes all the marketing efforts to market a product that involves use of the internet. Businesses grips channels that are digital for the promotion of their business, digital channel includes social media (SM), e-mails, browsing engines, and another sites in order to reach the potential and expected clients. A person involved in old internal marketing may call inbound promotion and digital advertising are effectively the similar thing. But, there exists some small differences. Importance of digital marketing: While age old advertising was conducted as newspapers, hoardings, pamphlets form, tele-calling, or in personal promotion, digital promotion is carried out by online means. Thus, it is clear that there exists many other means that helps to reach a brand to its customers by means of social media, email, browsing engine, and video.

Now a days, digital promotion is important for the brand and the business that is behind the brand knowledge. It appears that almost all brands have a website. And in some cases, if few brands do not have, they essentially make a social media page or account to show their presence or a digital advertisement plan. Digital information and advertising is so usual that customers now use and sincerely trust on the reviews so as to to learn regarding brands.

Briefly, to become reasonable as an owner of a business, you are required to hold some angles of digital advertising. Since, electronic advertising has many choice along with plans related with it, advertising persons can get artistic and explore many types of advertising skills according to their finances. With electronic marketing, buyer is allowed to utilise tools involving analysing dashboards to observe the growth and ROI regarding your business more precisely in comparison to old promotional criteria — such as print advertisements or hoarding[1]

Use of digital marketing

Digital promotion/digital marketing is termed by utilising many digital marketing tricks and passage to reach out to the consumer where consumer spend a lot of time: online. Initiating from the site to an organization's advertising assets - electronic marketing, email marketing, online pamphlets, and much more — there are a variety of marketing plans that come under "digital marketing". The most efficient advertisers know that in what way every digital advertising plan helps them in reaching goals. Also, according to the aim of the promotional plan, advertisers can help a bigger promotion by means of the unpaid and financed passage at the organizations end.

A content promoter, for Eg. Could make a continuity of blog posts that help to create way to reach out the consumer with reference to the latest e-book that the company has published. The organizations social media promoter then support in promoting the posts of such blogs by means of financed and natural posts by means of the companies SM handle. The person dealing with email promotion makes an email promotion in order to reach out to the customer who has accessed the social media handle and has downloaded latest uploaded e-book to know more about the organization[2]

1. Ty
2. pes of digital marketing:

2.1. Search Engine Optimization (SEO):
This involves the means of developing one's site to "rank" high in search result page, thus raises the number of raw browsers, i.e. organic browsers that one's site receive. Those channels which gain from SEO includes infographics, website, and blogs. There exists numerous means to reach SEO so as to create greater number of browsers towards one's website. This involve:

2.1.1. On page Search Engine Optimization
Such kind of SEO aims at entire content which exist "on the page" at the time of browsing a website. During searching keywords for their searched data and intention, one may respond questions related to browser and reach as highest searched in the search engines result page (SERPs) such question results.

2.1.2.   Off page Search Engine Optimization:
Such type of SEO aims on every type of the actions that happens "off the page" while searching to boost one's site traffic. "What action not on my own site could alter my ranking?" One may question. The reply is internal links, termed as backlinks. The extent of media persons that approach you and such people including the related "authority" of such media persons, vary how greatly you reach for the keywords you are looking for. By connecting with related media persons, sending posts on such sites as a guest (connecting back with your site), and creating outside attention, one may gain the backlinks one desire to raise one's site up in case of all the right SERPs.

2.1.3.   Technical SEO
This category of Search Engine Optimization aims on the backend of one's site, and the way one's search pages are being coded. Compression of image, organized data, and CSS file organization include all types of technical Search Engine Optimization that may raise one's site's loading speed — a significant reach criteria in terms of browsing engines like Google [3]

2.2. Content Marketing
The word itself specify the making and advertising of content that is made having the goal of developing brand knowledge, increased browsers, lead creation, and in return consumers. The ways that may work as a means in one's content advertising planning involve:
Posting on Blogs: Advertising after an article is written by means of leading blogs helps a person to show one's industry's knowledge along with creating raw searching traffic for one's work. These efforts eventually provides the person with raised number of source to transform the visitor of the website in order to target one's sales department.
Whitepapers and E-books: Whitepapers and E-books are just the same long-type content that aids in educating the visitors of the website for future purpose. It also supports one to inter-change data for the visitor's excess data, creating opportunities for one's organization along with bringing clients by means of the buyer's way[4]
Infographics: In some cases visitors desires to show, not just to tell. Infographics refer to a means of visual data that supports website browsers see, a concept one desires to support them in learning.

2.3. S.M Marketing
The method advertises one's brand along with one's idea on SM pages so as to raise the awareness about the brand, bring more traffic, along with creating leads in order to increase one's work. The commonly used ways regarding social media advertising include:
- Twitter.
- Snapchat.
- Facebook.
- Pinterest.
- Instagram.
- LinkedIn
In case one has not used social media platforms, one may utilize tools including Hub-Spot to join platforms like Facebook and LinkedIn at a single platform. By these, one can effortlessly plan content for many platforms at a place, along with detecting the analytics of that social media platform too. Along with joining social platforms for promotions, one may also associate one's S.M inboxes into Hub-Spot, so that one can receive one's messages directly at a single place [4], [5]

2.4. Pay Per Click (PPC)

Pay per click is a means of bringing users to one's website by giving money a media person in all cases so that one's advertisement is browsed. Most widely used means of Pay Per Click is Google Advertisements, that allows one to pay the person for raised slots on Google search engine's result page for the rate "per click" regarding the links one put. Other means where Pay Per Click may be used involve:

Paid advertisements on the Facebook: In such cases, browser make payment for a tailor-made click post, slideshow, video, that Facebook later posts to feeds of news of users which align one's target crowd.

Twitter Advertisement plans: In this case, one can finance to put one link of profile or posts in the feeds of the news of the target crowd, everything focused to achieve a certain target for one's work. The aim can refer to browsing of the website, high followers on Twitter, involvement on tweet, and in some cases downloading an application.

Advertisements that are sponsored on the LinkedIn: Now, one may finance to reach the advertisements at once to particular LinkedIn browser depending on one's sector and field [6], [7]

2.5. Affiliate Marketing

This kind of marketing is based on performance and promotion when one get benefit regarding advertising services and products of other person on one's site. Affiliate advertising passage involve:

Hosting promotional videos by way of the YouTube Partner Plan. Publishing links related to person's social platform accounts.

2.6. Native Advertising(NA)

NA aims at promotions that primarily involves content driven and advertised on a means along with non-paid content, and some other content. Buzz Feed financed advertisements are an excellent eg., but there are numerous browsers that see social platform promotion associated with "native advertising" promotion on Facebook and promotion on Instagram, for eg.

2.7. Marketing Automation(MA)

MA directs to the mechanizing the basic advertising operations by means of the software. Many advertising sectors can mechanize regular work that they in other case manually accomplish for eg.

2.7.1.   Emailing newsletter:

E-mail newsletter mechanism not just let one to remotely shoot mails to one's user. It may also aid one to shrink along with widen one's contact list according to requirement so that one's newsletter reach one's target audience.

2.7.2.   Social media post scheduling:

In case a person plans at expanding the company's existence on the social platform, the person is required to frequently post the advertisement. Thus posting manually is a little bit tedious method. Social platform organizing tools pushes one's advertisement to one's social platform, so that one will get more amount of time aiming on the strategy to make the content.

2.7.3.   Lead-nurturing workflows:

Creating and converting the created leads to gain clients, could become a time taking procedure. One may mechanize the procedure by pushing customer oriented mails and script that is suitable for the specific customer, like in case, the user download so as to read an e-book.

2.7.4.   Campaign following and reporting:

Marketing promotions may involve a variety of emails, people, webpages, cell phone calls, content, etc. Mechanization of marketing can aid you solve every single aspect you do for the sake of campaigning and then following the achievement of the marketing depending on the rise of all such constituents with time.

2.8. Email Marketing(EM):

Organizations do marketing by means of email as a way of communication with the target crowd. Mail is usually sent to advertise data, events, and offers, and to guide the audience to browse the site of the business. Such category of emails one may send in an EM plan include:

- Newsletters for the subscription of Blogs.
- Mails sent to site browsers who has downloaded the content aiming at follow-up.
- Mails regarding welcome to the consumer.
- Advertisement regarding holiday to every member of the loyalty program.
- Same series mails or giving some tips for feeding consumer.

2.9. Online PR:

Digital PR is the means of protecting gained coverage that is online with publication that is electronic, blogs, and another data-dependant sites. It's almost like old PR, but in case of digital area. The means one can utilize in order to increase one's PR inputs involve:

Media persons hold-out by means social platform: Speaking with media persons on Twitter, e.g., is a significant means to develop terms with the media house that makes paid media options for one's organization.

Involving digital evaluation of one's organization: When a person writes about one's organization at digital platform, even if that person's opinion is bad or good, one aims at not reaching at that place. On the other side, involving organizations opinion aids one to improve one's brand and send a strong message in order to save one's image.

Involving opinions on the site or a blog that belongs to a person: Just like the means one will reply to the opinion of one's organization, replying to the audience who is engaged in watching the content of one's organization is the most effective means to create effective communication in one's industry.

2.10. Inbound Marketing (IM):

IM terms to a promotional method in which a person attract, involve, and make the consumers happy at all stages regarding the consumers journey. One may engage all electronic promotional methods. Here are some excellent examples of inbound advertising in comparison with traditional advertising:

Pop-up advertisements vs. blogging

Commercial marketing vs video advertising

Sending mail to the contact about content vs. spam mail.

3. Content that is funded: :

The content that is funded provides one a brand, that give money to someone else's organization or individual to make and advertise data that explains one's service or brand by some means.

One known kind of content that is sponsored content is the way of doing marketing with expertise. Having such type of content that is funded, such brand sponsors an influencer in one's industry in order to post a video or publish some content related to an organization.

4. Role of digital marketer(DM):

Digital marketer (DM) play a lead role in driving brand knowledge and lead creation by means of every digital channel including unpaid and funded which belongs to an organizations end. Such passages involve social platform, the organizations owned site, ranking in browse engine, mail, hoarding promotion, along with organizations blogs.

The DM mainly aims on various KPI which means Key performance indicator, related to every passage such that they could efficiently calculate the organizations work throughout everyone. A DM who Is the lead of Search Engine Optimization, for eg., calculates one's site's "organic traffic" out of the organic browsers gather as a result of site browsing who see the web page of the companies' site by means of searching Google. DM is conducted for covering multiple advertising roles now a day's. In organizations that are small in size, an advertiser may know multiple electronic advertising tricks. In big organizations, such tricks are followed by many people for brand's digital advertising [8], [9].

5. Effectiveness of digital marketing:

DM may be effective for any type of business in all sectors. Irrespective of what is sold by your organization, digital advertising includes making client's image to recognise one's customer's requirement, along with making important digital content. But, that is not the case that every work should allow an electronic advertising means in the similar way.

6. Business to Business Digital Marketing:

If one's organization is B2B, one's efforts for digital advertising are probably focused on digital creation of lead, having the final aim that there should be someone to talk to an organization's sales team. Because of this, the work of one's advertising plan is to bring and transfer the good quality of clients as much as one can for the sales team by means of the digital channel and website. More than one's site, one is likely opt to target one's energy on business oriented passage, in such passages one's probability is to spend most of the time on online platform ex. LinkedIn.

7. B2C (business to consumer)Digital Marketing:

If one's organization is B to C, here it is significant to have a trust on the rate of one's article, since, efforts of digital marketing is to bring the online traffic to one's website in order to buy one's product and without putting efforts for dealing the sales team to the perspective customer.

Because of the fact one may expect to aim on clients that are focusing on high speed in searching, analysing and finally buying a product. Instead of those who are following traditional buying methods like taking time before buying a product and searching a lot about that product[10]

LITERATURE REVIEW

Afrina Ysmin et al. conducted a study on various elements of digital marketing and its effect on sales in around fifty firms following digital marketing strategy. This article is aimed on the significance of digital marketing for both promoters and consumers. The study examine the impact of digital marketing on the organizations sales. Also the change between conventional marketing and digital marketing in the study are presented. This study has explained several forms of digital marketing, efficacy of it and the effect it has on firm's sales. The survey carried out does not give a data on the raised sales due to digital marketing done by Facebook specifically[11]

V. Kumar and Rohan Mirchandani conducted a study on the increasing return of interest of social media marketing at consumer as well as company level, a specific campaign impact when done on Facebook and Twitter campaign showed at both the organization and the customer level. At the organization level, the main effect was in the area of social media accountability. While maximum organizations were still grappling with social media accountability, the usage of the CIE and CIV metrics gave Hokey Pokey a significant competitive edge [12].

Alireza M et al. conducted a study on social media marketing on online shopping of customers and concluded that social media resulted in friendly relations resulted in friendly relations, one hypothesis showed that awareness of services and products of company increases brand capacity both the studies does not give the idea about the effect of social media – Facebook on increased sales of different products[13]

Research Question:

What is the impact of Social Media – Facebook in new age marketing?

METHODOLOGY

Design:

A survey was conducted on different age group people, extensively using social media - Facebook, candidate's regularly using Social Media were taken for survey, especially those using Facebook. The main objective of taking candidates using Facebook is to get the results of effectiveness of Facebook as a means of advertising. A total 80 candidates were selected for the survey and divided into A and B group. A group involved candidate's from18 to 35years and B group involved candidates from 35 to 70 years. Out of total of 80 candidates, who were taken to conduct the survey, all candidates using social media regularly were considered for the survey especially those using Facebook were selected for the survey, and all the candidates were divided into two groups A and B. A group included candidate's from18 to 35years and in B group candidates from 35 to 70 years were present. All the candidates were asked the number of articles they buy based on their Facebook search history. A questionnaire form is distributed in the park and college and candidates using Social Media regularly were taken for the survey. Table 1 shows the questionnaire form distributed in the park and the college and the survey form filled by candidates who were the regular users of social media platform especially Facebook were selected for the survey.

Table 1: Shows the questionnaire form distributed in the park and the college and the survey form filled by candidates who were the regular users of social media platform especially Facebook were selected for the survey.

Name: Age: Sex: Occupation:	
Do you use Social Media?	Regularly: 3-4 days a week: Never:
Which Social Media platform you use?	1. Facebook– Yes No 2. Twitter– Yes No 3. Instagram - Yes No 4. LinkedIn– Yes No 5. Snap-Chat - Yes No 6. You tube– Yes No
Time spend on Facebook per day (in hours)	Time(in hours):

Data Collection

Table 2: Shows the result of the survey conducted by distributing the questionnaire form:

Group A/B	Highly effective	Medium effective	Less/not effective
A group 18 to 35 years (40 candidates)	7	3	-
B group 35 to 70 years (40 candidates)	8	2	-

The data collected shows that A group candidates belonging to 18 to 35 years age group showed Facebook as a highly effective means of digital marketing, as 70% population of the group bought articles showed on their Facebook page advertisement and is majorly effective in increasing the sales of the goods whereas a 30% population showed that the Facebook is medium effective in increasing the sales. Table 2: Shows the result of the survey conducted by distributing the questionnaire form in finding the effect of Facebook in Digital Marketing.

Data Analysis:

All the candidates using social media in the range of 18 to 35 years and senior citizens in the age range of 35 to 70 years especially using Facebook for 3-4 days a week are considered for survey. All the candidates were asked few questions in their questionnaire. Few candidates used Facebook for 1-3 hours daily and few used 0:30 mins to 1 hour per week. Both groups were asked about their number of shopped articles browsed using Facebook. Both weekly and daily users of Facebook groups were asked about their shopping history for 30 days to see the effectiveness of Facebook as a social media platform 40 candidates in daily group and 40 candidates in the weekly group were involved in the survey. All the 80 candidates were grouped as A group belonging to 18 to 35 years and B group 35 to 70 years. The average result of both A and B group compared to their offline shopping was considered. Table 1 shows the questionnaire form given to the candidates.

RESULT AND DISCUSSION

The data collected shows that A group candidates belonging to 18 to 35 years age group showed Facebook as a highly effective means of digital marketing, as 70% population of the group bought articles showed on their Facebook page advertisement and is majorly effective in increasing the sales of the goods whereas a 30% population showed that the Facebook is medium effective in increasing the sales. Table 3 Shows the effectiveness of Social Media platform i.e., Facebook on different age group. The survey was conducted on two groups, A group and B group, A group candidates were in the range of 18 to 35 years and B group candidates were in the range of 35-70 years. A total of 80 candidates were surveyed. A group involved 40 candidates and B group involved 40 candidates. All the candidates considered for survey were using social media platform Facebook daily/weekly for 1+ hour, but all the candidates were not calculating the specific number of shopped articles using social media Facebook. After calculating the shopped articles using Facebook and offline shopping for a month the average result obtained for both A and B group were considered. The effectiveness of social media i.e., Facebook was rated as highly effective, medium effective and less/not effective.

Table 3: Results showing effectiveness of Social Media platform i.e., Facebook on different age group.

Group A/B	Highly effective	Medium effective	Less/not effective
A group 18 to 35 years of age group (40 survey candidates)	7	3	-
B group 35 to 70 years of age group (40 survey candidates)	8	2	-

CONCLUSION

The survey conducted on 80 candidates of different age group, A group 18 to 35 years and B group 35 to 70 years, all candidates were buying articles previously, but the specific means of shopping means was not analysed by all these candidates. The shopped articles analysed involved, what was required by the candidate that he/she searched on Facebook, popup advertisement browsed by the candidate, articles those were neither required/seen as an advertisement on Facebook but bought as it appeared fancy and heart taking to the candidate. An average result of offline shopped articles and articles bought via Facebook were considered as a result. The results clearly shows that A group candidates belonging to 18 to 35 years age group showed Facebook as a highly effective means of digital marketing, as 70% population of the group bought articles showed on their Facebook page advertisement and is majorly effective in increasing the sales of the goods

whereas a 30% population showed that the Facebook is medium effective in increasing the sales. Thus current study opens the future perspective to conduct more research on the connection of different social media platform and shopped articles.

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