International Journal of Advanced Multidisciplinary Research and Studies

Efective Management Communications: A Study on Traditional Businesses to Accept Digital Marketing

[1] Eshwar Ege, [2] Shashank Parab, [3] Suyesh Bhosale, [4] Shubham Kashid, [5] Pratik Yadav, [6] Alvin Varghese

[1, 2, 3, 4, 5, 6] Rajeev Gandhi College of Management Studies Ghansoli, Thane, Navi Mumbai, India

Corresponding Author: **Eshwar Ege**

Abstract

The main Agenda is to make Traditional Business Accept Digital Marketing showing them how useful online platform is earlier there was no Digital Marketing program was there But afterword's Digital marketing came into existence After Invention of computer many of It experts started to sell services on computers and later on at that time internet and computer were costly only rich people can afford it middle class can't afford.

After Internet became affordable people started buying computers and Internet services so that many of the things came up like ecommerce shoplift was the first ecommerce Application Introduced on online platform we read articles on Google through that many people get job if a company is in Google first page It Symbolised as Its reputed company as Google shows the Address of the company so many clients customers sales Increases has been take place many Add campaign run on social media platforms and they generate more sales and help to increase profit.

Introduction

Introduction of Digital Marketing to Traditional Buyers

Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e- books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), call back, and on-hold mobile ring tones. The extension to wow-Internet channels differentiates digital marketing from online marketing.

Review of Work Already Done

Search Engine Optimization basically SEO is used by many of the website owners or digital Marketers to list their website on Google first page it's quite hard to list come up in first position this is types of SEO white hat SEO, Grey hat SEO and black hat SEO generally white hat SEO is safe and it give slow results but it shows organic traffic if any person uses black hat SEO Google will black list those websites and never give permission to post articles Appropriate key words should be selected So that people will search and website will be highlight pay per click Website owners give money to Google to show their website on Google's first page Cost per click Cost per View is bid on that According to bid mentioned amount will be debited from digital marketer Google Ads Banner ads, text, video Image All this ads are visible on webpage Home page, Landing page, About us, Contact Us page, All things have to be mentioned in website Traditional business get benefits because of using digital platform not only on website other social media aps like Instagram, Facebook, YouTube they started doing Marketing

their product Social Media is very best tool to connect with people and where Customer response can be collected in India Because of COVID-19 Digital Marketing came earlier because of that situation people come to know the power of digital era Technology.

Objectives of the Study
- To create awareness of digital marketing among the small businesses.
- To show non-technical background person can run website using Word press.
- To show small businesses can give Advertisement on Social media platforms with limited budget.
- To show traditional businesses how powerful Digital marketing is they can spread their business all over world.
- To share knowledge about digital presence in today's world.

Research Methodoloy
Primary data:
We went to some Local Shops of Our area and asked few questions regarding whether they have website, they have registered their Shop on Google so that visitors can easily find location of shops Kundan Electronics, Cake Bake shop and asked such question to them they they told they have website of their own shop and few of the visitors get information regarding Products and they contact owner.
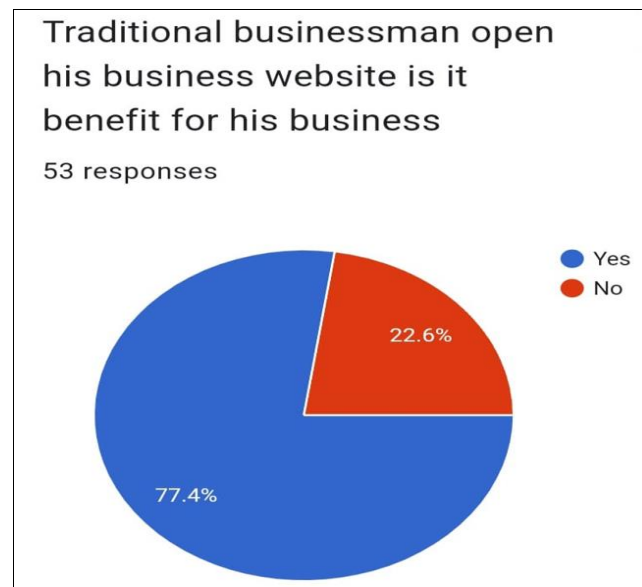**Secondary Data:**
Lots of Information available on Google, YouTube Regarding Digital marketing we have taken those information and what we have understood we tried to explain in our own words we have gain more knowledge about digital Marketing and its Importance.
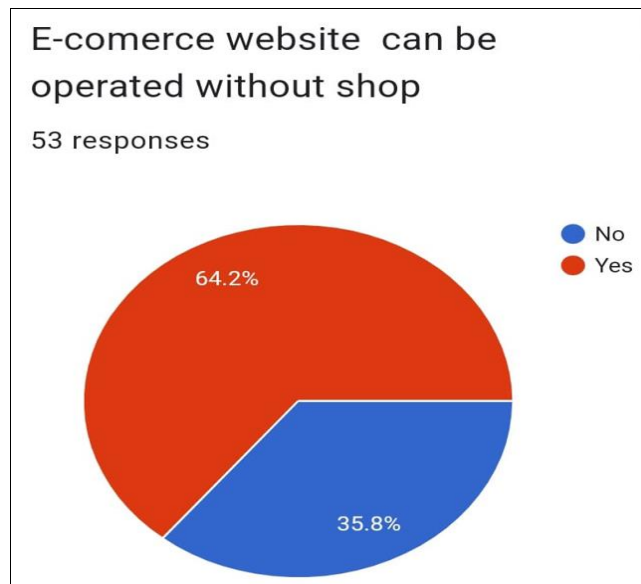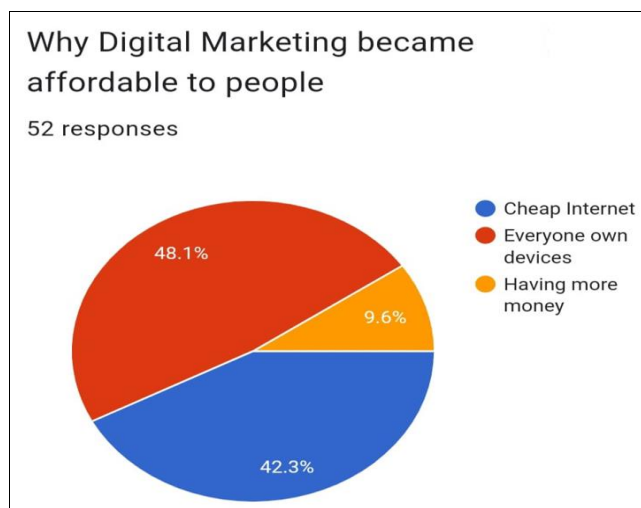
Data Analysis and Data Interpritation
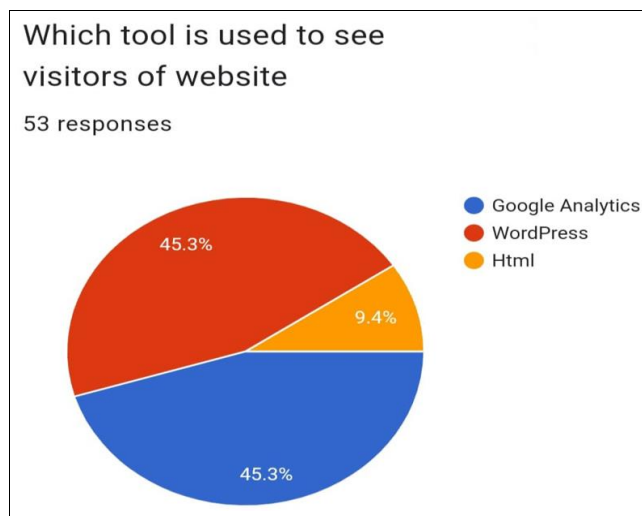
Google analytics: 24 responses
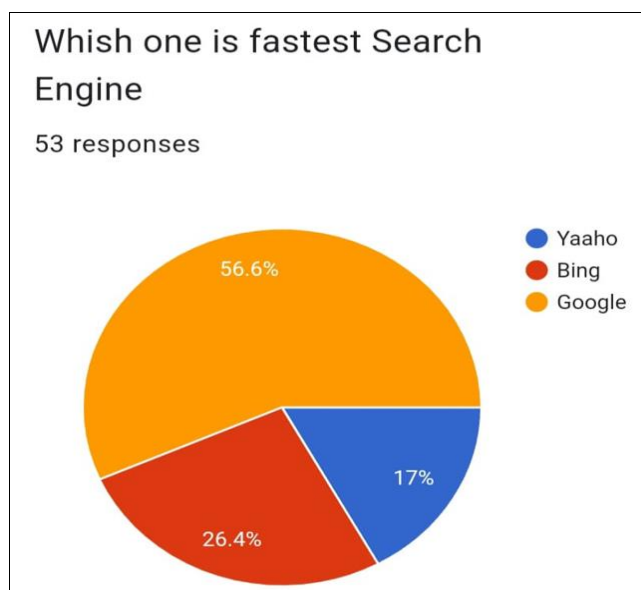**Word press:** 24 responses
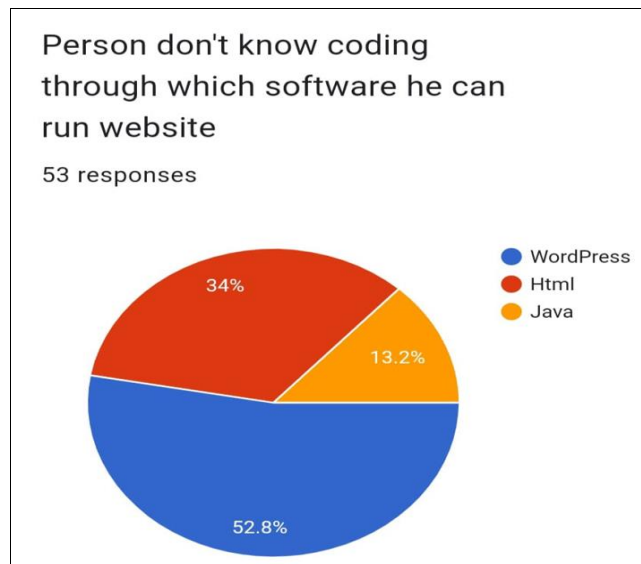**Html:** 5 responses

Yes: 41 responses
No: 12

E-comerce website can be operated without shop

53 responses

Legend: ● No ● Yes

- 64.2%
- 35.8%

Yes: 34 responses
No: 19 responses

Why Digital Marketing became affordable to people

52 responses

Legend: ● Cheap Internet ● Everyone own devices ● Having more money

- 48.1%
- 9.6%
- 42.3%

Cheap internet: 22 responses
Everyone own devices: 25 responses
Having more money: 6

Whish one is fastest Search Engine

53 responses

Legend: ● Yaaho ● Bing ● Google

- 56.6%
- 17%
- 26.4%

Yahoo: 9 responses
Bing: 14 responses
Google: 30 responses

Word press: 28 responses
Html: 18 responses
Java: 7 responses
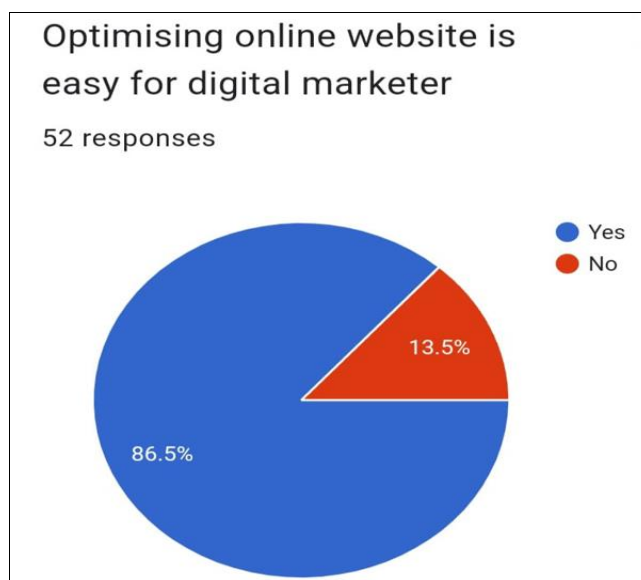
Yes: 45 responses
No: 7 responses
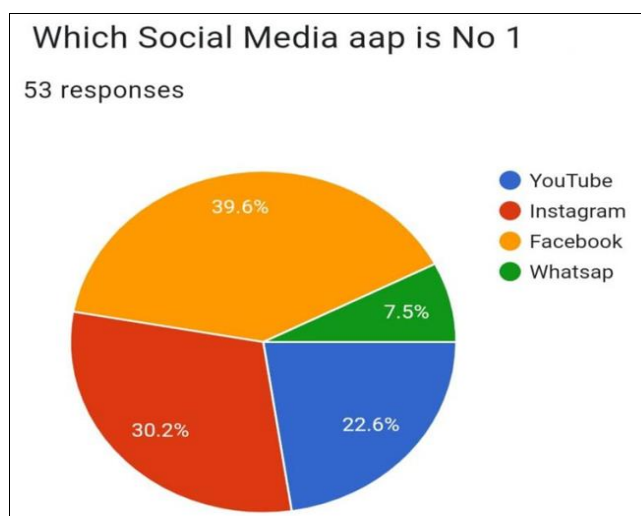
YouTube: 12 responses
Instagram: 16 responses
Facebook: 21 responses
Whatsapp: 4 responses

What is SEO Full Form
52 responses
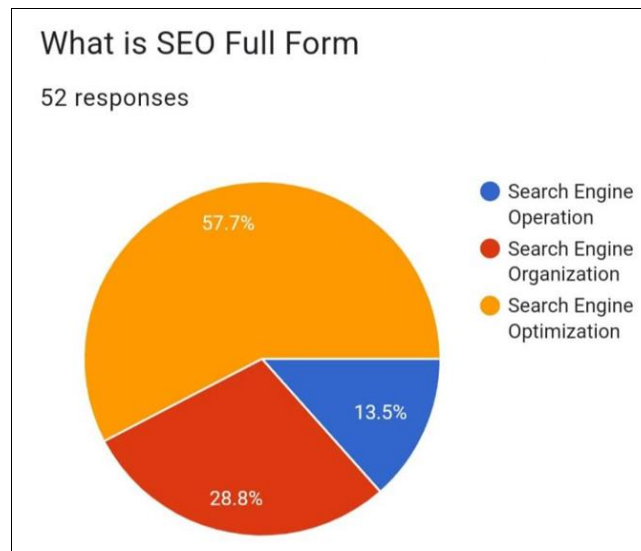
Search Engine Operations: 30 responses
Search Engine organisation: 15 responses
Search engine optimizations: 7 responses

Conclusion

Search Engine Optimization, Pay per click, Google Ads, Social media Ads this things are Used by many businesses to market their product through websites. earlier there were no Domain names their use to be Alphanumeric numbers instead of website name as after domain name (.com) represent website is accessible throughout Asia (.in) represent website is accessible in India (.org) used by organization (.gov) used by Government websites as A Website should be SSL Certified that means website is safe it's url starts with https.// like this any website is not done with SSL Certification that website is not safe it shows http. // such things should be observed by smart customers and who know Some IT Knowledge.

References

1. https://blog.hubspot.com/marketing/what-is-digital-marketing
2. https://www.techtarget.com/searchcustomerexperience/definition/digital-marketing
3. https://www.hostinger.in/tutorials/domain-vs-hosting#:~:text=Here's%20a%20summary%20of%20the,be%20available%20on%20the%20internet
4. https://mailchimp.com/marketing-glossary/seo/#:~:text=SEO%20means%20Search%20Engine%20Optimization,search%20engines%20rank%20them%20better