

Exploring The Art of *Digital Marketing*

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Exploring the Art of Digital Marketing



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Preface

This book covers digital marketing foundations, advanced methods, and new trends. These themes help readers grasp the changing digital landscape and its effects on marketing. This book also emphasizes research on digital marketing and social media practicality. Real-world examples, case studies, and actionable insights help readers execute effective tactics. This book helps researchers, students, and professionals navigate the quickly changing digital landscape.

This book also shows how digital marketing and social media change industries. These methods have transformed e-commerce, healthcare, education, entertainment, and more. This book invites readers to think creatively and imagine the future by showing potential applications and success stories in numerous fields.

Success depends on remaining educated as the digital landscape changes. This edited book gives readers the skills to manage this changing landscape. It promotes critical thinking, invention, and experimentation.

We thank the contributors for their skills and insights, making this book comprehensive and beneficial. We hope readers and researcher will be inspired, guided, and better comprehend digital marketing and social media's transforming power.

Finally, this curated book will encourage digital marketing and social media study, learning, and professional development. We hope readers use this information to make a difference in their fields.

Acknowledgement

I would like to offer my heartfelt gratitude and appreciation to everyone who helped us to write "**Exploring the Art of Digital Marketing.**" This book has been an effort of passion, and it would not have been possible without the help and devotion of many people.

The world is a better place thanks to people who want to develop and lead others. What makes it even better are people who share the gift of their time to mentor future leaders. Thank you to everyone who strives to grow and help others grow.

Without the experiences and support from my peers and team, this book would not have exist. You all have given us the opportunity to lead a great group of individuals—to be a leader of great leaders is a blessed place to be.

I am grateful to the marketing community for their never-ending quest of innovation and knowledge, which has acted as an everlasting source of inspiration for us.

Thank you very much for being a part of the initiative and for your constant support. This book is equally yours and mine.

Prof. (Dr.) Safia Farooqui

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A STUDY ON IMPACT OF DIGITAL MARKETING STRATEGIES ON EDUCATION SECTOR

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ABSTRACT

In recent years, the education sector has faced increasing competition both locally and globally. Existing Marketing activities become inadequate and insufficient. The education sector is forced to get creative Methods to ensure visibility and competitive advantage as well as reach promotional messages to target audiences' group. In the education sector, the students and the potential future students represent the main target group. It is essential for educational institutions to attract new students and retain those who are in the process of studying and adapting their marketing strategies to the new conditions and preferences of this segment of potential customers. Given that members of the younger population are increasingly focused on the digital environment, the use of traditional marketing methods does not yield satisfactory results. Generations of young people are often in virtual environments where they exchange information and messages and where they encounter promotional activities related to education. Digital marketing tools are primarily focused on the direction of the digital environment, can enable more efficient communication with students (customers) as well as listen to the needs and wishes of this target group through a two-way communication channel, which can help them create an adequate response through customized marketing campaigns.

Keywords: *Education Sector, Digital Marketing, Digital Environment, Students*

INTRODUCTION

In recent years, the academic area has recognised the value of digital marketing as a natural extension of traditional marketing strategies. Digital marketing tactics assist schools reach the right people with the right messages about what they have to offer. Since most young people nowadays are students—the heroes of the digital age—and use digital gadgets, it's crucial for businesses to make their services available through computer or mobile phone. Universities have been actively engaging in digital outreach to various constituencies ever since the advent of the Internet. Modern strategies like search engine optimisation (SEO), search engine marketing (SEM), and social media (SM) marketing platforms like Facebook and Twitter assist businesses in reaching their

target demographic of students. To further the spread of knowledge to previously inconceivable numbers of people, digital marketing is essential. Young people are always looking for new ways to connect with their peers, and many find social media outlets to be the perfect places to do so.

Trends in technology, the availability of new forms of training, and, of course, the state of society as a whole may all be read in the expansion of the educational sector. This fluctuating need creates a plethora of business possibilities: Online learning: schools are just beginning to explore the potential of combining in-person and digital instruction.

There are currently over 5 million students taking at least one online course in the United States. Partnerships between Institutions: Career educators are increasingly working with secondary school curriculum. It has helped lower high school dropout rates and provides a viable post-secondary option for those with technical interests but no passion for the liberal arts.

Many universities now have many campuses in different countries and actively attract students from all over the world.

Similarly, attracting students from outside the United States to enrol in online degree programmes is a driver of economic expansion. The education industry is currently one of the top industries in the world adopting social media as part of their overall plan, according to a report on digital marketing methods issued by eMarketer. Seventy-two percent of education professionals surveyed stated they use social media for marketing purposes. Meanwhile, seventeen percent of global educational institutions plan to include social media into their marketing strategies. Only a tiny minority of respondents (6%) reported not using social media or having no current plans to do so.

The term "digital marketing" refers to the practise of promoting a company, product, or brand via digital mediums such as the internet. Search engine marketing (SEM), search engine optimisation (SEO), social media marketing (SMM), email marketing, websites, online portals, online reputation management (ORM), content marketing (CM), push notifications (PUSH), influencer marketing (IM), and so on are all examples of digital marketing communication channels.

SEO

Search Engine Optimisation (SEO) helps websites appear in relevant SERPs. Google, Yahoo, Bing, and Baidu dominate search engines. Search engine exposure aids consumer decision-making. SEO gathers information to improve a site's SERPs quality and readability. Apple, Amazon, and Microsoft employ SEO for marketing. Digital

marketing starts here. SEO is free and organic, unlike SEM. On-page and off-page SEO exist. Off-page SEO uses backlinks and social bookmarking, while on-page SEO relies on website content.

MARKETING VIA SEARCH ENGINES (SEM)

Search engine marketing (SEM) differs from search engine optimisation (SEO) in that it involves promoting a company, brand, product, or service through paid adverts that display on SERPs. Tools like Keyword Planner will help you find the most popular business-related search terms that people use to find your website. Bidding on popular search terms against competitors is a common practise that can boost a website's visibility in search engine results pages (SERPs). Text advertisements and image ads are the two most common forms of commercial promotion. Google's Spade advertising programmes are known as pay-per-click (PPC) or "Adwords."

PROMOTION VIA SOCIAL MEDIA

The Social Media Examiner reports that 93% of marketers believe social media to be a crucial part of their overall advertising strategy. Social media has improved brand exposure and traffic, according to 86% of marketers and 78% of marketers, respectively. Potential leads, a larger fan following, higher revenue, and new opportunities for collaboration are just some of the benefits of social media marketing. The survey gives us a glimpse into the most popular social media sites, with 94% of users residing on Facebook and 76% residing on Instagram. Twitter (53%), YouTube (53%), Pinterest (25%), Messenger bots (25%), SnapChat (10%), and TokTok (10%) round out the top 10. Marketers employ a variety of channels, but two of the most popular are Facebook and Instagram.

WEBSITE

Digital marketing for each given good, service, or brand begins and ends with a website. Attracting your ideal customers to your website is as simple as making sure it looks great, loads quickly, is packed with useful information, and is simple to comprehend. Tim Berners-Lee launched the first website in August 1991 (LiveScience, 2012). The World Wide Web, or simply the Web, is an information system characterised by the use of unified resource locators (URLs) to identify documents and other web resources that may then be linked to one another through hypertext. Since then, there has been a dramatic rise in Internet usage across the globe. The Internet provides access to an infinite amount of knowledge. This data is public domain and open to dissemination by anybody. Content management systems (CMSs) like WordPress, Joomla, and Drupal make it easy to create and update websites. Internet users often turn to search engines and other online resources to help them make better choices.

PROMOTIONAL EMAILS

To advertise and promote a product to a specific audience via electronic mail in the hopes that the recipient will make a purchase is known as email marketing. By using marketing automation, email marketing may guide prospective customers through the sales pipeline. When a customer encounters a product, service, or brand online, they are sent an email. Customers are prompted to form buy intents and explore alternative options by means of an email offering or discount voucher. Once the shopper has reviewed all of the available options and decided on one, the purchase will be finalized. Customer happiness increases the likelihood of a positive review being left.

VIRTUAL LEARNING ENVIRONMENTS

College Dunia, Career360, Shiksha, College Dekho, Minglebox, GetMyUni, HT Campus, MBA Universe, College Search, etc. are only few of the many online education portals, publishers, and search engines in India. Having so many potential educational destinations to choose from is both challenging and competitive. The aforementioned website serves as a gateway to the admissions page, where students and their parents can find comparison, review, and call-to-action buttons. The websites are highly detailed and include information on the school, its courses, fees, scholarships, admission procedure, notice of entrance examination, placement, faculty, photo gallery, rankings, recognition, ongoing programmes, and dorms. Students can use these education-focused search engines to narrow down their options for colleges and majors. To get high organic search engine rankings, portals invest heavily over long periods of time on content marketing strategies and sound search engine optimisation practises.

RETARGETING

Retargeting is a technique used in digital marketing to entice site visitors who have not yet converted to buyers. By placing adverts for products, services, and deals on third-party websites and social media platforms, digital marketers may retarget their audiences and increase sales. Also known as interest-based, demographics-based, etc. marketing, programmatic marketing goes by many names it uses complex algorithms that take into account a wide range of information. To track potential customers as they navigate the Internet, retargeting makes use of cookies and Java Script. Digital marketers may benefit the most from this clever and effective marketing strategy. Metrics and analytics are utilised in the retargeting process in order to re-engage customers and encourage purchase.

MOBILE MARKETING

Mobile marketing is one of the most popular trends in digital marketing communication methods utilised in the current scenario with the advent of new platforms such as Signal, Telegram, and Whatsapp business. Mobile marketing is one of the most effective ways to reach customers directly. Customers are solicited via various mobile mediums, including SMS, MMS, mobile applications, and so on. The foundation of mobile marketing is the dissemination of viral messages concerning a product to consumers through the application of mobile marketing strategies. Mobile marketing has made it much simpler to advertise and sell things in today's world, when nearly everyone possesses a smartphone equipped with internet access and when nearly everyone uses smartphones. Streaming-video-on-demand (OTT) platforms such as Netflix, Amazon Prime, HotStar, InShorts, and TikTok entice advertisers to place their ads on these channels.

THE APPLICATION OF DIGITAL MARKETING IN ACADEMIC INSTITUTIONS

The promotion of a company or brand via the use of digital platforms is referred to as digital marketing. Email, mobile phones, social networking sites, and other similar platforms are examples of digital channels; nevertheless, this list is not exhaustive. These channels not only advertise the company to the appropriate demographic of target customers, but they also bolster both the company and its brand.

The education system of today is being significantly impacted by the ever-increasing utilisation of the Internet and other forms of digital media. Because the vast majority of students have access to the Internet, the educational system is undergoing a profound transformation. Because of this, educational institutions and colleges are going to have to ramp up their usage of the internet and mobile devices in order to communicate with a greater number of students.

Why is Digital marketing the best means to impress students?

There are various reasons that make digital marketing the best medium to reach the majority of students today. Some of these are as below:

1. Students spend more time on the internet than other media including television.
2. Prospective students are already searching online for educational and training courses.
3. Display advertising on the Internet is highly effective and outperforms traditional advertising.

4. Parents and guardians have started making decisions based on the school or college website and its online presence.
5. Many students have also started judging a school or college by its online presence.
6. Internet is today the most preferred channel for application and admission queries.
7. Expats and out-of-state students rely heavily on the web for college admissions.
8. Parents and students now find the web as the most convenient medium to carry out the admission process.

EDUCATIONAL DIGITAL MARKETING

Higher education institutions prefer digital marketing to recruit students. These educational institutions adopt a step-by-step strategy and properly apply it. To avoid losing focus on attracting additional students, the plan's implementation and any deviations must be monitored. Educational institutions must first identify their audience.

Higher education targets students. Mature students, who investigate courses and careers, are the main target audience of educational institutions. Digital marketing can be utilised to develop and disseminate the necessary information with these pupils. Digital marketing may develop information that directly influences prospective students. Digital marketing can also employ direct online communication with target audiences.

Educational institutions must realise that each student's demands are distinct when establishing digital marketing strategies and may need to establish a variety of communication and discussion channels to fulfil each potential customer's wants.

Educational institutions must realise that most Internet users do not search beyond the first three pages of a search engine. These organisations must utilise the proper keywords and key phrases to keep their website on the top three pages of search engine results. Educational institutions must optimise for this. Educational institutions must generate effective and relevant information for prospective students.

SOCIAL MEDIA IN DIGITAL MARKETING

Digital marketing lets schools use social media. Pictures and videos can be shared globally on social media. Social media influences students' decisions. Educational institutions can use social media because 99% of students use it.

E-LEARNING AND E-EDUCATION INSIGHTS

The education sector is leading the digital revolution. Many schools have distance-learning extensions. Though some are low-tech, a good start has been made. High-speed

networks like the National Broadband Network (NBN) and education and research networks are connecting more schools and other educational institutions via video.

E-books have grown due to the national government's laptop programme and the global One Laptop per Child Initiative.

E-learning is growing due to digital changes. Operational cloud computing may reduce infrastructure costs and administration time. Educational and healthcare organizations are using mobile technologies to teach.

ADVANTAGES OF DIGITAL MARKETING FOR EDUCATIONAL INSTITUTIONS

1. **Cost-effective:** Online marketing is cheaper than traditional marketing. Social networking, email, RSS feeds, and mobile marketing need little expenditure. Educational institutions can reach more people with less money and benefit more.
2. **Instant Feedback:** Digital marketing tools allow instant messaging and feedback. Blogs, social media, and SMS allow quick, easy communication.
3. **Measurable:** Many technologies measure digital marketing effectiveness. With important data, educational institutions may easily monitor and track the efficacy of a marketing campaign using permission-based, highly targeted marketing.
4. **Accessible Tools:** Digital marketing platforms and tools produce good results. Digital marketing like Facebook, Google, Twitter, and SMS marketing guarantees a wide, concentrated audience.
5. **High Conversion Rates:** Because SMS and email are personalised, educational institutions may simply target the right audience.

CONCLUSION

Marketers need to advertise online. The service education sector increasingly uses these strategies to reach its target market. Prospective students will initially explore the Internet for instructor information. Internet visitors are more likely to return to an institution's website if it is updated, optimised, and supplemented with multimedia content and previous and present student and expert reviews. Social media, where young people spend their free time, can be used as a powerful marketing tool to first collect user data and then tailor customer communication and final products and services to customer needs. Influencer marketing uses a community figure in a particular industry to shape public opinion. These digital influencers recommend brands or, in some cases, educational institutions to their followers and influence their

education decisions, for which they are compensated and start positive electronic word-of-mouth communication. Finally, this procedure can boost an organization's public and market image.

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DIGITAL INDIAN FLORICULTURE MARKET: ROLE OF E-COMMERCE IN THE GROWTH OF INDIAN FLORICULTURE

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ABSTRACT

Indian floriculture is growing due to consumer demand for flowers and ornamental plants. E-commerce's impact on Indian floriculture has grown due to technology's rapid development and widespread acceptance. This study examines how e-commerce affects market access, supply chain efficiency, and market expansion in India's floriculture industry. To provide a complete picture, the research analyses literature, reports, and industry data. E-commerce has disrupted the floriculture supply chain by connecting farmers and customers. Farmers and florists can market their products to domestic and international buyers online. Growers now have greater market access and less dependence on intermediaries. E-commerce also improved floriculture supply chain efficiency. Online platforms streamline inventory, logistics, and transportation, reducing waste and improving product quality. Real-time tracking and data analytics improve demand forecasting, optimise production cycles, and ensure fresh flowers year-round. Indian floriculture market growth is also attributed to e-commerce. Small and medium-sized floriculture firms can now explore new local and international markets via online platforms. This has empowered rural farmers and promoted sustainable agriculture by creating economic growth and jobs.

Keywords: *Floriculture, Ecommerce, Ugao, Apeda*

INTRODUCTION

Digital Indian Floriculture Market features online channels and services for buying and selling flowers in India. It covers the use of digital technologies and e-commerce channels to facilitate flower trading and distribution across the country. The Indian flower cultivation market has grown tremendously in recent years, with factors such as changing consumer preferences, increase in disposable income, rise in online shopping etc. contributing to the recovery in their home or office. Key players in the digital Indian flower market include online florists, e-commerce platforms, delivery services and aggregators connecting florists and buyers. These platforms spread flowers, flower arrangements and gifting a variety to choose from for occasions such as weddings, birthdays, anniversaries and celebrations.

BENEFITS OF THE DIGITAL INDIAN FLORICULTURE MARKET INCLUDE

Digital Indian Floriculture Market showcases online strategies and digital technologies used in the floriculture industry in India. This includes the use of e-commerce channels, digital marketing channels, online marketplaces, and other digital tools to promote, sell and distribute ornamental flowers and plants. The digitization of the Indian flower market has brought tremendous changes and opportunities for farmers, retailers and consumers. This has enabled flower farmers to overcome geographical limitations, expand their customer base and improve their productivity. The key factors driving the growth of the digital Indian flower market are:

1. **Convenience:** Customers can browse and buy flowers online, anytime, without having to go to a physical store.
2. **More varieties:** Compared to traditional florists, online stores offer a wider variety of flowers and bouquets, giving customers more options.
3. **Delivery:** Digital florists often offer flower delivery services, allowing customers to send flowers to loved ones in different cities or even internationally.
4. **Customization:** Many websites allow customers to customize their floral arrangements, adding a personal touch to their gifts.
5. **Research and Analysis:** Consumers can get reviews and ratings of various florists and their products, enabling them to make informed decisions and choose reliable vendors.
6. **Price comparison:** Online platforms allow customers to compare prices across retail outlets, ensuring they get the best deal for their money.

ROLE OF DIGITAL / E-COMMERCE PLATFORMS

Reaching new heights: How online platforms are expanding the boundaries of the Indian flower market. E-commerce platforms have played an important role in expanding the flower market beyond the borders of India. Take Bloomsville, for example. This online flower delivery service isn't limited to customers within India; It also exports flowers to countries like the US. and the UK. By doing so, new avenues were opened for the flourishing of Indian flowers in international markets.

Opening Doors of Opportunity: E-Commerce Empowers Small-Scale Flower Farmers

Gone are the days when small and marginal farmers struggled to find a market for their produce. Thanks to e-commerce platforms like Ugao, these farmers now have improved

market access. Ugao is an online platform that primarily helps small flower farmers to help showcase their products to a wider audience. In this way, more customers can be contacted and new opportunities for growth can be seized.

Easy And Convenient: Online Flower Shopping from The Comfort of Home

Gone are the days of going out and buying flowers. Customers can now order flowers online from the comfort of their own homes. Imagine sitting on your comfortable bed exploring a variety of beautiful flowers. Well, that's what online florists like Flower Aura and Book My Flowers offer. They have a huge collection of flowers and gifts that can be easily ordered online. Flowers will be delivered right to your doorstep, saving you the hassle of going to a physical store. It's like a flower shop at your fingertips!

Making Things Run Smoothly: How Online Platforms Make the Flower Business More Efficient

E-commerce platforms have introduced effective products in the flower industry. The entire supply chain was very streamlined, making flower delivery and handling faster and more cost-effective. One shining example is Atrangi, a Bengaluru-based startup. This new B2B platform connects flower growers and florists directly, cutting out unnecessary middlemen. By doing so, Atrangi improves the efficiency of the flower industry and ensures that the flowers reach their destination on time. It's all about keeping things running smoothly and efficiently.

Clear and Honest: How Online Platforms Bring Transparency to Flower Shopping

Web sites have introduced new outright flower sales. Consumers can now easily make informed purchasing decisions. Take Flora India for example. These florists provide customers with a detailed description of each item, including important details such as the type of flower, its colour, even the vase used etc. The quality of the flowers. It's all about ensuring an authentic and reliable shopping experience!

Great Deals Ahead: How Online Platforms Make Flower Shopping Affordable

The increased competition brought about by e-commerce platforms has benefited both buyers and sellers in the flower industry. My flower garden is a perfect illustration of this! This website makes it simple for clients to buy flowers and presents by regularly running sales and specials. Customers can now give bouquets without worrying about breaking the bank thanks to a wider range of pricing to choose from. The goal is to make buying flowers a pleasant and inexpensive activity.

GROWTH OF INDIAN FLORICULTURE MARKET

In recent years, the Indian flower industry has witnessed a phenomenal expansion. The Ministry of Agriculture and Farmers Welfare estimates the industry to grow at a CAGR of 25% between 2015 and 2020, increasing its value from Rs 12,000 crore to Rs 24,000 crore

Growing domestic demand for flowers is a key driver of this expansion. ASSOCHAM has released a study that by 2023, the flower market in India will be Rs 72,000 crore. The online flower market is expected to reach Rs 6,000 crore by 2022, and the proliferation of e-commerce platforms is a key driver of that demand growth

Apeda estimates that by 2020-21, the Indian flower market will be worth \$103.4 million due to higher exports. Government efforts such as establishment of flower clusters and cold storage facilities, grants and incentives etc. have contributed to this expansion

According to the National Parks Board's National Parks Database, India will dedicate 322,000 hectares to flower production by 2020-2. Estimates of both soft flowers (2152 kt) and cut flowers (828 kt). Many Indian states are involved in the flower trade; Kerala, Tamil Nadu, Karnataka, Madhya Pradesh and Uttar Pradesh are among the most important.

Growing demand for flowers, rise in e-commerce, government subsidies and extensive flower growing in many states of India have all contributed to the growth of the floriculture industry

The Indian flower industry has been very successful in exporting its products to the US, Netherlands and the UK. According to APEDA (Agro-Processed Food Products Export Development Authority), India's flower exports to the U.S. are worth \$1.5 billion. has increased in value. R.S

RISING DEMAND FOR FLOWERS

Demand for flowers in India has increased over the past few years, with higher levels of personal disposable income being a major factor. The emergence of e-commerce platforms has also aided the growth of the flower industry in India by making it simpler for consumers to order flowers online.

Extensive use of flowers in wedding decorations, mandaps (wedding canopies), and bride bouquets all contribute to the rising demand for flowers. Countries like the Netherlands, Thailand, and Kenya are major exporters of rare and exotic flowers to India to meet the rising demand.

A new tradition of giving flowers as gifts is also helping to meet the growing demand in India. Indian culture and custom place a high value on flowers, resulting in year-round demand.

CHALLENGES FACING THE INDIAN FLORICULTURE INDUSTRY:

- The exorbitant cost of transporting blooms from far-flung regions drives up retail prices and dampens consumer interest.
- The majority of flower farms are located in rural areas; however, these places often lack adequate cold storage facilities. Because of this, farmers and suppliers lose money after the harvest has already taken place.
- A factor contributing to the reduction in demand for flowers is the absence of standardised grading and certification systems, which makes it more difficult for buyers to make quality assessments.
- Fourth, the reliance on seasonal production results in supply problems and price fluctuations in the flower sector.
- Rivalry from Low-Priced Imports: Locally grown flowers face competition from low-priced imports from nations like China and Kenya.
- There is a shortage of skilled staff in the flower sector, which has a negative impact on both output and quality.
- Inadequate Packaging and Logistics Infrastructure: Damage and spoiling during shipment is exacerbated by inadequate packaging and logistics infrastructure.
- Challenges in obtaining loans and credit make it difficult for farmers and suppliers to expand their businesses.
- There is a lack of market connections for small-scale growers, which makes it difficult for them to sell their flowers at a fair price.
- Natural disasters like floods, droughts, and cyclones can wreak havoc on crops and interrupt floral supplies. 10. Unfavourable weather conditions.

These challenges highlight the need for improvements in transportation, storage facilities, grading systems, market access, and infrastructure, along with support for small farmers and resilience against adverse weather events. Addressing these issues can enhance the growth and sustainability of the Indian floriculture industry.

CONCLUSION

The flower business in India has grown a lot in recent decades. This is because more and more people in India and other countries want to buy flowers. Many big companies are now involved in different parts of the flower business, like growing, making, selling, and delivering. Even though there are some problems like high costs and not enough good buildings, the flower industry keeps getting better. The government and technology are helping a lot. In the future, the flower business in India will keep growing and changing. We will see new and different ways of making flowers and new companies joining the market.

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DIGITAL MARKETING THE EVOLUTION AND IMPORTANCE

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ABSTRACT

Digital Marketing means the promotion of products over the internet. Any business or company used digital channels to promote product and services to consumer are referred to as digital marketing. Digital Marketing is use of digital channels marketing product and services to targeted consumer. In digital marketing mobile devices, social media, websites search engines are used. Digital marketing has changed human habits of information accessibilitydetermined their interactions. This paper offers some current and future trends in digital marketing. Today concept of market deals with promoting of product over the internet. In marketing sales time, the invention of the telephone after followed the rise of television and the marketingdepartment. In the world lot of million people are used social media on a regular basic. In this paper write evolution of marketing to digital marketing. Marketing today, has had to keep up and contend with leaps in technology and our relation to it ever since.

Keywords: *Digital Technology, Evolution Methods, Evolution, Importance of Digital marketing*

INTRODUCTION

Digital marketing uses digital channels to promote products and services to consumers. Digital marketing encompasses mobile phones, social media, advertising display, search engine marketing, and more. Digital marketing is the biggest industrial transformation nowadays.

Careers in digital marketing are abundant. Digital marketing has helped firms develop, as working individuals in various fields know. Digital media allows customers to follow what media, friends, associations, peers, and others say about a product. Digital marketing has many components.

Online advertising, email marketing, social media, text messaging, affiliate marketing, SEO, and PPC are the most essential digital marketing factors. As this dynamic industry evolves, digital marketing is projected to rise. Today, 65% utilize mobile devices.

Bloggers and Instagram have created a \$1 billion influencer economy, expected to increase. Digital marketing offers marketers many new opportunities. This report evaluates marketing technology trends and potential.

DIGITAL MARKETING EVALUATION METHODS

CONVERSION EVALUATION

This approach looks at the question of how many customers completed an action (a purchase, a form submission, etc.) that was specifically tailored to them using digital marketing tools. The number of clicks on the "Buy" or "Where to buy" button, the percentage of total clicks on these buttons, the impact of paid and natural search engine marketing on conversion, the effectiveness of various inflow channels, and the total number of purchases are all used to assess conversion rates.

ASSESSING THE WEBSITE'S MATERIAL IN LIGHT OF USER ACTIONS:

Data is collected and analysed to determine things like: - Which piece of content resonated most with the intended audience, where visitors navigated Metrics like the number of visitors, where they came from (other websites, search engines), how long they stayed on the website, how many pages they viewed, whether they used a mobile device, what they did, when they did it, and where they did it can help determine which website "call to action" yielded the highest conversion results and which website layout provides the highest conversion.

INTERACTION ASSESSMENT IN SOCIAL MEDIA

Assessing how customers interact with content produced by a business or brand on social media platforms. Responses to these indicators from the intended audience are mixed. Quantity, regularity, and regency of registrations; customer engagement as measured by social media (likes, ratings, shares, downloads, subscriptions, fans, followers, friends, reviews, page views, time on page, etc.); profile creation; User Generated Content (UGC); and sentiment analysis are all factors taken into account. Content views, widget applications, subject usage, bookmark counts, social media sharing, and user-generated content counts.

EVOLUTION OF DIGITAL MARKETING

The development of digital marketing has been an ever-evolving process, influenced by technological breakthroughs, shifting customer preferences, and the ever-changing nature of the internet itself. Some landmarks in the development of digital advertising are listed below.

A major turning point in the development of digital advertising occurred when the internet became widely available in the 1990s. Websites and email marketing in particular gave firms a new way to interact with customers and advertise their wares. SEO or search engine optimization refers to the practice of enhancing a website's

position in search engine rankings. Search engine optimization (SEO) strategies, such as keyword optimization and link building, have arisen to aid websites in ranking better, hence increasing their organic traffic and online visibility. Pay-per-click (PPC) advertising rose to prominence alongside the expansion of search engines. Advertisements on SERPs would only cost businesses money if and when users really interacted with them. This advertising method yielded more specific and quantifiable outcomes, letting companies more precisely deploy their marketing resources. The rise of social networking sites like Facebook, Twitter, and LinkedIn has had a profound effect on the marketing sector. By facilitating localized advertising, content distribution, and community formation

INTERNET SEARCH PLAYS A SIGNIFICANT ROLE

In the early 1990s, the World Wide Web was introduced. In 1994, the world was introduced to the first widely used web browser: Netscape. In 1994, Yahoo was introduced, and the first online purchase was made through Net Market. In 1997, the first well-known social networking site went live, providing its 3.5 million users with access to online content. Banner ads on the World Wide Web initially appeared in 1994. Both Google and Yahoo search engines first appeared on the web in 1998. Between the 1990s and the early 2000s, widespread use of the internet coincided with the emergence of major search engines like Google. Advertising online properties to increase traffic and readership using techniques like Search Engine Optimisation (SEO) and paid placement.

SOCIAL MEDIA REVOLUTION

As the economy rebounded, many new websites were developed, including LinkedIn in 2002, MySpace, Word Press, and Facebook in 2003–2004. 2000s mobile text messaging marketing grew. The www was created to share information. Facebook, Twitter, and others allow users to share information and connect. Many firms want worldwide audiences. They use targeted ads. In 2007, Facebook released its first self-service advertising platform and company sites, raising ad income to \$700 million. Many sites help marketers reach audiences.

MOBILE-FIRST MARKETING

A focus on mobile marketing Because of Google's Accelerated Mobile Pages (AMP) initiative, mobile sites now need to be optimized for search engines. The goal is to reduce wait times for pages when viewed on mobile devices. User experience is another major focus. Sales and advertising ramped up in the second half of. With the advent of platforms like Instagram, Whatsapp, and Snap chat, the mobile app culture exploded.

Not only are marketing initiatives viewable on larger devices, but they're also accessible.

CONSUMER DATA AND TARGETED CAMPAIGNS

The use of data to develop specific marketing initiatives is a major turning point in the development of digital marketing. You can iterate your work depending on the results of performance analytics with the help of customer relationship management (CRM) software. You may better anticipate consumer behaviour, narrow your focus, and boost satisfaction using this tool. Because marketing techniques are always changing due to advancements in technology and other reasons, accurate predictions of client behaviour are of the utmost importance. Using the statistical analysis afforded by CRM methods, it is able to track consumer behaviour shifts as they occur. Additionally, this enables the development of superior business models for precisely gauging the efficacy of promotional efforts.

VOICE SEARCH AND INTERACTIVE CONTENT

Voice search has recently been a major marketing trend because it presents a novel way of searching and advertising products and services. One of the main goals is to increase customer participation and foster a loyal following. High-quality, user-interactive content including games, social media contests, app experiences, and more, are essential for this goal. In addition to bringing in new viewers, these strategies will keep them interested for longer. Voice searches may also enhance click through because they typically return highly pertinent results on the first try.

IMPORTANCE OF DIGITAL MARKETING

Wide Reach: Digital marketing allows businesses to reach a global audience instantly. With the internet's widespread availability, businesses can connect with potential customers across different geographical locations, expanding their reach and market potential.

Targeted Advertising: Digital marketing enables precise targeting of specific audience segments based on demographics, interests, behavior, and other relevant factors. This targeted approach ensures that marketing efforts are directed towards the most relevant and potential customers, maximizing the effectiveness of campaigns and optimizing ROI.

Cost-Effective: Compared to traditional marketing channels like television or print media, digital marketing typically offers more cost-effective options. Businesses can choose from various digital marketing channels, such as social media advertising,

search engine marketing, or email marketing, and allocate budgets accordingly, ensuring efficient use of resources.

Measurable Results: Digital marketing provides robust analytics and tracking tools to measure the performance of marketing campaigns accurately. Businesses can analyze key metrics such as website traffic, conversions, engagement, and customer behavior, allowing for data-driven decision-making and continuous optimization.

Real-Time Engagement: Digital marketing facilitates immediate and interactive communication between businesses and customers. Through social media platforms, online communities, live chat, or personalized email marketing, businesses can engage with customers in real-time, address queries, offer support, and build lasting relationships.

Brand Building and Reputation Management: Digital marketing plays a vital role in shaping and enhancing a brand's image. Through consistent messaging, storytelling, content marketing, and social media presence, businesses can establish a strong brand identity, build trust, and manage their reputation effectively.

Adaptability and Flexibility: Digital marketing allows for quick adaptation and adjustment of marketing strategies based on real-time data and market trends. Campaigns can be optimized, new tactics can be implemented, and messaging can be tailored based on audience response, ensuring agility in the ever-evolving digital landscape.

Integration with Technology and Innovation: Digital marketing goes hand in hand with technological advancements and innovation. From utilizing artificial intelligence for personalized targeting to leveraging emerging technologies like virtual reality or augmented reality for immersive brand experiences, digital marketing provides avenues for staying at the forefront of technological advancements.

CONCLUSION

Organizations need digital marketing. Digital marketing is limitless. Small businesses can sell their products and services cheaply and effectively through digital media. Understanding digital marketing history helps you use contemporary technologies and practises. Has studying digital marketing history and evaluation helped you grasp current trends? Customer expectations drive continual digital marketing sector examination within marketing system. With its benefits and cons, digital marketing has a bright future for product or service sustainability in the contemporary technological market.

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ESTABLISH AND RETAIN CUSTOMER RELATIONSHIP USING EMAIL MARKETING

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ABSTRACT

As a cost-effective method of incentivizing purchases, electronic mail advertising has been employed by agencies for many years. However, there has been a shift in the way e-mail may be utilised at some point in the past several years. These days, it's also a method for businesses to have one-on-one interactions with clients and build stronger, longer-lasting relationships with them. E-mail marketing's effect on sales has been the focus of previous research in the field. However, with the emergence of brand-new supplementary e-mail practises in recent years comes the requirement to examine email marketing from the perspective of the client. Since e-mail marketing can be understood in a variety of ways, this analysis uses the definition in which customers' permission to receive the emails is required (also known as "permission-based totally e-mails advertising"). The study also looks at how electronic mail marketing based on customers' authorization affects their actions outside of the shopping funnel. Therefore, this practice aims to learn more about the effects of permission-based e-mail marketing and relationship factors on consumers' non-purchase behaviors. In addition, this investigation hopes to address the following research query: To what extent do consumers' non-buying behaviors change as a result of permission-based electronic mail advertising and marketing that makes use of relational elements?

Keywords: *Email marketing, Digital Marketing, CRM, Brand awareness*

INTRODUCTION

Email marketing is one of the latest technological trends in marketing products and services and quickly reaching customers, which allows reducing time compared to traditional marketing. It is also a platform where millions of people log into their account to browse social content or their business. It is the current explosive and trendy digital marketing activity on social media to grow a brand and its products or services. Email marketing is a form of sending business letters to a group similar to email to a potential or current customer. It contains an email advertisement, commercial offer or gift. Email marketing is one of the tools to generate leads for business. It is the latest type of marketing where it has evolved into digital media that allows the marketer to

reach customers have an easy and fastest message to reach their customers. It also evolved new software to market your products and promote your brand on these social media or websites. It also helps them companies to create and manage a huge customer database and collect their data easily with a large storage capacity of your systems or servers and at the same time provide leads/prospects that will later become end customer In addition, email marketing saves a lot of money compared to direct marketing as a result reduce the company's costs. As a result, it helps the organization/business succeed because it engages more users with the brand, Thus, more people will search for your products and services and this will generate huge leads for the business. Before helps the organization take steps to increase the conversion rate and build a long-term relationship subscriber and this is called email optimization. Email optimization is the method(s) by which an email marketer can maximize the effectiveness of their campaign. The main goal of optimization is to save time, money and maintenance to the right user with the message to the real target audience. The customer base and offers must be built regardless of performance.

MANAGEMENT OF INTERACTIONS WITH CUSTOMERS (CRM)

Customer Relationship Management (CRM) refers to the strategies, processes, and technologies that businesses use to manage their interactions with customers throughout the customer lifecycle. Effective CRM practices are crucial for building and maintaining strong customer relationships, enhancing customer satisfaction, and driving business growth. Here are key aspects of managing interactions with customers through CRM:

Centralized Customer Database: CRM systems provide a centralized repository to store and organize customer data, including contact information, purchase history, communication preferences, and interactions this enables businesses to have a holistic view of each customer and access relevant information when interacting with them.

Lead Management: CRM helps in managing leads by tracking and capturing customer inquiries, qualifying leads, and assigning them to the appropriate sales representatives. It enables businesses to track the progress of leads through the sales pipeline and ensures effective follow-up and nurturing to convert leads into customers.

Customer Engagement: CRM facilitates personalized and targeted communication with customers. It enables businesses to segment customers based on demographics, behaviors, or preferences and tailor messaging and offers accordingly. CRM systems often include email marketing tools, allowing businesses to send targeted emails, newsletters, or promotions to specific customer segments.

Sales and Opportunity Management: CRM systems assist in managing sales processes and opportunities. Businesses can track sales activities, monitor sales pipelines, and forecast revenue. By capturing and analyzing data on customer interactions, CRM helps identify potential upsell or cross-sell opportunities and enables sales teams to prioritize their efforts effectively.

Customer Service and Support: CRM plays a vital role in managing customer service and support interactions. It helps track customer inquiries, complaints, or requests, ensuring timely and effective resolution. CRM systems often integrate with customer support platforms, enabling businesses to streamline ticketing, prioritize issues, and provide personalized support.

CRM AND EMAIL INTEGRATION HAVE SEVERAL ADVANTAGES

Today's fast-paced digital environment emphasizes client interactions more than ever. Despite having many options, customers today want to connect with organizations. Email marketing helps build consumer relationships. Email marketing allows continual customer touch. Targeted, customised emails to clients' inboxes will highlight your brand and suit their informative and promotional needs. Consistent involvement strengthens customer relationships and brand loyalty. Email marketing helps build audience trust. Educational and useful material can establish your business as an authority and show your commitment to your clients' needs. Taking the initiative in this way demonstrates that you are ahead of the curve and will benefit your company and its consumers. Email marketing also lets you learn more about your consumers' individual preferences, habits, and hobbies. To better serve your consumers and make them feel like they matter, you may use this data to divide your audience into smaller groups and send them more relevant material. After all, establishing connections with clients via online advertising is crucial. Customer retention, revenue, and brand loyalty can all be increased through the use of this potent method of communicating with your target demographic.

Audience Segmentation

A form of direct marketing called email marketing uses email to promote a company's products or services. It is employed to draw attention to a company, keep current clients interested between purchases, and forge relationships with potential new ones. Email marketing has the advantages of inexpensive cost and easy ROI measurement. 85% of American retailers believe that email marketing is one of the best strategies for attracting customers. Additionally, 28% of online shoppers sign up for product emails to receive updates on the brands they value.

Personalization

One of the numerous benefits of email marketing is the ability to customize your messaging did you know that tailored emails result in six times as many transactions forging relationships with clients one-on-one interaction is essential content that appears to have been written with email subscribers in mind is more likely to elicit a response actually emails with the recipients first name included have a much higher click-through rate than emails without it get close then

Automation

You may automate your sales cycle by using email. To create email drip campaigns, which automatically deliver emails to people on a predetermined schedule, your company can employ email automation solutions. These pre-written emails might express gratitude for purchases, invite customers to return to your website, or simply inform recipients that their online shopping cart has been abandoned.

Email Nurturing

Making a positive, long-lasting impression in business is, well, good business. Building a relationship of trust, comfort, and loyalty with your customer can help them remember your brand when making a final decision, whether or not they are prepared to buy. In order to move potential consumers along the sales funnel until they are prepared to make a purchase, nurture emails are powerful tools that establish lasting relationships. By using email, you can easily personalize your messaging and get closer to your customers based on their demographics. Additionally, since outcomes are straightforward to gauge, you may base your strategic choices regarding how to nurture your customer on how they responded to earlier emails. Those that use email nurturing reap benefits!

Emerging Technology

You can take advantage of new developing technologies if your customer database is kept up to date and organized. You will be able to adapt your CRM strategy when new automation, AI, SMS marketing, and mobile technologies emerge to stay ahead of the curve.

Even if email marketing and CRM are valuable on their own, together they become a data-driven powerhouse. When you give your customers relevant content, your company will experience greater open rates, click through rates, and income. To keep existing clients and cultivate new ones, you should benefit from this convergence across digital marketing techniques.

Increased Brand Awareness and Customer Engagement

Businesses may boost brand recognition and foster client loyalty by using email marketing. You can maintain your business top-of-mind and give your audience useful information by regularly sending emails to your subscribers. Building trust with your clients through constant communication may help you position your company as a thought leader.

Additionally, email marketing gives you the chance to interact with your audience in two ways. You may motivate your clients to interact with your brand and do particular activities by utilizing elements like clickable links and call-to-actions. You may encourage your subscribers to communicate with your brand and deepen their engagement with your company by offering worthwhile material, promotions, or other incentives.

Overall, email marketing may boost brand recognition and consumer loyalty. Individually is a major perk. Companies can better cater to their customers' wants and requirements by segmenting their email lists based on demographics like location, behaviour, interests, and past purchases. With this method, businesses may send their clients offers and information that are more likely to pique their interest, leading to increased click-through rates and income. A clothing store, for instance, may divide its email list into subsets based on the items of apparel each client has purchased before, and then send those subsets personalised ads for complementary items. Software vendors can use customer engagement levels to target specific groups with tailored messaging that provide additional resources for those who need it.

Combining with different marketing methods to form a whole

When combined with other channels, email marketing may be an extremely effective cross-channel strategy. By integrating email marketing with other channels like social media, search engine marketing, and content marketing, businesses can reach their intended audience with a unified message.

There are numerous ways that email marketing can be combined with other methods. Using email, businesses may urge their subscribers to follow them on social media outlets like Facebook and Instagram. In order to increase website traffic and establish thought leadership, they can also use email to promote their blog or other content marketing activities.

Additionally, businesses can supplement their search engine marketing efforts with email marketing by sending personalised communications to subscribers who have demonstrated an interest in a company's products or services. With this, it's possible to boost

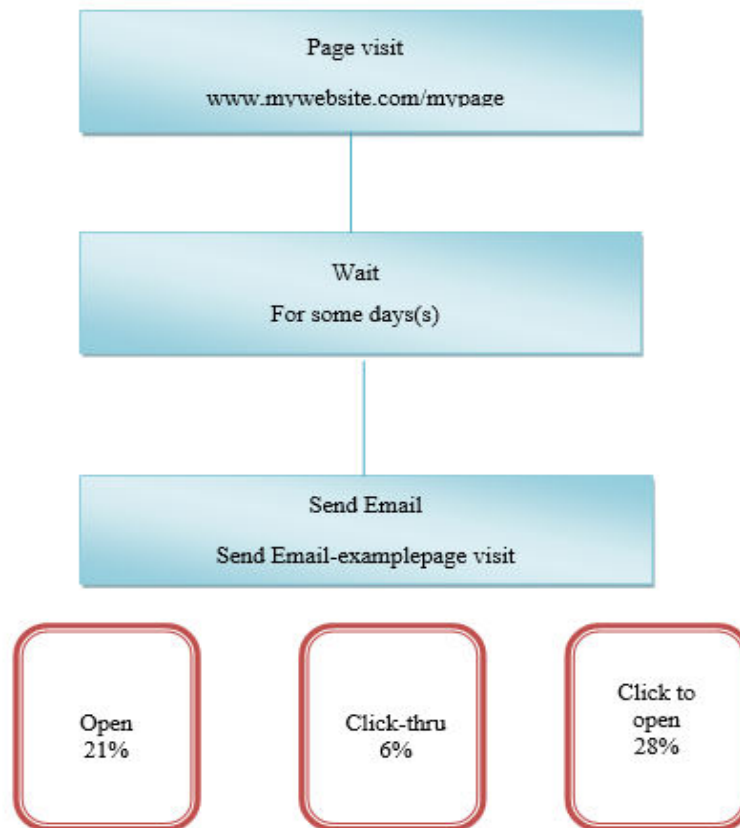
What is Email Automation?

Sending time-based or activity-based emails is known as email automation. Whether your email campaign's objective is to generate new leads, distribute blog updates, or send handwritten birthday greetings, email automation makes sure your campaign is pertinent and efficient. Remember that delivering emails or broadcasts to subscribers manually differs from email automation. A certain action done by the subscriber activates an automatic email. By sending out prompt replies, email automation helps you keep in touch with your subscribers and boost engagement. A welcome email or emails rejecting a purchase are two instances of automated email. You can check repeated things off your to-do list using email automation. One benefit of email automation is that, once it's set up, all you have to do is

6 statistics that show the effectiveness of email automation:

- Automated emails have 70.5% higher open rates than generic emails.
- Companies that use email automation software are 2X more effective in lead generation than those that use only blast email software.
- Automated outreach and follow-up emails can increase reply rates by 250%.
- Nurturing leads with automated emails, increases revenue generated by 10% or more.
- Personalised automated email messages see 46% higher open rates compared to traditional marketing messages.
- 55% of e-commerce marketers use software for email marketing automation.

To customize workflows, precisely maintain your contact list, and send emails based on page views, the programmed has email automation features.



On average, Canadian marketers observe the email data below:

- 21% Open Rate (OR)

Open rate is calculated as follows: 100 emails delivered / 100 emails opened.

Remember that not every email on your list will be delivered properly. Therefore, you might also wish to keep an eye on the delivery rate.

- Delivery (or bounce) rate is the ratio of emails delivered to emails sent, divided by 100.
- CTR (click-through rate): 6%

The number of persons who clicked on any of the links in your email is indicated by the click-through rate (CTR) of that email.

CTR is calculated as follows: 100 clicks per 100 emails delivered

- CTOR (click-to-open rate): 28%

The click-to-open rate (CTOR) contrasts how many individuals opened your message with how many clicked on any of the links in it.

CONCLUSIONS

To achieve the maximum impact of automated email marketing for customer engagement, marketers need to ensure that they are targeting their customers frequently. As a result, a number of research studies advise marketers and advertisers to consider higher frequency if they want to achieve the best customer engagement results. The frequency of e-mail engagement and its perceived usefulness influence customer retention through repeat purchase behavior. Therefore, the researcher reasoned that the relationship between frequency and customer loyalty is accepted.

The second objective of this study is to investigate the relationship between the relevant database and customer loyalty. Based on the results and findings, it is proved that there is a negative relationship between relevant database and customer loyalty in terms of effectiveness of automated email marketing campaign. This is because a relevant database has no impact on customer loyalty in relation to an automated email marketing campaign. A relevant database does not seem to be effective in retaining customers because the database of some marketers is very limited, especially for small businesses that have just started an automated email marketing campaign. Therefore, they have to use a random database of customers to whom they want to deliver the ads or their content. In this situation, the email users who are interested in the advertisement will click on it or subscribe to it, while users who are not interested will simply ignore the advertisement, so there is no relationship with customer retention.

The final objective of this research study is to investigate the relationship between outstanding content and customer retention in relation to the effectiveness of automated email marketing campaigns. The results and findings show that there is a positive relationship between outstanding content and customer retention. Informational content, which tends to favor loyal customers, is more likely to be educational and engaging than promotions and discounts. Content that marketers need to highlight must be outstanding, as it has been proven that content can influence customer loyalty in automated email marketing campaigns.

The variety of content that needs to be selected and arranged must be taken seriously by the marketer to ensure that customers can maintain their loyalty towards the brand. Categorizing brand loyalty is important to target different customers more accurately. So, in conclusion, based on the previous research and findings, there is a positive relationship between outstanding content and customer loyalty.

FUTURE WORK

There are some recommendations that the researcher would like to suggest to improve the research and increase the quality of the study for future research purposes. The researcher recommends that future researchers can expand the topic by adding mediators and independent variables to make this topic relevant in today's world. The three independent variables that the researcher studied, frequency, relevant database, and excellent content, are not enough to prove that automated email marketing campaign can be effective in customer retention. Future researchers can add more elements based on the current technological requirements of the customers. Since one of the independent variables, which is the relevant database, was rejected, future researchers are advised to discuss more about the relevant database to prove that it is accepted. The reason is that the researcher believes that the results and findings of the conducted study are not perfect enough because the data is only from the respondents, which the researcher does not know to what extent they are honest in answering the questionnaire. Perhaps future researchers can use a different type of research methodology and data collection, such as interviews with respondents, to obtain more honest and relevant data for the research study.

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SOCIAL MEDIA MARKETING LEVERAGING PLATFORMS FOR BRAND AWARENESS AND ENGAGEMENT

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ABSTRACT

This study examines how social media marketing boosts brand awareness and audience participation. Due to social media's rapid growth and widespread acceptance, businesses have grasped its potential for marketing and customer engagement. This study examines business social media strategies. The study's methodology incorporates a comprehensive literature review on social media marketing and consumer awareness and participation. Social media can reach certain groups and boost brand awareness, according to studies. Content, narrative, and interactivity attract and foster brand loyalty. The study also examines community growth, influencer collaborations, and consumer contact as social media engagement strategies.

Keywords: *social media, SMM, Social Media Marketing, Brand awareness, online marketing*

INTRODUCTION

When it comes to modern-day networking, conversation, and information dissemination, social media has been a game-changer. The term "social media" is used to describe a wide variety of websites and platforms that facilitate the production, distribution, and consumption of material across various demographics and organisational structures. The ways in which we communicate with one another, enjoy media and information, and run our businesses have all been profoundly altered by the rise of social media platforms. Accessibility, convenience, and widespread adoption across different demographics have all contributed to the meteoric ascent of social media. It has broken down barriers of distance and time, facilitating communication between people in different parts of the world in real time. Profiles, news feeds, likes, comments, sharing, and messaging are just some of the tools offered by social media platforms that make it easy to stay in touch with people and spread information.

SOCIAL MEDIA MARKETING

Social media marketing refers to the use of social media platforms and strategies to promote a product, service, or brand and engage with the target audience. It has become an essential component of modern marketing efforts due to the widespread popularity and reach of social media platforms.

SOCIAL MEDIA MARKETING GOALS

Brand Awareness: Businesses can build brand awareness on social media. Businesses may increase brand awareness and audience size by sharing engaging content.

Social media allows direct audience engagement. Businesses can increase customer loyalty and brand affinity by engaging customers in dialogues, responding to comments, and building connections.

Content Distribution: Social media promotes articles, blog posts, videos, and infographics. Businesses can generate website traffic and leads by sharing valuable and relevant content.

Lead Generation: Lead forms and call-to-action buttons on social media allow businesses to capture leads and turn them into consumers. Enticing offers, engaging landing pages, and optimised lead capture processes make social media marketing work.

Customer help: Customers use social media for help and feedback. Businesses can provide prompt support and demonstrate their dedication to customer satisfaction by actively monitoring and responding to consumer enquiries and issues.

There are many ways to maximise your social media efforts and company results.

- Social media is used to zero in on people who are likely to be interested in what you have to say. Identify your perfect clientele and the mediums they favour. With this information in hand, you can tailor your content and messaging to resonate more strongly with your target demographic.
- Once you have a firm grasp of your target demographic, you can go on to step two of developing a content strategy for your company. The content you create for your business needs to be useful and interesting to your target market. Try using several mediums like video, photos, and infographics to find out what your target audience prefers.
- Social media is a two-way discussion, so it's crucial that you consistently interact with your audience. Timely replies to comments and messages, requests for feedback, and the development of polls and surveys to collect reviews from your audience are all essential.
- Reach out to an untapped demographic: Influencer marketing is quickly becoming a go-to tactic for companies looking to expand their customer base. Find key opinion leaders in your industry and work with them to produce promotional content.

- Hashtags are a great tool for gaining exposure and expanding your social media following. To target people who could be interested in your product or service, conduct some user research and then include the appropriate hash tags in your articles.
- To boost user participation and gain new followers, try holding a contest or giving away freebies. Give away something that people will appreciate and will help spread the word about your brand.
- If you want to know if your social media strategy is successful, you need to test and evaluate the outcomes on a consistent basis. Followers, interaction, and conversation can all be monitored with analytics software, allowing you to fine-tune your approach to meet the needs of your audience.
- Your business's social media plan will be more successful if you combine it with other marketing strategies, such as email marketing, advertising, social applications, and search engine optimisation.
- Keep up with the newest developments in the field; social media is always evolving and adapting to incorporate fresh features and modes of communication. Always look ahead to see what's coming next, and adapt your approach accordingly.
- In order to effortlessly create trust with your audience on social media and spread the word about your brand's vision and mission, it's important to be genuine and open with them. Be forthright and honest about your company's offerings, and use constructive criticism to improve your offerings.
- Eleventh, maintain a steady presence throughout all of your social media platforms. Maintain cohesion in the tone and visual style of your brand's social media presence. This helps establish credibility with your target market and develops a unified representation of your brand.
- Experiment with brand-specific paid advertising, such as social media ads, which can expand your business's reach and increase the number of customers who buy from you. Try out various ad sizes, types, and locations to find the sweet spot for promoting your product or service.
- Social proof in the form of customer reviews and testimonials is an effective way to attract new business. In order to get the word out about how great your products or services are, include reviews and testimonials from satisfied customers on your social media pages.

- Extending your reach and boosting your brand's visibility is as simple as teaming up with other companies and their products. Find similar companies or brands that can benefit from working together on content or advertising.
- Prioritise product quality above quantity. Maintaining a steady social media presence is essential, but the quality of your product should always come first. Create content that adds value for your readers and helps you achieve your business objectives.
- Keep true to your brand's vision and mission on social media, as this is a strong tool for reaching out to customers and increasing brand awareness. If you want your brand to succeed on social media, you can't afford to fake it.
- The goal of using social media to establish a community of real or loyal followers and customers is to achieve goal #17. Make it possible for your customers to interact with one another through live broadcasts, Twitter chats, Facebook groups, etc.
- Be quick to reply to consumer inquiries; social media users have come to demand instantaneous service. Keep an eye on your social media pages and go back to customers as soon as they have questions or remarks.
- Keep an eye on your rivals in the corporate world; their social media activity might yield insights into their strategy and point you in the direction of areas for growth. Take advantage of social media monitoring tools to keep tabs on the competition and the market.
- Make use of analytics to keep tabs on your progress: You can't improve the efficacy of your social media plan without first measuring its impact. Make use of analytics tools for social media to monitor user activity, audience size, and sales figures so that you can fine-tune your approach.
- Keep up with the latest improvements to the platform: Social media sites are always evolving, adding new functions and features on a regular basis. To keep your brand fresh and interesting, you should monitor these shifts and adapt your tactics accordingly.
- Optimise your content for each social media network, as they each have their own distinct user base and preferred method of consuming content. Instagram, on the other hand, prioritises visual material over textual one. To get the most out of your company content, you should modify it for each platform.

- Content in the form of videos is rapidly gaining traction on social media sites like YouTube and Instagram (number 23). If you want to expand your online community and engage more people, video content on social media is a must.
- Maintaining a constant presence in the minds of your followers is crucial to the growth and success of your business on social media. Maintain a steady stream of responses to client feedback, requests for input, and expressions of gratitude.

SOCIAL MEDIA FOR BRAND AWARENESS AND ENGAGEMENT

Businesses may boost brand visibility and audience engagement using social media. This article discusses how social media boosts brand exposure and engagement.

Brand awareness is how well customers recall a brand. Businesses may reach a diverse audience on social media. These channels help firms boost brand awareness.

Businesses can use several methods to increase social media brand recognition. Consistent branding across platforms builds brand familiarity. Content that appeals to the target audience and is shareable is essential. Visuals, educational articles, movies, and interactive components stimulate audience interaction.

Social media boosts brand visibility and audience engagement. Engaging customers in conversations and interactions builds community and loyalty. Methods include:

Responding to Comments and communications: Prompt and personalised responses to consumer comments, inquiries, and direct communications reflect customer pleasure and encourage interaction

Running Contests and Giveaways: Social media contests, quizzes, and giveaways drive audience participation and brand excitement.

Influencer Partnerships: Working with relevant and engaged influencers can boost brand awareness and reputation. Influencers can create content, share brand experiences, and engage audiences for the business.

CONCLUSION

In conclusion that, social media is a powerful tool for businesses to connect and coordinate with business customers, build your brand awareness, and drive sales of your product. By following these strategies, you can leverage the full potential of social media and achieve the business successful. It is also important to stay true and real to your brand, experiment with different tact's, and measure your all results regularly to improve your social media strategy in continuous manner. There are lots of social media advantages and disadvantages. Some people find it helpful to keep in touch with friends,

while others can view them as a distraction from their work or studies. Social media is addictive and if used excessively can lead to feelings of loneliness or isolation.

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STUDY OF ETHICAL CONSIDERATIONS IN DIGITAL MARKETING DATA PRIVACY AND SECURITY

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ABSTRACT

Today's businesses can't do without the customised advertising and consumer engagement opportunities made possible by digital marketing. However, there has been growing interest in the privacy and security issues of digital marketing practises. This abstract of a research paper intends to investigate privacy and security issues connected to digital marketing. The research presents a sophisticated view of the topic by drawing on an in-depth analysis of the relevant literature, ethical frameworks, legislative laws, and industry practises. Some important conclusions draw attention to the moral problems that may result from digital marketing's acquisition, storage, and use of individuals' personal information. This includes worries about protecting private data and gaining users' trust through transparency and openness. The effects of new technologies on digital marketing's privacy and security are also explored in the abstract. These technologies include artificial intelligence (AI), machine learning, and data analytics. The exploitation of consumer data, algorithmic prejudice, and the possible manipulation of user behaviour are all ethical concerns that arise with the benefits of modern technology.

Keywords: *Artificial intelligence, Data Security, Laws, Data Privacy*

INTRODUCTION

To effectively reach and interact with the intended audience in today's era of digitalization and technology-driven lifestyles, marketers can no longer rely solely on tried-and-true conventional strategies. The introduction of the internet and the development of various digital platforms have completely altered the methods used by companies to advertise their goods and services. Because of this change, an entirely new industry, digital marketing, has emerged and is developing at a breathtaking rate.

As a broad term, "digital marketing" refers to any and all methods of reaching a company's prospective customers over the Internet. In order to reach and persuade a wider audience, businesses are increasingly turning to digital channels including search engines, social media, websites, mobile apps, email marketing, content marketing, and more.

The major goal of digital marketing is to increase customer acquisition, customer retention, and revenue creation through the development of meaningful interactions with the intended audience and the cultivation of strong relationships with those individuals. It provides organisations with unprecedented possibilities to target specific customers, personalise their marketing messages, and track the results of their efforts in real time.

Digital marketing's capacity to zero in on individual audiences based on factors like demographics, hobbies, and behaviour is a major selling point for the medium. Businesses may reach their target audiences with precision using sophisticated targeting methods and data-driven insights. This level of accuracy boosts marketing efficacy and improves the quality of service provided to each and every consumer.

In addition, digital marketing allows for more interactive and reciprocal interactions between brands and their target demographic. Opportunities for direct connection and contact can be found on social media platforms, online review sites, and customer feedback channels. When customers are involved on this level, firms may learn about their likes and dislikes, address their issues, and earn their trust and loyalty.

DATA PRIVACY IN DIGITAL MARKETING

Data privacy in digital marketing refers to the protection and ethical use of personal information collected from individuals during marketing activities. With the increasing reliance on digital platforms, businesses have access to vast amounts of consumer data, including demographic information, browsing behavior, purchase history, and more. While this data is valuable for targeted marketing campaigns, it raises important concerns regarding privacy, security, and ethical handling.

Respecting data privacy in digital marketing involves several key considerations:

Consent and Transparency: Businesses must obtain explicit consent from individuals before collecting their personal data. This consent should be informed, specific, and freely given, with individuals fully understanding how their data will be used. Transparent privacy policies should be clearly communicated, outlining the types of data collected, purposes of data processing, and any third-party sharing practices.

Purpose Limitation: Data collected in digital marketing should only be used for the specific purposes disclosed to individuals during consent. Businesses should refrain from using data for unrelated activities or selling data to third parties without explicit consent. It is essential to ensure that data processing is aligned with the original intent and respects the rights and expectations of individuals.

Data Minimization: Only necessary and relevant data should be collected for digital marketing purposes. Businesses should avoid excessive data collection and retain data only for as long as needed. By adopting data minimization principles, businesses can reduce the risk of unauthorized access, data breaches, and potential misuse of personal information.

Security Measures: Robust security measures should be implemented to protect the personal data collected. This includes employing encryption, secure storage systems, access controls, and regular monitoring of data systems to prevent unauthorized access or data breaches. Maintaining up-to-date security protocols is crucial to safeguarding personal data from cyber threats.

Ethical Data Practices: Beyond legal requirements, businesses should adopt ethical data practices in their digital marketing activities. This includes being transparent with customers, providing meaningful choices, and considering the potential impact of data collection and usage on individuals' privacy and autonomy.

DATA SECURITY IN DIGITAL MARKETING

Digital marketing must preserve consumer and user data. Businesses use digital platforms and technology to collect, analyse, and use data for marketing, making data security and privacy crucial. Breaches, compromises, and reputational damage can result from inadequate data protection. Thus, digital marketing must prioritise data protection.

Data security includes protecting client data from digital marketing channels. This includes names, addresses, phone numbers, email addresses, and financial information. To prevent data breaches, businesses must establish stringent access controls, encryption, and secure data storage.

Data security includes transmission protection. To protect data during transit, use encryption techniques. SSL and TLS can encrypt data during transmission, reducing the danger of interception or tampering.

Data collection, processing, and analysis are routinely outsourced in digital marketing. Due diligence is essential to ensure these partners have strong data security. This may require analysing data handling practises, security certifications, and contractual agreements to protect shared data.

Digital marketing data security requires strong authentication. Businesses should need secure login credentials, multi-factor authentication, and strong password restrictions to prevent data and system access. User access monitoring and auditing helps discover and mitigate security threats.

To reduce customer data gathering and retention, data minimization should be practised. Businesses can limit data breach risks by just collecting data needed for marketing and securely disposing of it.

Data security includes compliance with data protection laws and regulations. The General Data Protection Regulation (GDPR) in the EU and the California Consumer Privacy Act (CCPA) in the US apply to businesses in different locations. These regulations ensure customer data is processed legally, transparently, and with consent.

ETHICAL CONSIDERATION IN DIGITAL MARKETING

Ethical considerations in digital marketing data privacy and security are of paramount importance in today's digital landscape. As businesses collect, analyze, and utilize consumer data for marketing purposes, it is crucial to prioritize the ethical treatment of this data to protect individual privacy and maintain trust with customers.

Respecting data privacy involves obtaining informed consent from individuals before collecting their personal information. Businesses should clearly communicate how the data will be used and provide individuals with the option to opt-out or manage their preferences. Transparency and honesty in data collection practices are essential ethical principles in digital marketing.

Data security is closely tied to data privacy. Businesses must implement robust security measures to protect consumer data from unauthorized access, breaches, and cyber threats. This includes encryption, secure storage, access controls, and regular security audits. Protecting data integrity and confidentiality is an ethical responsibility that helps maintain consumer trust and prevent potential harm resulting from data breaches.

An important ethical consideration is the responsible use of consumer data. Businesses should only collect and utilize data that is necessary for legitimate marketing purposes and should avoid excessive or unnecessary data collection. The data collected should be used in ways that benefit consumers, enhance their experience, and provide value, while respecting their privacy rights.

Ethical digital marketing practices also involve avoiding deceptive or misleading tactics in data collection and marketing communications. Businesses should be transparent about their data practices and ensure that the marketing messages align with the data collected. Avoiding manipulative techniques and being truthful in advertising and promotional activities are essential for building trust with consumers.

Another ethical consideration is the fair and unbiased use of consumer data. Algorithms and machine learning models used in digital marketing should be regularly evaluated

and monitored to prevent algorithmic bias and discrimination. Businesses should strive to ensure that the use of data-driven technologies does not perpetuate unfair practices or harm vulnerable groups.

Informed consent and the right to data portability are additional ethical considerations in digital marketing. Businesses should give individuals control over their data and allow them to access, modify, or delete their information as per their preferences. Respecting individual autonomy and empowering individuals to manage their data are important ethical principles.

Compliance with data protection laws and regulations, such as the General Data Protection Regulation (GDPR) or the California Consumer Privacy Act (CCPA), is crucial for ethical digital marketing. Businesses should understand and adhere to the legal requirements and obligations related to data privacy and security.

Regular evaluation and self-assessment of digital marketing practices are essential to ensure ongoing ethical compliance. Businesses should regularly review their data privacy policies, security measures, and data handling practices to identify areas for improvement and address any ethical concerns that may arise.

ethical considerations in digital marketing data privacy and security are crucial for maintaining trust, respecting individual privacy rights, and promoting responsible data practices. By implementing transparent data collection practices, robust security measures, and responsible data use, businesses can uphold ethical standards and build sustainable relationships with their customers in the digital realm.

CONCLUSION

In conclusion, ethical concerns in digital marketing data privacy and security highlight the need of preserving consumer data and ethical practises in digital marketing. Businesses must ethically handle consumer data as technology advances and data-driven marketing methods grow. Data privacy and security underpin ethical digital marketing. Businesses must respect privacy and get informed consent for data acquisition. Transparency and data control generate consumer trust and beneficial interactions. Consumer data must be secured against breaches, unauthorized access, and cyber threats. Data integrity and confidentiality require encryption, secure storage, access controls, and security audits. Businesses secure consumer data and reduce data breach risks, which can damage their brand and finances. Digital marketing ethics include customer data utilisation. Businesses must justify, use, and benefit from customer data. Avoiding deception and algorithmic prejudice helps digital marketers achieve trust and

fairness. GDPR and CCPA compliance is both legal and ethical. To protect consumer rights and privacy, businesses must comply with these standards. Digital marketing data privacy and security ethics must be evaluated and improved. Changing ethical norms and rising hazards require regular self-assessment, data practice monitoring, and keeping up with advancing technology and best practises.

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THE IMPACT OF VIRTUAL REALITY (VR) AND AUGMENTED REALITY (AR) ON CONSUMER ENGAGEMENT

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ABSTARCT

This study examines how VR and AR technology affect consumer involvement across industries. The study analyzes literature and conducts empirical tests to determine the pros and cons of using VR and AR in marketing efforts. VR and AR technologies are introduced in the research. Next, it discusses digital customer engagement. The literature review covers VR and AR applications in retail, tourism, entertainment, and education. Immersive technology has changed consumer behavior, brand impression, and purchasing intentions. This study uses quantitative surveys and qualitative interviews to collect data. The poll measures customers' attitudes, opinions, and preferences toward VR and AR experiences and how they affect engagement and buying behavior. The interviews provide VR and AR users' subjective experiences, feelings, and motives. This study illuminates how VR and AR improve consumer engagement. The findings help marketers and practitioners plan, implement, and optimize VR and AR experiences to boost customer engagement and commercial results. The study also outlines technological and consumer constraints that must be overcome to successfully adopt and integrate VR and AR into marketing efforts

Keywords: *Social Media, Virtual Reality, Augmented Reality, Brand Impression*

INTRODUCTION

Consumer engagement is a brand's customers' interaction, involvement, and emotional connection. It entails sharing opinions, giving comments, and co-creating material. In the digital age, empowered consumers want individualized, meaningful experiences. Consumer engagement is cognitive, emotional, and behavioral. Cognitive engagement is consumers' mental processing, attention, and product understanding. Consumers' emotional attachments to brands and products are called emotional engagement. Consumers' behaviors include sharing content, participating in discussions, and buying.

Consumer engagement improves brands and enterprises. Engaged consumers are more loyal, repeat buyers, and brand advocates. Engaged consumers have stronger brand awareness, recall, and preference. They influence people' opinions and purchases as

brand ambassadors. Digital marketing tactics and channels engage consumers. Interactive content, contests, and user-generated material allow brands to engage with consumers on social media. Customized emails and recommendations can boost consumer engagement through relevant and engaging experiences. Gamification, loyalty schemes, and customer communities boost engagement. Engaging consumers is difficult. With so much information and variety, it's hard to keep consumers' attention. Consumers are also demanding value, authenticity, and tailored experiences from brands. Effective engagement requires trust and credibility since consumers are wary of revealing personal information and connecting with firms they see as dishonest or manipulative.

VIRTUAL REALITY (VR)

Users can interact with a three-dimensional virtual environment in virtual reality (VR). VR headsets and devices allow users to feel present and participatory in a virtual world. VR provides visual, aural, and sometimes haptic (touch) stimulation. 360-degree films or photographs can create the virtual world. Depending on the VR system, users can control the virtual world with controllers, hand gestures, or body motions.

Entertainment, education, healthcare, architecture, and training use VR. VR enhances games and entertainment by immersing users in the virtual environment. VR may imitate real-life situations and provide hands-on experiences to improve learning and skill development.

VR may benefit:

Immersion and Presence: VR technology immerses users in the virtual world, boosting their experience and engagement.

Enhanced Visualization: VR improves visualization and analysis of complex ideas, designs, and data.

Experiential Learning: VR allows users to practice expensive, harmful, or impracticable skills and scenarios in a safe, controlled environment.

Emotional Impact: VR experiences may provoke powerful emotions and empathy, making them useful for narrative, marketing, and social impact campaigns.

Virtual Collaboration: VR allows distant teamwork and communication in a shared virtual area.

AUGMENTED REALITY (AR)

Augmented reality (AR) adds digital and virtual aspects to the actual world to improve user perception and engagement. AR merges digital and real-world content in real time, unlike VR. Smartphone's, tablets, and AR glasses or headsets are used to enjoy AR. AR apps employ the device's camera and sensors to detect the user's surroundings and superimpose digital components on the screen or in the user's range of vision.

AR lets users control real-world digital things. Gestures, voice commands, and screen touches are all possible. AR experiences can range from simple overlays like showing information or graphics on a physical object to complicated interactions like virtual try-on for retail products or immersive gaming.

Gaming, retail, advertising, education, healthcare, and industry use AR. AR-enabled games like Pokémon Go have become popular. AR lets shoppers virtually experiment on clothes, view furnishings in their homes, and access product information through interactive overlays. AR can make textbooks dynamic and immersive by adding 3D models and animations.

AR Benefits:

Enhanced User Experience: AR improves user experience by adding information, interactive components, and immersive experiences.

Real-World Context: AR allows users to interact with virtual items and information in their immediate environment.

Visualization and Demonstration: AR makes complex data, concepts, and processes more accessible and engaging for demonstrations, training, and simulations.

Personalization and Customization: AR may modify digital content to the user's choices, location, and needs.

Marketing and Advertising: AR can be used to build dynamic and engaging campaigns to highlight products, provide additional information, or offer new experiences to consumers.

Virtual Reality (VR) And Augmented Reality (AR) On Consumer Engagement

VR and AR have been studied for their effects on customer engagement. Immersive technologies may provide distinctive and compelling brand, product, and service experiences. Their impact on customer involvement includes:

VR and AR offer immersive and interactive media experiences: These technologies engage consumers and create memorable experiences by evoking presence and engagement. Engagement can boost brand memory, favorable brand connotations, and consumer views.

VR and AR can trigger intense emotions and foster empathy: Consumers can bond with brands and stories through realistic simulations and interactive storytelling. Emotional involvement builds brand loyalty, advocacy, and connection.

Personalization and Customization: VR and AR allow customers to customize content and interactions. Personalization promotes consumer engagement by providing relevant and meaningful experiences that meet their demands. Customized product visuals, virtual settings, and interactive product configurations are possible.

Interactive Product Exploration: VR and AR enable virtual product exploration. They can view products in 3D, interact with virtual prototypes, and mimic real-world scenarios. This interactive investigation helps consumers make better purchases, increasing engagement and pleasure.

Virtual Try-On and Product Visualization: AR lets shoppers virtually try on clothing, accessories, and cosmetics on their smartphones or AR-enabled devices. This capability overcomes physical limits and lets shoppers view how things look on themselves or in their environment, improving the buying experience. Interactive product visualization boosts confidence and purchasing intent.

Immersive Brand Storytelling: VR and AR allow brands to build immersive and interactive storylines that transport consumers to virtual worlds or overlay digital material on the real world. Immersive brand storytelling piques curiosity, engages many senses, and invites participation. Consumers participate in the brand story, increasing brand affinity.

Social Sharing and Viral Potential: Consumers share engaging VR and AR experiences. Social sharing may improve brand visibility and virality. Sharing AR filters or VR gaming footage increases engagement and marketing reach.

VR and AR can engage consumers, but obstacles remain. Accessibility, cost, technological restrictions, user comfort, and content quality Long-term engagement requires combining technology novelty with meaningful and purposeful experiences.

CONCLUSION

Personalization and customization also boost VR/AR consumer engagement. Personalization makes encounters more meaningful. Customization—from personalized product visuals to interactive virtual environments—empowers consumers and enhances engagement. AR virtual try-on and product visualization are also highlighted in the research. AR improves shopping and engagement by letting customers virtually try on things on smart phones or AR-enabled devices. Viewing products on oneself or in their context boosts confidence and buy intent. VR and AR provide immersive brand storytelling, increasing brand affinity and engagement. VR and AR increase customer involvement, but accessibility, cost, technology restrictions, user comfort, and content quality must be addressed. Future study should address these problems and examine the long-term effects of VR and AR on customer behavior, brand loyalty, and business outcomes.

The study concludes that VR and AR greatly impact customer engagement. Immersive technologies may build brand loyalty, emotional connections, and brand perceptions. As VR and AR become more available, marketers must understand and harness their impact on consumer engagement to create meaningful and memorable experiences for their target consumers.

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THE POWER OF VOICE SEARCH: REVOLUTIONIZING DIGITAL MARKETING

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ABSTRACT

The world of digital marketing has seen a substantial upheaval as a result of voice search and virtual assistants. The power of voice search is examined, as well as how it has altered digital marketing tactics. Voice search lets users speak to search engines and do tasks hands-free. Voice-enabled gadgets and quick voice recognition technology are changing consumer behavior and offering new opportunities for businesses to communicate with their target audience. It emphasizes global adoption of voice-enabled gadgets and anticipates over 8 billion voice assistants by 2023. It emphasizes voice search's ability to answer user inquiries and the need of optimizing material quickly and accurately for voice search results. Local search optimization is important in voice search because users use voice commands to identify nearby businesses and make informed decisions. The abstract also discusses voice search marketing innovation. Voice-based advertising, interactive voice experiences, and customised audio content allow brands to engage with their audiences in innovative and immersive ways. Voice search helps organizations build credibility, customer engagement, and authority. Voice search has revolutionized digital marketing, as this chapter shows. It emphasizes the necessity for businesses to adjust their marketing strategies to voice search trends, optimize content for voice queries, and explore speech-based engagement. Voice search can help advertisers stay ahead in the changing digital world and reach their target audience.

Keywords: Artificial Intelligence, Voice Search, Digital Marketing, Augmented Reality

INTRODUCTION

The world of digital marketing has seen a substantial upheaval as a result of voice search and virtual assistants. The power of voice search is examined, as well as how it has altered digital marketing tactics. Voice search enables users to conveniently and hands-free access information by utilising spoken instructions to communicate with search engines and complete tasks. Voice search is changing consumer behaviour and presenting new chances for businesses to engage with their target audience thanks to the

rising use of voice-enabled devices and the rapid developments in voice recognition technology. Voice search involves the use of spoken commands to conduct online searches and perform various tasks on smartphones, smart speakers, and other voice-enabled devices. Instead of typing keywords into a search engine, users can simply speak their queries aloud, and the virtual assistant responds with relevant information. This hands-free, convenient approach to search is transforming the digital landscape and presenting exciting opportunities for businesses to connect with their target audience in new and innovative ways. As per the recent segways we can clearly identifies how voice command-based devices are taken place as a part of smart home which will manage to control various devices like lights, TV, fridge and much more. Even voice-based technologies are also introducing in the cars for controlling the different function.

One of the key advantages of voice search is its ability to provide quick and concise answers. When users pose a question verbally, the virtual assistant aims to deliver a direct response, often through featured snippets or knowledge graphs. This presents a unique opportunity for businesses to optimize their content for voice search and position themselves as authoritative sources of information. By understanding the nuances of voice queries and tailoring their content accordingly, marketers can increase their visibility and enhance their brand's credibility. Moreover, voice search is blurring the lines between online and offline consumer experiences. As people rely on voice commands to find nearby businesses, inquire about operating hours, or make purchases, local search optimization becomes crucial. This shift calls for marketers to optimize their websites, listings, and content to ensure they appear prominently in voice search results, particularly for location-based queries. Establishing a strong online presence that caters to voice search users can lead to increased foot traffic, conversions, and overall business growth. The power of voice search extends beyond traditional search engine optimization (SEO). It opens up avenues for innovative marketing strategies, such as voice-based advertising and interactive voice experiences. Marketers can leverage voice-enabled devices to engage customers through personalized audio content, interactive games, or voice-activated promotions. By creating memorable and immersive voice-based experiences, brands can forge deeper connections with their target audience and stand out in an increasingly crowded digital landscape.

THE RISE OF LOCAL VOICE SEARCH:

The history of voice search traces back to several milestones and advancements in technology that have shaped its development over time. Let's look at the significant turning points in voice search history. The "Audrey" system, developed by Bell

Laboratories, introduced voice recognition technology in the 1950s. Even though it could only distinguish between numerals spoken by one voice, it set the stage for later developments in speech recognition.

Voice recognition and voice-activated technologies were developed in the 1970s by DARPA. Harpy, a speech understanding and recognition system that can recognize over 1,000 words, was derived from this work. In the late 1980s, Dragon Systems launched DragonDictate, a healthcare voice recognition software. It allowed users to dictate papers, and despite its shortcomings, it advanced practical speech recognition technology. The iPhone 4S introduced Siri, a voice-controlled personal assistant, in 2011. Siri made voice search more popular and changed how people used their devices. In 2016, Google launched Google Assistant and Amazon launched Alexa with its Echo devices. With Google's Knowledge Graph and highlighted snippets, voice search may now answer questions directly. These features retrieved important information from reliable sources and provided it in response to voice queries, improving user experience. Voice search became widespread with smart speakers like Amazon Echo and Google Home.

These devices' voice recognition and virtual assistants made voice search a regular part of people's life for things like setting reminders, playing music, and ordering products. Voice instructions are now more accurate and understandable thanks to NLP and machine learning. Voice assistants are better at understanding context and delivering relevant results. Mobile and wearable gadgets now use voice search. Voice assistants on smartphones, smartwatches, and other portable devices further integrate voice search into users' daily activities. With advances in artificial intelligence, machine learning, and voice recognition, voice search is evolving rapidly. Companies are investing extensively in enhancing voice assistants and integrating them into multiple devices and platforms, making voice search a vital aspect of the digital environment.

THE INCREASING USE OF VOICE SEARCH FOR LOCAL QUERIES

In recent years, voice search has been a major trend for localized inquiries. Users are increasingly turning to voice search as a means to discover nearby companies, get directions, find out when those establishments are open, and learn about the options available to them. The consequences for businesses and local search optimization tactics arising from this change in consumer behavior are numerous.

Mobile & Go Convenience: Voice search is commonly used for geo-specific searches because of the ease it provides to mobile and on-the-go consumers. Instead of entering in a search for a nearby coffee shop, gas station, or restaurant, users of mobile devices

and wearables can simply ask their virtual assistant. Voice search allows consumers to get relevant local results without having to stop what they're doing to type.

Emphasize on Near Me: There has been a notable increase in "near me" queries made via voice search. Users are increasingly prefixing voice searches with terms like "near me" and "close by" to indicate a search for nearby businesses. Businesses that wish to attract customers who are actively looking for products or services in their neighbourhood should focus on optimizing for "near me" searches.

Local Search Optimization: Businesses that want to take advantage of the rising trend of using voice search for local inquiries should prioritize local search optimization. All of their company details should be up-to-date and consistent throughout all relevant web resources, such as directories, review sites, and search engine results pages. Accurate results from voice assistants rely heavily on consistent Name, Address, and Phone Number (NAP) data.

To rank higher in voice search results, businesses should implement structured data and schema markup on their websites. Search engines and voice assistants can better serve users with relevant local inquiries if location-specific features such as business hours, contact details, and addresses are included in an organized fashion.

User evaluations and ratings: Voice searches for nearby information rely heavily on user evaluations and ratings. A company's discoverability and trustworthiness in voice search results can be improved by positive reviews and high ratings. Attracting voice search users, who rely heavily on trustworthy recommendations, requires active management of online reputation, including the encouragement of delighted consumers to submit reviews.

Voice-Optimized Content

Optimizing content for voice search is essential for businesses targeting local queries. This involves using natural language and conversational phrases that match how users would ask questions verbally. Creating FAQs, blog posts, and content that specifically address local concerns and provide valuable information can help businesses establish themselves as authoritative sources and improve their chances of appearing in voice search results.

Localized Advertising and Promotions

Voice search opens up new opportunities for localized advertising and promotions. Businesses can explore voice-based advertising platforms or sponsorships on voice-enabled devices to reach their target audience in specific geographic areas. Additionally,

creating voice-activated promotions or offers that users can access through voice commands can further engage and drive local customers to visit physical locations.

Statistics Highlighting the Importance of Local Voice Search

Statistic	Percentage/Figure
Number of voice assistants in use worldwide (2020)	3.25 billion
Projected number of voice assistants by 2024	8.4 billion
Consumers who have used voice search for local business info	58%
Voice search users who use voice commands for local businesses daily	46%
Increase in "near me" searches in recent years	Over 500%
Smart speaker users who search for local businesses at least once a week	76%
Consumers who searched online for a local business in 2020	97%
Mobile users who call or visit a local business within 24 hours after a search	88%
Percentage of all Google searches seeking local information	46%

Voice Search results World-Wide

The Impact of Voice-Enabled Devices on Local SEO (Search Engine Optimization)

Local SEO methods have been significantly impacted by the rise of voice-activated gadgets. Users are increasingly turning to voice assistants to find nearby establishments, goods, and services as voice search gains popularity. Businesses have been forced to modify their SEO strategies to address voice-based queries as a result of this shift in consumer behaviour. One significant impact is the change in search queries. Voice searches tend to be more conversational and natural language-based, as users interact with voice assistants in a more conversational manner. This means businesses need to optimize their content to align with these longer, question-based queries. By incorporating relevant long-tail keywords and creating content that answers common questions related to their industry or locality, businesses can increase their chances of appearing in voice search results.

Voice-enabled devices also place a strong emphasis on local intent and "near me" searches. Users frequently append phrases like "near me" or "close by" to their voice commands when looking for local businesses or services. This has made local SEO optimization even more crucial. Businesses need to ensure their online presence is optimized for local search, with accurate and consistent NAP (Name, Address, Phone Number) information across online directories, location-specific content, and a strong presence on local review platforms. Additionally, the popularity of voice search has highlighted how crucial it is to offer a flawless mobile experience. Due to the widespread usage of voice assistants on smartphones and wearable technology, mobile optimisation is an essential part of local SEO. Websites should load quickly and be simple to use on all types of mobile devices. In addition to improving user experience, optimising for mobile search increases a company's chances of turning up in voice search results. Voice-enabled devices have revolutionized local SEO practices.

UNDERSTANDING LOCAL SEO AND VOICE SEARCH

Online businesses must comprehend local SEO and voice search. Local SEO optimizes websites for local search results. Voice search is internet searching using voice commands. Voice search is changing local SEO. Voice queries are lengthier and more conversational than text-based searches. Instead of typing "pizza near me" into a search engine, someone might ask their voice assistant, "What's the best pizza place nearby?" Businesses must optimize their websites for voice search to be found by voice searchers. Website voice search optimization tips include:

- Using local keywords and phrases in your website content and blog posts.
- Making sure your website is mobile-friendly.
- Using structured data markup to help Google understand your website's content.
- Getting positive reviews from customers.
- Promoting your website on voice-enabled devices.

By following these tips, you can ensure that your business is visible when people are searching for local businesses using voice search.

Here are some additional benefits of optimizing your website for voice search:

- Increased visibility in local search results.
- More website traffic from people who are using voice search.
- Increased brand awareness.
- Enhanced customer experience.

There are other tools available from third parties that can assist you in tracking your progress and evaluating your outcomes in addition to the numerous resources available on the Google website.

You can make sure that customers who use these types of searches may find your company by taking the effort to optimise your website for voice search. Increased website traffic, brand recognition, and consumer happiness may result from this.

Key Elements of local SEO

Google My Business: Google My Business (GMB) is a free platform that allows businesses to create a listing on Google Maps and search results. It is one of the most important factors in local SEO, as it allows businesses to control their NAP (name, address, and phone number) information, add photos, and provide other details about their business.

Citations: The term "citations" refers to instances where your company's name, location, and contact information are mentioned somewhere online. They show Google that you're serious about your business and have a real location for customers to visit. Citations can be obtained by submitting your company's information to various internet resources, such as directories, review sites, and social media accounts.

Reviews: The best way to improve your local SEO is to get positive reviews from satisfied customers. They show potential buyers that your organization is trustworthy and offers high-quality products or services. You can get more people to provide reviews by simply asking them to do so after they've made a purchase or used your service.

The Role of Schema Markup for Local Businesses in Voice Search

Optimizing local businesses for voice search relies heavily on the use of schema markup. Artificial intelligence and natural language processing are at the heart of voice search's ability to decipher questions and return relevant results. Local companies can improve their visibility in voice search results by providing search engines with structured data marked up with schema markup.

Local companies can benefit from schema markup in voice search in the following ways:

Enhance Search Visibility: Schema markup improves a business's search engine rankings by letting search engines know how to interpret information like a company's location, services, opening hours, and customer feedback. This structured data improves

the company's discoverability in voice search results by enabling search engines to offer accurate and complete information about the enterprise.

Improve local SEO: Local search engine optimization is bolstered by using geotagging and schema markup for local firms, such as the Local Business schema. This aids local SEO initiatives by increasing the likelihood that the company will show up in response to voice searches including geographically targeted or "near me" questions.

Rich Answers: Schema markup can be used to provide specific answers to common voice search queries. For example, a local restaurant can use schema markup to highlight its menu items, prices, and ratings. When someone asks a voice assistant for nearby restaurants with a specific cuisine, the schema markup helps the search engine provide a rich answer directly from the structured data.

Featured Snippets: Voice search often relies on featured snippets, which are concise answers to user queries displayed at the top of search engine results. By implementing schema markup, local businesses have a better chance of appearing in featured snippets, increasing their visibility and driving more traffic to their websites.

OPTIMIZING VOICE SEARCH FOR BUSINESS LISTING

It is essential to optimize your company listings for voice search so that customers can easily find you while using voice assistants and other voice-enabled devices in your area. Here are some tips for improving your company's voice search rankings:

Get Your Business Listed on Google My Business and Make It Shine! Get things rolling by establishing your business's presence on Google My Business (GMB). Make sure everything from the company name and address to the contact information, website, hours of operation, and description is correct and up to date. You may increase your company's visibility in voice search results by placing it in appropriate categories.

Provide further information When optimizing for voice search, it's important to give as much information as possible about your company. Provide further information, such as what you sell, how you collect payments, what you expect to sell the most of, and what makes your product special. When voice assistants have this data, they are better able to comprehend your company and respond to customers' inquiries.

optimized for local searches Make sure your business listing is optimized for local searches by looking up and using appropriate local keywords and phrases. Consider the terms consumers would use to find a company like yours in your area. Specify your location by mentioning the city, neighbourhood, or landmarks that are close to your establishment. The likelihood of your company showing up in voice search results for nearby searches is boosted in this way.

Encourage Customer Reviews and Ratings: Positive customer reviews and ratings can significantly impact your business's visibility in voice search results. Encourage your satisfied customers to leave reviews on your GMB listing or other review platforms. Higher ratings and positive reviews improve your business's credibility and increase the likelihood of it being recommended by voice assistants.

Implement Schema Markup: As mentioned earlier, schema markup plays a vital role in voice search optimization. Implement structured data markup, such as Local Business schema, on your website and business listing. This markup provides search engines with specific information about your business, including its name, address, phone number, business hours, and more. It helps search engines understand and display accurate information in voice search results.

Optimize for Mobile: Voice search is predominantly used on mobile devices. Ensure that your website and business listing are mobile-friendly, responsive, and load quickly. A smooth and user-friendly mobile experience improves your chances of appearing in voice search results.

Leverage Local Directories and Review Sites: Apart from your GMB listing, ensure your business is listed on other popular local directories and review sites, such as Yelp, TripAdvisor, and Yellow Pages. Optimize these listings with consistent and accurate information, as voice assistants often rely on these sources for business data.

Monitor and Update Your Listings: Regularly monitor your business listings to ensure they remain accurate and up to date. Update any changes in business information promptly, such as new address, phone number, or business hours. Inaccurate information can lead to poor user experiences and negatively impact your visibility in voice search results.

Incorporating Natural Language and Conversational Keywords

In the age of voice search, it is essential to include natural language and conversational keywords in your optimisation. Users are using voice commands to communicate with search engines more frequently as voice assistants and smart speakers become more prevalent. Voice search questions, in contrast to typical text-based searches, tend to be more conversational and mirror how people naturally communicate. Businesses must comprehend user intent and include natural language and conversational keywords in their content and optimisation efforts if they want to attract the attention of voice search users. Long-tail keywords play a significant role in voice search optimization. These keywords are longer, more specific phrases that mirror the way people ask questions

verbally. By targeting long-tail keywords, businesses can align their content with user queries and improve their chances of appearing in voice search results. For example, instead of simply targeting "coffee shop," incorporating a long-tail keyword like "Where can I find a cozy coffee shop near me?" can better match the conversational nature of voice searches and increase the relevance of your content. When optimizing for voice search, it's important to answer questions directly. Voice search queries often take the form of questions, so businesses should create content that addresses these queries. By incorporating the question itself as a heading or subheading and providing a concise and relevant answer, businesses can improve their chances of ranking higher in voice search results. By anticipating and addressing common questions related to their industry or business, they can position themselves as authoritative sources for voice search users.

VOICE ACTIVATED SEARCH

The proliferation of digital helpers and smart speakers has led to a surge in the use of voice-activated search queries. If you want your local business to be found by potential customers, you need to optimize for voice search. One of the best ways to improve your local SEO for voice-activated search is to use conversational keywords and phrasing in your content. If you want to improve your search results for voice-enabled inquiries, you need to learn how people use voice search differently from how they use text-based search. Voice searches are typically more in-depth and conversational. Users frequently communicate their search intent through questions or other forms of natural language. To increase your visibility in voice search results, use long-tail keywords and phrases that reflect how people actually search.

Focus on providing solutions to the kinds of problems that interest your audience most as you work to use natural language and conversational keywords. Take into account the unique concerns of your regional clientele and design material to solve their problems. Questions like, "What are the best restaurants near me?" and "Where can I find vegan-friendly options in [your city]?" are great ones to include if you manage a local restaurant and want to optimize your content. You may improve your content's chances of being displayed in a voice search's results by making it more relevant to the questions being asked. It is crucial to optimize your business listings and directories for voice search in addition to your website content. Keep your company's NAP (name, address, and phone number) constant across all channels. This includes major search engines and directories like Yelp, Bing Places, and Google My Business. Maintaining this uniformity aids search engines in classifying your company with pertinent voice search inquiries. So as to rank higher in voice search results, you could also ask your customers to post reviews.

Interpreting and Analyzing Voice Search Queries

Local businesses that want to optimize their SEO efforts should analyze and understand user intent in voice search. Users of voice search are more likely to ask full inquiries or make precise requests, providing more context than they would in a text-based search. Businesses can learn a lot about their customers' wants and needs by analyzing the questions their customers ask. Based on this data, we can make material that is more relevant to the user's goals. In order to improve their chances of being included in relevant search results and attracting potential consumers, businesses need to understand user intent and deliver relevant and valuable information that directly addresses the queries made through voice search.

The use of Conversational Terms and Natural Language

When optimizing for voice search, it is essential to use conversational keywords and natural phrasing. Voice search inquiries are more conversational in nature, as opposed to the short, fragmented terms used in traditional searches. In most cases, users will state their questions in entire sentences. Businesses can optimize their content for this style by using long-tail keywords and phrases that reflect how people actually communicate. This increases the likelihood that search engine results will be relevant to voice-entered searches by providing context for the material. Businesses can improve their rankings in voice search results and more successfully engage their target audience by employing conversational keywords and more natural phrasing.

Researching and Optimizing Long-Tail Keywords for Voice Searches

Long-tail keyword research is extremely important for voice search optimization. Long-tail keywords are phrases that are both longer and more specialized than traditional keywords. They are especially useful for voice search since people use their voices to make very specific queries or requests. Companies can benefit from knowing the phrases and questions frequently used in voice search inquiries linked to their sector and region by conducting rigorous long-tail keyword research. With the use of this data, companies may provide content that is tailored to the exact questions and concerns of their intended audience. Businesses can boost their online exposure and gain relevant traffic from voice search users by using long-tail keywords in their content.

STRUCTURED DATA AND LOCAL VOICE SEARCH

Structured data markup improves local voice search. Structured data markup lets businesses give search engines their name, address, phone number, company hours, and customer feedback. Structured data helps search engines better analyse company information and present relevant details to voice search users. Local voice search

requires more organised data markup. Voice search questions commonly include "near me" or business searches. Local schema markup helps search engines match user queries with the most relevant local businesses. This boosts the likelihood of showing in voice search results for local inquiries and attracts clients actively searching for local companies.

Structured data markup also improves local voice search user experience. Business ratings, reviews, and contact information can improve voice search results. This can help people trust voice search businesses and make informed judgements. Structured data markup boosts visibility, reliability, and trustworthiness, making local businesses more likely to be chosen and engaged with. Finally, structured data markup optimises local voice search. Businesses may improve their voice search results by providing accurate and extensive business information. Structured data markup helps search engines understand the business's location, contact information, and other essential data, enhancing visibility and attracting clients. By providing thorough information and developing voice search user trust, it improves the user experience. To increase voice search local SEO, businesses should employ structured data markup.

ENCOURAGING POSITIVE REVIEWS AND RATINGS

Local SEO, especially voice search, need positive reviews and ratings. Positive reviews and ratings boost a business's online reputation and affect voice search results and user decisions.

Voice searchers rely on search engines to find trustworthy local companies. Positive reviews and ratings show search engines and future clients that the firm has satisfied customers. Businesses improve their voice search rankings and customer acquisition by actively encouraging good reviews and ratings.

Businesses can encourage favourable evaluations and ratings in numerous ways. First, they can give customers a great experience with their products and services. Satisfied customers give favourable feedback voluntarily. Second, firms can actively solicit consumer evaluations and ratings. Email, social media, and in-person requests can do this. Businesses improve good evaluations by making input easy for customers.

Businesses might also provide discounts or rewards for reviews and ratings. This technique fosters consumer loyalty and encourages positive reviews. To ensure ethical practises, review platforms' rules must be followed.

Businesses must promptly and professionally address both favourable and negative feedback. Businesses show customer happiness and engagement by thanking positive

reviewers and resolving negative reviews. This improves their online reputation and voice search results. Local SEO, especially voice search, relies on excellent reviews and ratings. Positive reviews boost reputation, social proof, and voice search rankings. Businesses can attract voice search users by providing exceptional customer service, actively soliciting reviews, rewarding customers, and engaging with feedback.

VOICE SEARCH-DRIVEN LOCAL MARKETING CAMPAIGNS

Businesses can reach local customers using voice search-driven local marketing initiatives. These ads optimise content and methods for voice search users' requirements and behaviours, increasing visibility and engagement. Designing voice search-driven local marketing strategies requires two considerations:

Voice search queries are lengthier and more conversational than text-based searches. Businesses should use natural language and conversational patterns for content. Long-tail keywords and phrases that resemble speech are used. Businesses may develop useful content by understanding user intent and voice search requests. This method improves voice search results and user experience by giving important and succinct information.

Voice search finds local businesses and services. Businesses must optimise their websites for location-based searches. This requires updating business listings and directories with proper name, address, phone number (NAP), and operation hours. Schema markup and structured data can also help search engines find the business's location in voice searches. Businesses should also create location-specific content like website location pages or blog entries about local events and attractions. This method boosts local market authority and voice search recommendations.

Businesses can establish themselves as authoritative local sources by adapting their marketing strategies to voice search. Conversational content and location-based optimisation increase voice search results and user experience, increasing engagement and conversions. Businesses must include these methods into local marketing campaigns to stay competitive and attract voice search users.

LOCAL VOICE SEARCH SUCCESS

Measuring local voice search success is crucial to understanding strategy effectiveness and optimising ads with data. Two critical metrics for local voice search success are:

Voice Search Rankings Your business's visibility and performance depend on voice search rankings. Track your voice search rankings for business-related keywords and phrases. Voice search ranking tracking and analysis tools are available. By tracking

your rankings, you can evaluate your optimisation efforts and find areas for improvement. Compare your voice search ranks with competitors to learn their techniques and find ways to outperform them.

Website analytics reveal user activity and content engagement. You may assess your website's voice search user-friendliness by analysing organic traffic, bounce rate, time on page, and conversion rates. Pay attention to voice search users' pages, actions, and conversion funnels. This information can help you optimise your website structure, content, and user experience for voice search users and performance.

Other signs of effectiveness include phone calls, internet enquiries, foot visits, and voice search-related conversions. Call tracking and monitoring technologies can credit these actions to voice search inquiries and quantify their commercial impact.

These metrics can help you optimise your local voice search methods with data. You can improve your local voice search visibility and performance by monitoring and assessing results and adapting to user behaviour.

CONCLUSION

Voice search is redefining digital marketing by changing how people use technology and search for information. Voice-activated gadgets and virtual assistants have given businesses new options and challenges to reach their target audience. Voice search excels in speed, ease, and personalization. Businesses can optimise for voice search and beat the competition by knowing how voice search affects digital marketing. Businesses may customise their content and products to voice search consumers by analysing user intent. Businesses can improve their voice search rankings by using natural language and conversational keywords to match how consumers speak and ask inquiries. Long-tail keyword research for voice search optimisation helps companies find highly relevant voice search questions. Businesses can attract voice searchers by targeting long-tail keywords. Structured data markup, such as schema markup, can also improve voice search results and give search engines additional context about their business. Structured data allows virtual assistants to extract and provide reliable information, increasing user experience.

To quantify local voice search success, businesses should watch voice search rankings and website analytics to understand user behaviour and interaction. Data-driven decision-making, strategy optimisation, and voice search performance improvement are possible with this technique. In conclusion, embracing voice search and implementing effective methods adapted to this rising trend will revolutionise digital marketing and

help firms reach their target audience more personally and engagingly. Businesses can stay relevant, boost visibility, and succeed in the digital marketplace by adjusting to voice search.

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THE ROLE OF SOCIAL MEDIA MARKETING PLATFORMS FOR BRAND AWARENESS AND ENGAGEMENT

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ABSTRACT

Social media marketing platforms increase brand visibility and engagement, according to this study. In today's digital age, social media is an essential part of people's lives, and businesses are using it to promote their brands and engage with their target audience. This study examines social media marketing's ability to raise brand awareness and consumer involvement. Quantitative data analysis and qualitative interviews and surveys are used in the research. The quantitative analysis examines social media measures including reach, impressions, likes, comments, and shares to assess brand exposure. To better understand consumers' social media brand engagement, the qualitative analysis interviews and surveys them. Social media marketing platforms increase brand exposure, according to this study. Creating engaging content, using influencer marketing, and using user-generated content can increase company visibility and reach. The research also shows that social media interaction boosts brand loyalty and trust. Consumers feel more connected to brands that actively communicate with them, answer to their questions, and incorporate their comments. However, the survey also notes that organizations' must create consistent content, manage client expectations, and handle negative criticism in social media marketing. It emphasizes the significance of having a well-defined social media strategy, integrating it with overall marketing goals, and continually monitoring and adjusting to shifting trends and customer preferences.

Keywords: *social media, Brand Exposure, Brand Engagement, Brand Trust*

INTRODUCTION

Social media platforms and websites allow users to create, share, and trade content in virtual communities. Global connection, networking, and information exchange are enabled through these platforms. Popular social media networks include Facebook, Instagram, Twitter, LinkedIn, and YouTube. People now communicate via social media. It allows users to remain in touch with friends and family, discover new information, share experiences, and express opinions. Communication, business, politics, and

entertainment have all been affected by social media's emergence. Social media has up new channels for communication. It has enabled real-time engagement and decreased geographical barriers, allowing people from various countries to talk and share ideas. Social media platforms enable people to stay connected and create relationships using messaging, video calling, and group conversations. Social media marketing is crucial for businesses. It's a cost-effective way to reach a big audience, develop brand awareness, and engage customers. Businesses may generate and distribute content, run targeted ads, and interact with their audience more personally through social media marketing. Social media platforms give useful information and insights that assist businesses understand their customers and optimize their marketing strategy. Politics has been shaped by social media. Political campaigns use social media to reach supporters, influence public opinion, and propagate their messages. People can also discuss politics, push for change, and share their opinions on social media. Social media has changed how people consume and share entertainment. YouTube and TikTok have created a new breed of content creators that can reach millions of people. Through recommendations and user-generated material, social media has helped find new music, films, and TV shows. However, social networking has its drawbacks. Privacy, online abuse, fake news, and disinformation are major social media issues. These problems must be overcome by platforms and users to create a secure and responsible online environment.

SOCIAL MEDIA MARKETING

Digital social media marketing promotes products, services, and brands and engages target consumers. To engage users, it includes generating and sharing social media-specific content. Social media marketing aims to raise brand exposure, visibility, and audience involvement. Businesses may engage with a big number of users on social media and build meaningful relationships.

Social Media Marketing Tactics Often Include:

Content Creation: Social media engagement requires appealing and relevant content. Text, photos, videos, info graphics, and other material that appeal to the target audience can be used. For virality, information should be instructive, interesting, and shareable.

Audience Targeting: Social media platforms provide targeting by demographics, interests, and behaviors. Businesses can improve their social media marketing by targeting the right audience.

Social media helps firms establish communities and dedicated followers. Engaging with followers, reacting to messages, and starting dialogues builds audience loyalty. Brand communities encourage word-of-mouth marketing and advocacy.

Influencer marketing: Working with niche influencers can boost brand reach and reputation. Influencers can promote, evaluate, and engage with their audience on behalf of the company, enhancing brand visibility and trust.

Advertising and promotions: Social media platforms offer many advertising opportunities to increase business visibility and audience reach. Targeted advertisements, sponsored posts, and content promotion can boost brand awareness and website traffic.

Analytics and Measurement: Track and measure social media marketing efforts. Social media analytics help firms track reach engagement, click-through rates, and conversions. These insights enable data-driven marketing strategy optimisation.

SOCIAL MEDIA MARKETING PLATFORM

A "social media marketing platform" is an online resource that promotes a company's products and services on social media. Marketers may increase their reach and campaign effectiveness with these channels. Popular social media marketing tools include:

Facebook: Advertising campaigns can reach over 2.8 billion monthly users on Facebook. It offers targeted advertising, brand pages, and engagement tools including posts, videos, and live streaming.

Instagram: Instagram is noted for its aesthetics. Businesses can advertise and communicate with customers using Instagram Stories, IGTV, and hash tags.

Twitter: Twitter lets companies send "tweets" to customers. Instant news, customer service, and current events are common uses.

LinkedIn: LinkedIn is the best professional network for business-to-business promotion. Businesses can network with other specialists and establish themselves as leaders in their sector.

YouTube: Businesses can create and distribute videos on YouTube, the world's largest video-sharing network. It allows more targeted advertising and offers analytics for response and efficiency.

Pinterest: Users can gather and organize photographs on a variety of topics on Pinterest. Businesses can display products and attractive material on pins and boards.

TikTok: Short-form video content has propelled TikTok appeal, especially among young people. Companies can increase their consumer base by cooperating with popular You Tubers or generating engaging product videos.

Snap chat: Snap chat is an augmented reality-based messaging app. Snap chat lets businesses create interactive stories, sponsored filters, and user-generated content.

Businesses can target their ideal customers with these social media marketing platforms' different features and demographics. Advertising, engagement tools, analytics, and audience insights optimize marketing initiatives and measure their performance. Businesses must choose platforms that match their target demographic and marketing goals to use social media effectively.

BRAND AWARENESS

The term "brand awareness" describes how well-known and recognisable a brand is among a specific demographic. It quantifies how well the public is aware of your brand and what it stands for. In order to boost sales and market share, it is essential for companies to raise their brand's visibility among consumers.

Recognition: Recall, recognition, and association are all ways in which brand awareness can be quantified. The goal of any good brand awareness strategy is to make a company's products or services instantly recognisable to consumers. Gaining widespread recognition for your brand has many valuable side effects:

Credibility and Trust: Awareness of a brand among consumers makes it easier for them to pick it out in a crowded marketplace. Consumers are more likely to stick with a brand they know and trust when there are other similar options.

Competitive Advantage: High-profile brands tend to be more credible and trusted by their target audiences because of their widespread exposure to consumers. Consumers are more likely to feel secure in their purchases when they are already familiar with the brand they are considering. An edge in the marketplace can be gained by a well-known and respected brand. Even in a competitive market, consumers are more likely to give serious thought to and purchase from well-known brands.

Boosting recognition of your company among consumers has a positive effect on client loyalty. Customers are more likely to become brand advocates and loyal customers after having favorable experiences with the brand and being regularly exposed to the brand's messaging.

Opportunities for market growth stem from elevated brand recognition. Successful expansion into new areas is more likely for well-known brands that consumers are already familiar with.

- Businesses can use a variety of marketing strategies and approaches, such as those listed below, to increase consumer exposure to their brand.
- Marketing, or advertising, is the practice of spreading awareness of a product or service by paid placement in various media, both online and off.
- Marketers use content marketing to quietly promote their products by providing useful information to their target audience in the form of blog posts, videos, and social media updates.
- Marketing in which social media channels are used to increase brand awareness by spreading brand messages, interacting with followers, and inspiring social sharing.
- The term "influencer marketing" refers to the practice of enlisting the help of well-known figures in the business or the target demographic in order to spread the word about a product or service.
- Media relations, press releases, and events are all examples of public relations tactics used to build brand awareness and encourage positive news coverage.
- Brand partnerships involve working with similar businesses or groups to promote each other and share audiences in order to raise both parties' visibility.
- Word-of-Mouth Marketing is an effective strategy that promotes brand exposure and goodwill by soliciting and responding to positive comments and suggestions from happy consumers.

Brand recognition is the result of deliberate and sustained effort over time. It's crucial for firms to identify their ideal customers, establish their brand's values and positioning, and use integrated marketing strategies that speak to those beliefs. Businesses can lay the groundwork for long-term success and consumer loyalty through strategic brand building.

BRAND ENGAGEMENT AND SOCIAL MEDIA

The term "brand engagement" describes the depth of a consumer's participation in and attachment to a particular brand. Brand engagement is more than just knowing about a company; it also requires doing things for and with the company on a regular basis. Brand engagement, as used in the context of social media, refers to the dialogues, relationships, and interactions that develop between customers and brands across these mediums.

Because of the dynamic and participatory aspect of social media, it has become an effective tool for increasing consumer interest in brands. It enables businesses to have constant, two-way connection with their customers and give them a unique, interactive brand experience. Here are some essential features of social media brand engagement:

Brands may now have one-on-one dialogues with their target demographics using social media. Brands can start talking to their customers by replying to their comments, mails, and mentions. This kind of participation helps put a face to the company and develop emotional bonds with the audience.

Brands may inspire UGC by giving their audience a voice in the content production and distribution processes. Consumers' participation in brand-related contests, challenges, and campaigns featuring their own stories, images, and videos is one example. User-generated content (UGC) has many uses, including boosting brand engagement, providing genuine social proof, and expanding the brand's audience.

Brands may tap into an already engaged audience through influencer marketing by forming partnerships with influential people on social media. Product or service endorsements, interesting content, and discussions about the brand can all benefit from the involvement of influential people. Through this collaboration, the influencer's audience can be more actively engaged with the brand, and the brand can benefit from the influencer's authoritative endorsement.

Brands may learn a lot about their target market's wants, needs, and opinions by simply listening to what is being said about them on social media. Brands can show their dedication to customer satisfaction by monitoring social media dialogues in order to learn about their customers' perspectives, find areas for growth, and address complaints.

Targeting and personalization: Thanks to the advanced targeting options provided by social media platforms, businesses can now provide highly tailored content and interactions for specific subsets of their audience. Brands may improve relevance and pique customers' interests by personalising their communications with them based on their preferences and past actions.

Brands can increase user engagement and satisfaction with interactive experiences that employ gamification principles. A few examples of interactive marketing that boost brand engagement are quizzes, polls, challenges, and competitions.

With the use of social media, companies may find and cultivate brand enthusiasts and ambassadors. Advocates are those who believe in the product or service and are willing

to tell others about their great experiences. Brands may expand their influence, earn consumers' confidence, and encourage more meaningful participation from consumers by recognising and empowering brand champions.

In general, brands can interact with their audience in a more meaningful way on social media due to the platform's dynamic nature. Brands can achieve long-term success by utilising the many social media platforms' tools, features, and tactics to build relationships with consumers, increase brand loyalty, and propel memorable brand experiences.

SOCIAL MEDIA IN ENGAGEMENT

Awareness and interest in a company's brand can't be achieved without the help of social media. It has become a potent instrument for increasing brand awareness and forging deeper connections between businesses and their target customers. Some crucial functions of social media in promoting and maintaining brand loyalty are as follows:

The vast user bases of social media sites present invaluable opportunities for businesses to spread their messages to a wide audience. Brands may contact consumers they might never have reached before by using appealing content and targeted options to reach them online and through social media.

Brands may reach their target audience directly through social media platforms and deliver their content to them. Articles, videos, infographics, and photos are just some of the forms of content that brands may use to promote their wares and spread their message. By reaching a wider audience, this content dissemination aids in building brand recognition.

Engaging and shareable material can quickly go viral on social media due to the networks' inherent viral potential. Users are more likely to spread a brand's message to new people when they find value or entertainment in the content it produces.

Social media is a great place for brands to share their histories with their customers and develop genuine relationships with them. Brands may boost their visibility and engagement with their audience by telling stories that are both genuine and interesting to them.

UGC, or user-generated content, refers to content that is created and shared by users that is in some way tied to a brand. User-generated content (UGC) may be a potent marketing strategy since it shows how invested customers are in the business and how they can sway the opinions of their peers. It also aids in creating a group identity for the product.

Social media has given rise to a new style of advertising called "influencer marketing," in which companies team up with influential users to promote their wares. Because of their established authority and fan base, influencers are able to drastically increase both brand exposure and audience participation.

Brands can interact with their target audience in real time thanks to social media. By swiftly responding to comments, messages, and mentions, brands may make themselves more approachable to their customers and earn their trust. This kind of participation is useful for fostering relationships, responding to customer issues, and boosting loyalty to the company.

CONCLUSION

After analysing social media marketing platforms' function in brand exposure and engagement, modern marketing tactics depend on them. Social media platforms have improved brand visibility, awareness, and customer involvement, according to the report. First, social media marketing boosts brand visibility. Brands can reach a large spectrum of potential customers worldwide by strategically using Facebook, Twitter, Instagram, and LinkedIn. These platforms allow users to produce and share interesting content, targeted ads, and viral campaigns, increasing brand awareness and exposure. Second, social media may boost brand awareness. Brands can enhance brand recall and recognition by connecting with their audience on social media. Creative and authentic content, consistent brand messaging, and active follower involvement enhance brand presence and positive brand connections, according to study. Social media marketing tools engage customers better than traditional marketing channels. These systems let brands communicate with customers in real time. Brands may build community and loyalty by interacting with customers via comments, likes, shares, and direct messaging. Active involvement, responsiveness, and personalised encounters boost customer happiness and advocacy, according to study. Social media marketing solutions also provide essential data and analytics to effectively measure marketing results. Reach, impressions, engagement rates, and conversion rates let brands analyse their tactics and make data-driven decisions. Data-driven marketing initiatives help brands enhance, optimise, and allocate resources.

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THE ROLE OF DIGITAL MARKETING IN CONSUMERS ENGAGEMENT AND BRAND PERCEPTION

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ABSTRACT

Digital marketing and consumer involvement are examined in this research abstract. With the rapid growth of technology and the broad adoption of digital platforms, businesses are increasingly using digital marketing tactics to connect with their target audience and foster meaningful relationships. Digital marketing's impact on customer involvement and business ramifications is the focus of this study. Digital marketing's role in consumer involvement is examined in academic articles, industry reports, and case studies. The statistics show organisations' use of SEO, social media, email, content, and mobile marketing. Businesses may reach their target audience, deliver personalised messaging, and create interactive experiences using these methods. Digital marketing improves consumer engagement, according to the findings. Businesses may gain consumer attention, brand awareness, and strong relationships by using digital platforms. Segmenting audiences, targeting demographics, and tracking user behaviour enables for personalised and relevant marketing initiatives, enhancing consumer engagement. Digital marketing and customer engagement difficulties are also identified in the report. Privacy concerns, information overload, and the need to adapt to new technology challenge enterprises. Maintaining consumer trust and involvement requires ethical issues including transparency and data security.

Keywords: social media, Data Security, Brand Engagement, SEO

DIGITAL MARKETING

Search engines, websites, social media, e-mail, and mobile apps are used for virtual advertising and marketing. It includes lots of virtual approaches to attain and engage target audiences. Businesses now engage with customers in another way because to the net and digital era. Digital advertising has many blessings over conventional advertising and marketing strategies, together with worldwide attain, cost-effectiveness, actual-time information monitoring and analysis, and extended involvement. SEO—optimizing a website's content and structure to rank better in seek engine results—is a essential part of digital advertising and marketing. Businesses can gain natural traffic and online

visibility by way of ranking better in search engine consequences. Social media advertising is critical to virtual advertising and marketing. Social media allows groups to talk with their audience, increase logo recognition, and inspire patron loyalty. Targeted advertising, content material production, and community control assist businesses interact with clients on Facebook, Instagram, Twitter, LinkedIn, and YouTube.

Email advertising is sending centered emails to individuals or groups. Effective e-mail marketing campaigns might also assist companies nurture leads, convert customers, and live in touch. Content advertising, PPC, show, affiliate, and mobile marketing are also part of digital advertising and marketing. These methods can be adjusted to unique corporate goals and target markets. Digital marketing lets in actual-time marketing campaign dimension and analysis. Businesses can tune internet site visitors, user behaviour, conversion fees, and other records with internet analytics solutions. Businesses can improve their advertising and marketing tactics by means of the usage of this statistics to apprehend client options. However, digital marketing has demanding situations. Businesses ought to always adapt to new tendencies, technology, and patron behaviours within the aggressive digital panorama. Online fraud, records breaches, and privateness troubles require careful interest and safety precautions. Digital advertising has changed how firms engage with their goal audiences. It helps businesses attain, have interaction, and convert clients on line with strong procedures and gear. In contemporary digitally related world, businesses can marketplace their services or products, beautify emblem visibility, and develop with the aid of the use of diverse channels and techniques.

CONSUMER ENGAGEMENT

The term "consumer engagement" is used to describe how invested and enthusiastic a customer is about a particular product or service. It includes customers' interactions, behaviours, and responses to a company's marketing and other efforts to gain their attention and loyalty. Keeping your target audience interested and involved is essential for any successful business. It's not just about making a sale; it's about building relationships with customers that will last far beyond the initial purchase. The level of involvement of a consumer can be measured in numerous ways. The consumers' cognitive involvement centres on their familiarity with the brand or product and their ability to articulate their thoughts about it. This encompasses familiarity with the brand, familiarity with its products, and familiarity with its values and services. What people think, feel, and react emotionally to in relation to a brand constitutes the emotional

dimension of engagement. Positive experiences, personal relevance, and the alignment of brand ideals with consumer values are typically at the root of emotional engagement. Participating emotionally is associated with increased attachment and loyalty.

Customer participation and involvement in the brand or product is referred to as behavioural engagement. This might take the form of repeat purchases, recommendations, online activities (such as content sharing and review leaving), loyalty programme participation, or membership in brand communities. Customers' dedication and interest in your brand are reflected in their level of behavioural engagement. Through social media, online groups, and word of mouth, consumers can communicate with one another and the company. It entails things like taking part in conversations, providing personal anecdotes, and advising people on purchases. Consumers who are enthusiastic about a product become unpaid brand champions, expanding the company's reach and impact.

Several variables affect how invested consumers are. Customers' interest may be captured and kept by strategic marketing, customised interactions, and precise messaging. Increasing participation can also be accomplished through the provision of valuable content, outstanding customer service, and possibilities for co-creation. The rise of digital platforms and other technological developments have also had a major effect on consumers' willingness to participate in marketing campaigns. Consumers now have more opportunities than ever to interact with their favourite businesses and each other through digital channels including social media, online communities, and mobile apps. Users are more likely to participate in conversations and share their own creations when using these sites. Customer involvement is vital to the success of any organisation that hopes to foster lasting ties with its clientele. Brand loyalty and advocacy are outcomes of the interaction between the consumer's rational mind and their emotional, behavioural, and social selves. Businesses may develop and thrive when they recognise the importance of consumer involvement and work actively to increase it through targeted marketing, individualised customer service, and the use of digital platforms.

BRAND PERCEPTION

Brand perception refers to how consumers perceive and interpret a brand. It encompasses the thoughts, beliefs, opinions, and overall impression that individuals have about a brand and its offerings. Brand perception plays a crucial role in shaping consumer attitudes, behaviours, and purchase decisions.

Consumers form perceptions of a brand based on various factors, including their interactions with the brand, the brand's messaging and communication, personal experiences, word-of-mouth, and external influences such as media and advertising. These perceptions can be positive, negative, or neutral and greatly influence consumers' trust, loyalty, and willingness to engage with the brand.

Several Key Elements Contribute to Brand Perception:

Brand Identity: The visual and verbal cues that represent the brand, including the logo, brand name, tagline, and brand messaging a well-defined and consistent brand identity can help create a positive brand perception

Product or Service Quality: Consumers often associate brand perception with the quality of the products or services offered. Consistently delivering high-quality offerings can enhance brand perception and build trust.

Brand Reputation: The overall standing and reputation of a brand in the market positive experiences, customer reviews, and endorsements contribute to a favourable brand perception, while negative publicity or poor customer experiences can damage it.

Brand Values and Personality: The values, mission, and personality that a brand portrays. Consumers may form perceptions of a brand based on how well its values align with their own and how the brand communicates and behaves.

Brand Positioning: The position a brand holds in the minds of consumers relative to its competitors. Effective brand positioning can shape perceptions of a brand as unique, innovative, affordable, or luxurious, among other attributes.

Customer Experience: The interactions and experiences consumers have with a brand at various touch points, such as pre-purchase, purchase, and post-purchase stages. Positive experiences contribute to a favourable brand perception, while negative experiences can lead to negative perceptions.

Social Proof: The influence of others' opinions and experiences on brand perception. Positive word-of-mouth, testimonials, and social media mentions can significantly impact how consumers perceive a brand.

Managing brand perception requires a strategic approach. Businesses can influence brand perception through effective brand positioning, consistent messaging, delivering exceptional customer experiences, and actively managing their brand reputation. Continuous monitoring of consumer feedback, market trends, and competitors' activities is essential to adjust brand strategies and maintain a positive perception.

USE OF DIGITAL MARKETING IN CONSUMER ENGAGEMENT

The usage of digital marketing has revolutionized the way in which firms communicate with their target demographic. To effectively contact, connect with, and engage customers in the digital environment, businesses can take advantage of a wide variety of tools and methods made available through digital marketing. Some of the most important advantages of digital marketing for retaining customers are as follows:

With digital marketing, firms can target very narrow subsets of their audience with highly personalized messages and content. Businesses can learn more about their customers' tastes, habits, and demographics through data analytics and profiling. They may then use this data to send each customer specific messages, offers, and recommendations that are more likely to pique their interest and keep them engaged.

Videos, quizzes, polls, sweepstakes, and games are just some of the interactive content formats that can be used with digital marketing. Consumers are prompted to take part, voice their ideas, and communicate with the company through the use of these interactive features. Consumer participation and brand recall can be improved with the use of interactive content, which does more than just draw attention.

To connect with customers on a more individual basis, businesses can't do better than the social media platforms. With the help of social media marketing, companies can produce and disseminate engaging content, interact with customers via comments and direct messages, host contests and giveaways, and more. As a result of this two-way conversation, customers feel more connected to the brand.

User-Generated Content (UGC): Consumers are encouraged to participate in brand campaigns through the creation and distribution of UGC through digital marketing. Customer reviews, testimonials, and social media posts are all examples of user-generated content (UGC), which not only encourages authenticity but also encourages consumer participation. UGC gives customers a platform to express themselves, talk about their experiences with the brand, and shape the story the company tells.

Digital marketing helps companies to interact with customers in a unified manner, across all platforms and touch points. A company's brand experience can be unified across all touch points, including websites, mobile apps, email marketing, search engines, and social media. By coordinating their digital marketing activities, companies may better engage customers at every point in the buying cycle by delivering messages that are both timely and consistent.

Metrics of consumer involvement may be monitored and analyzed in real time, thanks to the advent of digital marketing. Website analytics, social media analytics, email open rates, click-through rates, and conversion rates are all ways in which the efficacy of a company's digital marketing activities can be evaluated. By focusing on the collected data, companies may better pinpoint problem areas, refine their plans, and provide customers with more personalized and interesting interactions.

Finally, digital marketing's impact on customer loyalty can't be overstated.

DIGITAL MARKETING IN INDIA

Digital marketing has transformed business-consumer interactions in India. Digital marketing methods can interest Indian consumers due to rising internet penetration, smartphone use, and social media use. Key points about digital marketing in India and consumer engagement

Internet Penetration: India has seen tremendous internet penetration growth. Businesses can reach and engage customers through digital channels thanks to pervasive connectivity.

Mobile-First Market: Most Indian internet users use smartphones. Mobile apps, responsive websites, and SMS marketing help reach and engage consumers.

Social Media Dominance: Facebook, Instagram, Twitter, and YouTube are popular in India. Targeted advertising, content sharing, influencer marketing, and community engagement help businesses connect with consumers and establish brand loyalty.

Regional and Vernacular Content: India has several languages and regions. Digital marketing lets businesses develop regional and vernacular content to engage consumers in their preferred languages. Culturally and linguistically relevant material engages consumers.

Personalization: Businesses can collect consumer data and preferences through digital marketing. Customized messages, discounts, and recommendations increase brand relevance and engagement.

E-commerce and online shopping have changed retail in India. Targeted ads, product recommendations, user reviews, and interactive shopping experiences drive online shopping engagement.

Influencer Marketing: In India, influencers are influencing customer involvement. Businesses use influencers to engage and persuade customers.

Data Analytics and Measurement: Digital marketing lets companies monitor consumer interaction indicators in real time. Data analytics helps companies improve engagement and results by revealing consumer behavior, preferences, and campaign performance.

CONCLUSION

This study examined how digital marketing affects consumer involvement and brand impression. In today's digital world, digital marketing tactics improve consumer engagement and brand perception. Digital marketing helps organizations personalize customer engagement. Data analytics helps firms offer customized and relevant messaging by revealing consumer preferences, behaviours, and demographics. Consumers feel more connected to the brand when they receive personalized communication. Interactive content production stimulates customer interaction through digital marketing. Interactive content formats including videos, quizzes, and contests engage consumers and encourage brand interaction. Interactions increase brand remember and engagement. Digital marketing also uses social media to develop communities. Businesses can build trust through posting information, reacting to comments, and executing campaigns on social media. Social media involvement lets consumers share their experiences and become brand advocates, improving brand perception. Digital marketing also uses UGC to influence brand perception and consumer involvement. Customer reviews, testimonials, and social media posts provide credibility and social evidence. Encouraging consumers to create and share content boosts their engagement, emotional connection, and brand perception.

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AUGMENTED REALITY (AR) IN DIGITAL MARKETING: ENHANCING CUSTOMER EXPERIENCES AND BRIDGING THE GAP

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ABSTRACT

This chapter examines the function of augmented reality (AR) in the field of digital marketing and how it fills the gap between traditional marketing and new forms of it. When purchasing online, AR can create an immersive and highly engaging experience for the consumer that allows them to see the goods in more depth and realistically. Businesses have a great opportunity to interact with customers in novel ways because to AR. The first topic covered in this chapter is how augmented reality adds a new dimension of engagement and interactivity to the customer experience. Customers may make well-informed judgments before buying things thanks to virtual try-ons and visualizations, which increases satisfaction and lowers return rates. Customers can also see things in their own environment thanks to AR.

Keywords: *Augmented Reality, Visualization, Virtual Reality, social media.*

INTRODUCTION

Augmented reality (AR) is a technology that overlays a computer-generated image over the user's perception of the real world, and it is a consensus that AR has the potential to transform digital commerce by improving the customer experience on the more immersive and enjoyable experience. AR is used in various ways in digital marketing for example product design, brand engagement, educational content, and sales. For example, L'Oreal allows user AR to virtually apply different types of makeup on the face so that the user can see how the color and shade looks on the face and gives the user choice them. Now a day's brands are using virtual reality (VR) of AR to make the online shopping experience more realistic with more information. The importance of AR also stems from its ability to personalize experiences based on individual preferences and behaviours. By leveraging user data, AR applications can tailor content and interaction to customer interests, providing a more personalized experience. This individual variation increases profitability and customer satisfaction, ultimately bridging the gap between general marketing messages and customer expectations. Additionally, AR seamlessly integrates online and offline channels, creating a unified customer

journey that seamlessly switches between digital and physical touchpoints. By bridging this gap, AR facilitates accessibility, a holistic and immersive brand experience, driving customer

Objectives - To Study the implication of AR and VR into the digital marketing for enhancing the customer experience.

The creation and use of AR

The first head-mounted display (HMD) system, dubbed the "Sword of Damocles" by Ivan Sutherland in the 1960s, was a milestone and significant development in the history of augmented reality (AR) research and acceptance that spans several decades. The basis behind VR is this. The foundation for upcoming study and the advancement of AR technology was created by this inaugural program. Although academics and developers were experimenting with augmented reality ideas and technology in the years that followed, the field didn't really take off until the 1990s. This is why the 2009 ART Toll Kit marked the beginning of the mainstream adoption of augmented reality. The use of AR in mobile games and applications comes next. The launch of AR was crucial to its rise to fame.

Augmented Reality (AR)

The acronyms AR and VR stand for Augmented Reality and Virtual Reality, respectively. While both augmented reality (AR) and virtual reality (VR) are immersive technologies that enhance our perception of reality, their methods and degrees of immersion vary. With the use of technology, virtual objects like pictures, videos, or 3D objects can be superimposed over the physical world. By integrating digital content into our surroundings, augmented reality (AR) combines the real and virtual worlds to enhance our perception of reality. A range of gadgets, including smartphones, tablets, smart glasses, and headsets, can be used to enjoy augmented reality. By providing context, information, or visualizations, it enhances our understanding of and interaction with the physical world. Various sectors can use augmented reality in a variety of ways.

Virtual Reality (VR)

Virtual Reality simulates the virtual environment with the help of computer technology, replacing the real world with a digital environment. Virtual reality can be implemented by a device called VR glasses. VR glasses will help you to give the real feel of the different environment. VR basically used for gaming to interact with the different environment in the form of AVATAR and virtual objects. The future of VR is Metaverse.

Augmented Reality in Digital Marketing

Digital Marketing with AR (Augmented Reality) and VR (Virtual Reality) refers to the integration and utilization of these immersive technologies within marketing strategies and campaigns. It involves leveraging AR and VR to enhance customer experiences, engage audiences, and drive business results in the digital realm. Virtual elements like as photographs, videos, or 3D objects are projected onto the real world in AR digital marketing, allowing customers to interact with digital material in their physical environment. This technology helps marketers to build immersive and engaging customer experiences. AR, for example, can be used to enable virtual try-ons of things, allowing customers to see how a product would appear or fit before purchasing it. It can also be used to superimpose digital information or visuals over physical items or locales, adding context or boosting storytelling.



Mobile App Example



VR Glasses

Digital marketing with VR, on the other hand, entails constructing fully immersive virtual environments in which consumers can explore and engage with digital material. VR transports consumers to simulated worlds, allowing them to interact more immersively and interactively with products, services, or brand experiences. VR, for example, can be used to provide virtual tours of properties, imitate automotive test drives, or create virtual experiences relevant to a brand's goods. These experiences are designed to fascinate customers and elicit powerful emotional responses, affecting their purchasing decisions.

How AR adds value by providing interactive and immersive experiences to customers.**Enhancing Customer Experiences**

Augmented reality has the power to transform customer experiences by adding an extra layer of engagement and interactivity. AR enables brands to offer virtual try-ons, where customers can visualize how products look or fit before making a purchase. For example, beauty brands are using AR applications to allow customers to virtually try different shades of makeup or hairstyles, providing a personalized and immersive shopping experience.

Facilitating Product Visualization

AR enables customers to visualize products in their own environments, making it easier to understand size, scale, and functionality. Home furnishing companies, for instance, are using AR to allow customers to virtually place furniture in their homes to see how it fits and complements the existing decor. This interactive product visualization enhances the decision-making process and reduces the need for physical showroom visits.

Bridging the Gap between Physical and Digital Marketing

AR serves as a bridge between physical and digital marketing channels, enabling seamless integration. Brands can use AR markers in print ads, packaging, or even physical stores to unlock digital content and additional information for customers. This integration enhances engagement and provides an interactive layer to traditional marketing materials. For example, a fashion retailer can use AR markers on a print catalogue to let customers see 3D models showcasing different outfits or even purchase items directly.

Successful Augmented Reality Marketing Initiatives

Several brands have used augmented reality to generate memorable marketing campaigns. The "IKEA Place" software, for example, allows users to virtually install IKEA furniture in their homes. This app offers a unique and accessible option for customers to visualise furniture before purchasing it, resulting in higher customer satisfaction and fewer product returns.

Examples of AR applications in product visualization, try-on experiences, and virtual showrooms**L'Oreal**

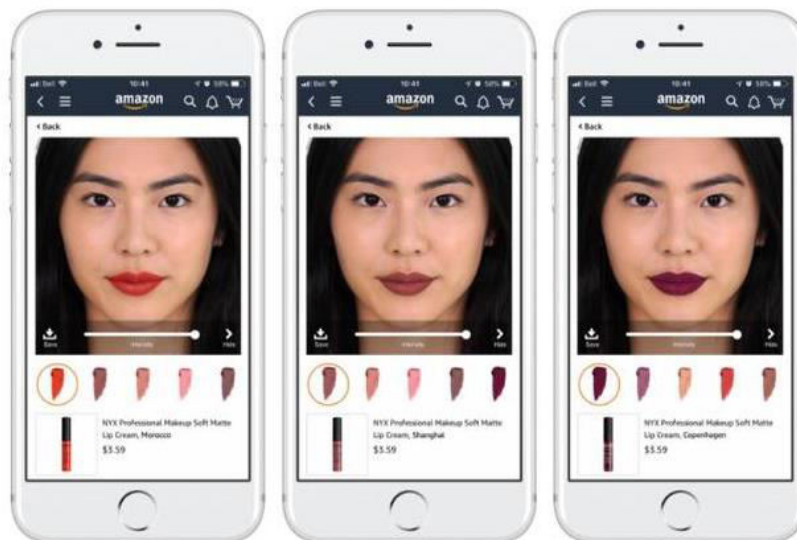
At the forefront of shaping the future of in-store experiences is the utilization of digital technology, including virtual and augmented reality. L'Oreal, a renowned cosmetic giant, is leading the way in this trend by introducing three exciting new innovations.

L'Oreal's journey began when Eugene Paul Louis Schueller, a French chemist, formulated a groundbreaking hair dye known as Aureale. Initially, Schueller manufactured and sold his own products to hairdressers in Paris. In 1919, he officially registered his company as Societe Francaise de Teintures Inoffensives pour Cheveux, which later became L'Oreal. By 1984, L'Oreal had amassed a team of over 1,000 chemists, and today that number has grown to 20,000, solidifying L'Oreal's position as one of the largest cosmetics companies globally.

L'Oreal, which has a revenue of about \$28,572 and is ranked #379 on the Fortune Global 500, is aware of the value of ongoing innovation to keep its position as the leader in its sector. This entailed utilising digital technologies in 2018 to improve the in-store experiences that were provided to customers. L'Oreal hopes to improve how customers interact with their products and create deep and engrossing experiences within their physical locations by integrating virtual and augmented reality.

Virtual Reality

Before, L'Oreal concentrated on getting its goods into other stores. But the business has recently grown by opening its own branded boutiques in Paris and other cities. These L'Oreal facilities offer a wide range of services to customers, including beauty specialists available to provide specialized guidance. To enhance the whole shopping experience, the establishments have also adopted digital technologies. Notably, L'Oreal has created cutting-edge software like Nail Genius and Makeup Genius, which makes use of technology to offer clients distinctive and captivating digital experiences.



Source: <https://www.loreal.com/en/articles/science-and-technology/l-oreal-modiface-brings-ai-powered-virtual-makeup-try-ons-to-amazon/>

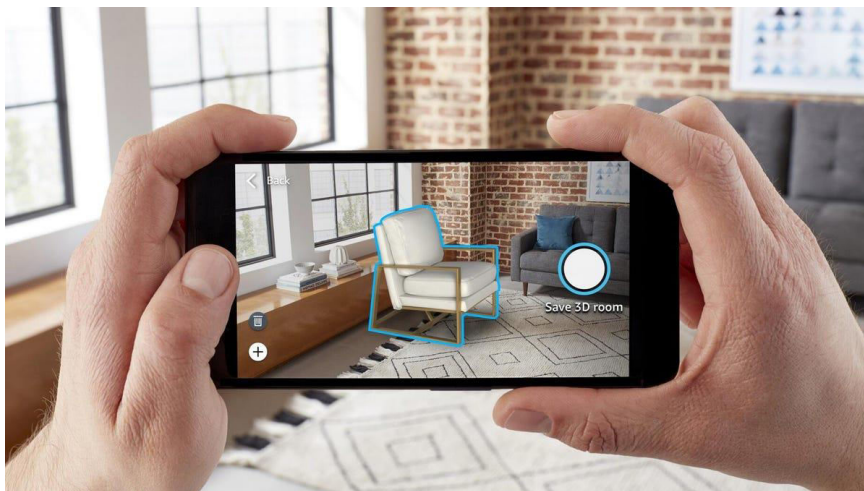
Augmented Reality

Using augmented reality technology developed by Alibaba, L’Oreal has installed interactive devices in its Shanghai, Wuhan, and Changsha boutiques. Dubbed “Magic Mirrors,” the devices build on the functionality in the Genius apps, but with the added fun of being able to look in a real mirror.

Amazon Online Furniture

Amazon has enhanced its augmented-reality (AR) shopping tools, enabling users to create entire rooms of AR furniture as part of their buying planning. In 2017, the online retailer introduced AR view, allowing customers to view 3D furniture images in their homes using their phone cameras. However, this feature was limited to one item at a time.

On Tuesday, Amazon announced the expansion of its AR capabilities with the introduction of Room Decorator tools. This new feature allows users to add and arrange numerous furniture pieces within a single room. They can save up to 100 different designs and continue editing the arrangements on both mobile and desktop devices. Amazon will also provide recommendations for combining items in a design.



Source: <https://www.cnet.com/tech/mobile/amazon-now-lets-you-design-a-whole-room-of-augmented-reality-furniture/>

These advancements are part of the wider range of AR capabilities offered by technology companies, encompassing gaming, design tools, and shopping features. Retailers like Wayfair and Ikea also provide AR tools to help customers gauge the size and shape of products before making a purchase, thereby reducing the likelihood of returns. Particularly in light of the COVID-19 pandemic, utilizing these tools to shop for furniture online proves especially beneficial for individuals seeking to avoid in-store visits.

Amazon announced that Room Decorator, its latest AR tool, can be utilized with a vast selection of items sold by both Amazon and independent sellers on its platform. To access the new tools, users can simply click on the "view in your room" button found on the respective item pages. Similar to Amazon's previous AR functionalities, these newly introduced tools will initially be exclusive to Apple's iOS users. Currently, Room Decorator is available for approximately half of iOS customers in the United States and will gradually become accessible to the remaining users within the coming weeks. The availability of Room Decorator for Android users is expected to commence in the upcoming months.

AR used by Lenskart

In September 2021, Lenskart, an Indian eyewear company, had already introduced Augmented Reality (AR) technology on their platform. Lenskart launched their AR feature called "3D Try On" in 2019, allowing customers to virtually try on different eyeglasses and sunglasses using their smartphone or computer. With the help of AR, customers could see how the frames would look on their face in real-time, helping them make more informed purchasing decisions.

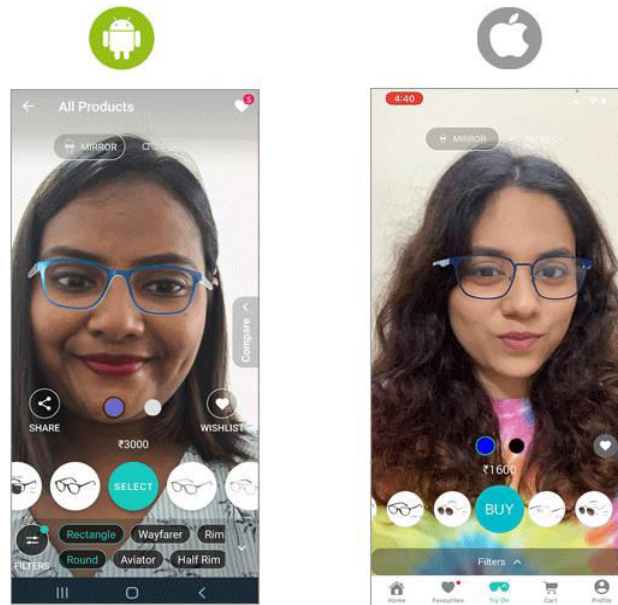
Lenskart's Virtual AR tool can be used to try on both eyeglasses and sunglasses. If you feel the frames recommended by the tool don't fit your budget, you're free to filter as per price. Similarly, you can filter your preferences and try any frame, irrespective of what the tool recommends for you. One tool, multiple options and so easy to use. Just three simple steps and voila! In the words of the great, Chandler Bing, "Could it be more awesome?"

Steps To Use Lenskart's Virtual AR Tool to start using this feature, all you need to do is download the Lenskart App on your device if you haven't yet. The next steps are as easy as 1-2-3, literally!

Step 1- Click on the 'Try our Virtual AR Experience' banner.

Step 2- Face analysis.

Step 3- Try on frames.



Source: <https://www.irawen.com/2022/01/how-lenskart-is-using-augmented-reality.html>

Bridging gap in Digital Marketing

Augmented Reality (AR) technology offers several benefits in increasing customer engagement, driving conversions, and fostering brand loyalty. Here are some key advantages:

Immersive and Interactive Experiences: AR provides customers with immersive and interactive experiences by overlaying digital elements onto the real world. This engagement captivates users and encourages them to spend more time exploring products and services. By allowing customers to visualize products in their own environment or try virtual experiences, AR enhances their engagement and creates a memorable brand interaction.

Enhanced Product Visualization: AR enables customers to see products in a realistic and personalized way, improving their understanding of size, design, and functionality. It helps bridge the gap between online and offline shopping experiences, as customers can virtually try on clothes, test furniture placements in their homes, or see how cosmetics look on their faces. This visualization capability reduces uncertainty and boosts customer confidence, leading to higher conversion rates and reduced product returns.

Personalized and Customizable Experiences: AR technology allows brands to offer personalized and customizable experiences to customers. By leveraging AR, companies can create virtual try-on tools, product configurators, or interactive games that align

with their brand identity and engage customers on an individual level. Personalization fosters a sense of connection and exclusivity, which can enhance customer loyalty and advocacy.

Social Sharing and Virality: AR experiences are highly shareable on social media platforms, leading to increased brand exposure and potential viral reach. Customers are more likely to share unique and engaging AR experiences with their friends and followers, generating organic brand awareness and driving customer acquisition. This amplification effect helps reach a wider audience and enhances the brand's reputation as an innovative and customer-centric company.

Data Insights and Analytics: AR technology provides valuable data insights and analytics. Brands can track user interactions, behaviour patterns, and preferences within AR experiences. This data can be leveraged to improve marketing strategies, product offerings, and customer targeting. By understanding how customers engage with AR content, brands can optimize their campaigns and deliver more personalized and targeted experiences.

Traditional Digital Marketing Approaches

Traditional digital marketing approaches have their own limitations that can be addressed by incorporating augmented reality (AR) technology. Here are some ways in which AR can address these limitations:

Lack of Engagement: Traditional digital marketing approaches often struggle to captivate and engage audiences effectively. AR offers interactive and immersive experiences that can significantly enhance user engagement. By incorporating AR elements, such as interactive product demonstrations, virtual try-ons, or gamified experiences, brands can create more compelling and memorable interactions with customers, leading to increased engagement and brand recall.

Limited Product Visualization: One of the challenges in traditional digital marketing is the limited ability to visualize products or experiences. AR overcomes this limitation by allowing customers to virtually see and experience products in a realistic and personalized manner. With AR, customers can visualize how furniture would look in their homes, try on virtual clothing, or see how cosmetics would appear on their faces. This enhanced product visualization improves customer understanding, confidence, and purchase decision-making.

Differentiation and Brand Experience: Traditional digital marketing approaches can lack differentiation, as they often rely on standardized formats and templates. AR

enables brands to create unique and customized experiences that differentiate them from competitors. By incorporating AR into their marketing campaigns, brands can offer innovative and interactive experiences that leave a lasting impression on customers, fostering brand loyalty and advocacy.

Limited Offline Integration: Traditional digital marketing approaches primarily focus on online channels and may struggle to bridge the gap between the online and offline customer journey. AR technology can seamlessly integrate both online and offline experiences. For example, by enabling customers to scan QR codes or markers with their smartphones, brands can provide AR-enhanced content and information in physical stores or printed materials, creating a cohesive and integrated customer experience.

Data and Analytics: Traditional digital marketing approaches often provide limited data insights and analytics. AR, on the other hand, offers rich data collection capabilities. Brands can track user interactions, behaviour patterns, and preferences within AR experiences, providing valuable insights for targeted marketing and personalized customer experiences. This data-driven approach enables brands to optimize their marketing strategies and deliver more relevant and engaging content.

How AR fills the gap by creating personalized, interactive, and memorable experiences

Augmented Reality (AR) technology fills the gap in traditional digital marketing by creating personalized, interactive, and memorable experiences for customers. Here's how AR achieves this:

Personalized Experiences: AR allows brands to tailor experiences to individual customers, creating a sense of personalization. By integrating customer data and preferences, AR applications can deliver targeted content, product recommendations, and offers based on the user's profile or past interactions. This personalization enhances engagement and makes customers feel valued and understood, leading to stronger connections with the brand.

Interactive Engagement: AR brings static digital content to life by overlaying it onto the real world. This interactivity encourages active engagement from users, as they can manipulate and interact with virtual objects or elements. Whether it's trying on virtual clothing, rearranging furniture in a room, or playing an interactive game, AR creates a dynamic and participatory experience that captivates users and fosters deeper engagement.

Memorable Brand Interactions: AR experiences leave a lasting impression on customers due to their novelty and immersive nature. By providing unique and memorable experiences, brands can stand out from the competition and create positive associations with their products or services. Whether it's through interactive storytelling, engaging AR filters, or virtual tours, AR technology offers opportunities to create memorable moments that customers are more likely to remember and share with others.

Emotional Connection: AR has the power to evoke emotions and forge emotional connections with users. By immersing customers in interactive and personalized experiences, AR can trigger positive emotions such as joy, surprise, or excitement. These emotional connections deepen brand loyalty and increase the likelihood of repeat engagement and purchases.

Implementing AR in Digital Marketing 3.1 AR Strategy Development

Implementing Augmented Reality (AR) in digital marketing requires a strategic approach to maximize its effectiveness. AR Strategy Development is a crucial step in this process. Firstly, it is important to define clear objectives for incorporating AR into your marketing efforts. Whether it is to enhance brand engagement, drive conversions, or improve the customer experience, setting specific goals helps in shaping the overall strategy and measuring success. Understanding the target audience is equally important. Identifying their preferences, behaviours, and needs allows for the creation of AR experiences that resonate with them and add value to their interactions with the brand.

Once objectives and target audience are defined, selecting appropriate AR experiences is the next step. This involves choosing the types of AR interactions that align with the objectives and preferences of the audience. Virtual try-ons, interactive product demonstrations, or immersive story telling are some examples. Selecting the right AR technology platform is also crucial. Factors such as ease of use, device compatibility, available features, and scalability should be considered. The chosen platform should support the desired AR experiences and provide a seamless user experience.

Defining key performance indicators (KPIs) and success metrics

Defining key performance indicators (KPIs) and success metrics is essential for evaluating the effectiveness and impact of Augmented Reality (AR) initiatives. These metrics help measure the performance, engagement, and outcomes of AR campaigns. Here are three paragraphs explaining the importance of KPIs and providing examples of KPIs and success metrics for AR initiatives:

User Engagement Metrics: User engagement is a crucial aspect of AR initiatives. KPIs related to user engagement can include the number of AR sessions, average session duration, interaction rates (e.g., taps, swipes, clicks), and social shares or mentions of AR experiences. These metrics indicate the level of user involvement, time spent interacting with AR content, and the extent to which users are sharing and spreading awareness of the AR experience. By tracking user engagement metrics, businesses can assess the effectiveness of AR in capturing and retaining user attention.

Methods for tracking and measuring the effectiveness of AR campaigns in digital marketing:

Tracking and measuring the effectiveness of Augmented Reality (AR) campaigns in digital marketing is crucial for evaluating their impact and optimizing strategies. Here are some methods for tracking and measuring the effectiveness of AR campaigns:

User Engagement Metrics: Measure the level of user engagement with AR experiences. This can include tracking the number of AR sessions, session duration, and interaction rates (e.g., taps, swipes, clicks) within the AR application. These metrics provide insights into the extent to which users are actively interacting with the AR content and the overall level of engagement.

Conversion Metrics: Assess the impact of AR on driving conversions and desired actions. This can involve tracking conversion rates, such as the percentage of users who make a purchase or sign up for a service after engaging with the AR experience. Additionally, monitor metrics like average order value, cart abandonment rate, and the lifetime value of customers acquired through the AR campaign. These metrics help evaluate the effectiveness of AR in generating tangible business outcomes.

User Feedback and Ratings: Gather user feedback and ratings to gauge satisfaction and perception of the AR experience. This can be done through surveys, reviews, or ratings within the AR application or other digital channels. Analysing qualitative feedback and sentiment analysis can provide insights into user preferences, areas for improvement, and the overall user experience.

Social Media Analytics: Keep an eye out on social media sites for mentions, interaction, and sharing of the AR campaign. Examine metrics for AR-related material, such as the quantity of social shares, remarks, and likes. Monitoring social media analytics enables evaluation of the AR campaign's social media reach, influence, and viral potential.

Website Analytics: Use website and app analytics tools to monitor user activity within the AR application or on connected web pages. Count the number of unique visitors, the amount of time visitors spend on AR-related pages, bounce rates, and click-through rates, for example. These analytics give information about user involvement, navigation patterns, and how well the AR campaign worked to increase traffic and interactions.

CONCLUSION

AR enhances customer engagement by providing interactive and immersive experiences. By blending virtual elements with the real world, AR captivates users' attention and encourages active participation. This heightened engagement leads to increased brand interaction, longer session durations, and deeper connections with the target audience. AR enables personalized and interactive experiences, allowing users to visualize products in their own environment and customize their interactions. This level of personalization creates a sense of ownership and empowers users to make more confident purchasing decisions. By offering virtual try-on experiences, product configurators, and interactive tutorials, AR elevates the customer journey and fosters stronger connections between brands and consumers. AR has the potential to boost brand awareness and perception. AR campaigns generate excitement, capture attention, and generate social media buzz, resulting in increased brand visibility and organic reach. By leveraging AR technology, brands can position themselves as innovative and forward-thinking, enhancing their overall brand image and attracting a tech-savvy and engaged customer base. AR in digital marketing provides opportunities for enhanced engagement, personalized experiences, and improved brand perception. By harnessing the power of AR, businesses can differentiate themselves from competitors, drive conversions, and foster long-term customer loyalty. With continued advancements in AR technology, the potential for creative and impactful AR campaigns is boundless.

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