



# An Analysis of Using Digital Marketing Techniques to Improve Brand Image

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## ABSTRACT :

As the digital landscape continues to evolve, small companies are finding new methods to include digital marketing techniques in order to enhance their engagement, development, and brand exposure. By collaborating with marketing and business professionals, this research investigates the significance of digital marketing in the expansion of brands for small enterprises. optimization for search engines (SEO) of social media platforms? The purpose of this article is to demonstrate how small firms may utilize inexpensive digital platforms to compete with major enterprises by analyzing the case study, developments in the industry, and customer behavior. In order to establish efficient marketing strategies that produce a powerful and long-lasting brand identity, the research places an emphasis on the role that privatization, focused outreach, and data analysis play in the creation of these strategies. A shortage of resources and the need for ongoing adaptation in order to keep up with changing digital trends are two of the difficulties that are addressed by this solution. In conclusion, the purpose of the conclusion is to assist owners of small companies and digital abolitions with actionable insights that seek to develop genuine relationships with the audience and ensure the success of a long-term brand.

**Keywords:** Digital Marketing, Brand Image, Digital Platforms.

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## I. INTRODUCTION

Digital marketing is one of the most crucial instruments in today's corporate world for reaching large target audiences, boosting consumer engagement, and raising brand exposure. Social networking platforms, mobile devices, and the Internet have altered how people interact with customers "[6]". Understanding how digital marketing tools and platforms must be an effective advantage is more crucial than ever since firms operate in a highly competitive environment. The goal of the research is to identify the rise in digital marketing, with a particular emphasis on how it influences consumer behavior and corporate strategy design [7]. This will evaluate the effectiveness of various digital marketing tactics, examine the difficulties that companies have, and provide suggestions for modifying digital marketing initiatives to get the best possible outcome.

### 1.1 Rationale for the dissertation

The growing significance of digital marketing in the current business environment serves as the foundation for this research. Conventional marketing techniques, including TV and print advertisements, are losing their appeal. Due to the increasing significance of digital networks. Organizations hoping to remain competitive and relevant must comprehend how digital marketing affects businesses and customers. Furthermore, digital marketing offers more precise chances than ever before to attract and target the audience. However, there are drawbacks to this possibility; in order to guarantee effectiveness, disparate techniques must be combined and continuously watched. The goal of this dissertation is to bridge the knowledge gap about how small firms may take use of digital marketing to its fullest and overcome the obstacles presented by this quickly evolving digital era.

### 1.2 Plan of the Dissertation

This is how the dissertation will be organized:

1. Data analysis and findings: the display and interpretation of information obtained from surveys, case studies or interviews.
2. Discussion: The results are discussed in terms of objectives, comparability with earlier studies, and commercial implications.

3. Conclusions and Recommendations: An overview of the key findings, limitations, and useful suggestions for businesses.

## **II. METHODOLOGICAL ISSUES AND PROBLEMS**

A mix of qualitative and quantitative research methodologies will be used in this dissertation. Professionals and businesses involved with digital will be surveyed and interviewed. Marketing to learn more about how they have used digital marketing tactics. To support main data, secondary data from case studies, industry reports, and instructional papers will also be examined. Nonetheless, a number of methodological issues and difficulties may come up over the course of the study:

1. Data access: Accurate and current information about a company's digital marketing tactics may be difficult to get, particularly if firms are reluctant to share data or insights.
2. Prejudice: Responses from some individuals may be biased if they have a particular interest in supporting certain tactics, tools, or platforms.
3. Normalization: Because market conditions and customer behavior vary, the research's conclusions cannot be applied consistently to all sectors or companies.
4. Lack of time: Conducting extensive research in a constrained amount of time, particularly when it comes to conducting interviews and examinations, may have an impact on how well the data is understood.

## **III. MAIN BODY**

### **3.1. Overview of small company brand development**

For small companies, brand enhancement is a crucial process that aims to boost their market standing and brand awareness in order to foster strong customer relationships. Traditional marketing techniques are often less successful in today's competitive environment due to their high prices and restricted access, particularly for small businesses with little budgets. But as digital marketing has grown, small businesses may now utilize scalable, affordable platforms like Google Ads and social media marketing. By making it possible to reach a wider range of more specific target audiences, this equipment enhances brand recognition and identification.

### **3.2. Social media marketing as a means of establishing a brand identity**

Digital marketing methods for small enterprises "[1]" mostly rely on social media marketing. Businesses may develop content with consumer discussions and showcase their distinct brand identity on social media platforms like Facebook, Instagram, and LinkedIn "[3]". Social media's fundamental elements, such live contact, polling, visual storytelling, and feedback systems, enable businesses to establish and grow relationships with the general public.

There are several primary components that make up social media marketing:

- **Content Creation:** Regular branding requires posting images, videos, and blog entries that are consistent with the brand. Small companies may build their identities and emphasize their principles by using innovative postings, behind-the-scenes looks, and customer admiration.
- **Involvement of viewers:** Social media, in contrast to conventional advertising, permits two-way conversation. Small companies may foster a feeling of community and religion by responding to comments, answering consumer inquiries, and engaging in dialogue.
- **Paid advertising:** Facebook and Instagram provide users choices that let businesses target certain groups according to their interests, geography, age, and behavior [2]. Increased posts or sponsored articles are examples of paid advertisements that may assist raise the exposure of small business content that attracts visitors and creates leads.

For instance, a tiny hospital may use Instagram to showcase images of illnesses and the treatments they provide. Additionally, they provide Q&A sessions where people may voice concerns and learn more about the associated ailment, as well as raise awareness with physicians.

### **3.3. Ads on Google: A potent instrument for focused access**

The quickest and most efficient approach for small companies to reach clients is via Google Ads. Google offers a unique platform to pay attention to, particularly when targeting the relevant keywords for the company, with over 3.5 billion discoveries made every day. It uses a Pay-Per-Click (PPC) business model, meaning that companies only have to pay when a user clicks on their advertising. The model guarantees the efficient utilization of the allotted funds. The platform offers a wide variety of advertisements:

- **Search Ads:** These ads only show up at the top of Google searches when certain keywords are entered. Small companies may utilize Google Ads to target highly relevant discovery circumstances that correspond to their goods or services, resulting in highly focused traffic to their websites.
- **Result Ads:** These ads are a powerful brand tool since they show up on the vast network of Google websites. displaying eye-catching advertisements to attract prospective buyers even when they aren't actively looking for a

specific item.

• **Local advertising:** Google's local ads might be especially helpful for small companies that cater to the neighborhood. These advertisements assist businesses in finding local clients or pertinent services. Small companies may more effectively target geographically specified target groups with the help of local ads. Fixing targeting on Google Ads, such as concentrating on a certain location, piece of equipment, or time of day, guarantees that businesses may successfully connect with their ideal target audiences. The platforms' comprehensive reporting features, which monitor the effectiveness of ads and enable real-time modification and ROI maximization, are advantageous to small businesses.

### **3.4. Combining Google advertising with social media**

When combined, social media marketing with Google Ads may provide a potent synergy that raises conversion, consumer engagement, and brand awareness. Facebook and Instagram provide a chance to build enduring relationships with prospective clients, even while Google ads are very successful at driving traffic and drawing certain items to the website.

Google Ads may be used by a small company to get high-intent prospects who actively look for their needs. Retargeted advertisements on social media, where the company may post more intimate information, client success stories, and promotions, can then be used to nurture these leads. Furthermore, social media networks provide a perfect setting for observing the personality of the company and enhance Google Ads' direct transactional aspect. A well-executed multichannel marketing plan makes it possible for prospective clients to interact with the brand at several points of contact, increasing conversion rates. Google Advertising, for instance, might be used by a fabric shop to target consumers who associate certain items with particular types of apparel, such "summer clothes." Customers may check reviews to connect and convert, and the shop can follow a target ad on Facebook and Instagram, new arrivals, and style suggestions.

### **3.5. Small business opportunities and challenges**

Small organizations encounter difficulties while using digital marketing platforms like Google Ads and social media, despite the fact that they provide several advantages. A tight budget is one of the main challenges. If poorly managed, both platforms may be costly, particularly in regions with intense competition. Small businesses might compete to allocate enough resources to optimize these platforms' capabilities. Additionally, it might be difficult for small company owners who do not have a specialized marketing staff to stay on top of the latest social media platform algorithms and set guidelines.

Maintaining an efficient digital marketing plan requires constant adaptability to new trends, such as shifts in social media or Google's advertising policy. However, by being knowledgeable and flexible enough to adjust to changes, small businesses may overcome these obstacles and reap the benefits of increased sales, increased brand recognition, customer loyalty, and analytics tools "[4]". Additionally, Google can assist small companies in continuously honing their brand and messaging via social media and advertising.

## **IV. FINDINGS**

**Brand exposure increased:** Small businesses who used Google Ads and social media marketing saw a notable boost in their brand awareness. Websites like Facebook, Instagram, and Direct exposure to large target groups was made possible via Google Ads. Traffic and brand recognition rise when websites are advertised in accordance with certain demographics, behaviors, and interests.

**Cost-effective Marketing:** For small firms with a tight marketing budget, Google Ads and social media platforms provide reasonably priced advertising possibilities. Businesses may optimize expenditures by determining the daily budget and meeting real-time bids. Additionally, companies were only compensated for genuine involvement under Google Ads' Pay Per Click (PPC) model. In the long run, Google Ads are more economical than conventional advertising techniques.

**High consumer commitment:** Social media platforms provide as a direct line of communication between small enterprises and their clientele. Businesses fostered a social environment via postings, comments, choices, and narratives, which in turn boosted brand and customer loyalty. Brands were able to boost client retention, confidence, and trust by interacting in real time with their followers.

**Increased conversion rate:** The direct conversion rate of small companies was impacted by a well-tailored Google Ads Campaign in conjunction with pertinent social media advertising. Small businesses might use public departments and targeted keywords to connect with prospective clients. Conversion monitoring tools provide businesses information about how successful campaigns are and assist them in refining their tactics for the best outcomes.

**Channel marking stability:** Small businesses who consistently convey a consistent brand message across Google Ads and social media platforms report improved brand awareness and branding "[5]". Their market presence was bolstered by the cohesive identity that was produced by the combination of graphic components, tones, and

messaging. This consistency helped to build a solid rapport with customers and a larger brand image.

**Problems with algorithm change and competition:** Although Google Ads and social media marketing offered substantial advantages, small companies had to contend with regular algorithm changes that made it hard to sustain organic social media access. Furthermore, the fiercely competitive nature of Google Ads led to a spike in cost per click (CPC) for keywords, particularly in sectors with a high number of competitors. Small firms were always able to adapt to these changes and continue to flourish.

**Data Analytics Insights:** Google Ads and social media platforms' usage of data analytics technologies yielded priceless information on the behavior, preferences, and engagement patterns of its users. Effectively analyzing this data allowed small companies to boost brand engagement and conversion rates by honing their marketing tactics, customizing their content, and making well-informed choices.

**Enhanced local branding:** Google Ads, particularly local search ads, made it simple for small companies to establish a strong local brand presence by enabling them to target local clients. Businesses may stand out in their particular areas and more effectively draw in local clients by using site-specific targeting for local keywords and personalization.

## V. CONCLUSIONS

When it comes to increasing brand awareness, engagement, and conversion rates for small companies, the combination of social media marketing with Google Ads has shown to be an extremely successful approach. In spite of the fact that obstacles such as budgetary restrictions and algorithmic shifts were there, organizations that constantly optimized their In terms of enhanced brand awareness, greater customer loyalty, and more revenue, campaigns and data insights that were exploited resulted in huge dividends.

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