THE IMPACT OF DIGITAL MARKETING ON CUSTOMER RELATIONSHIPS IN MADURAI CITY.

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ABSTRACT:  
In this world of digitization, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing. Digital marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click-through-rates and conversion rates, and discover what’s latest trend in digital marketing.

INTRODUCTION:  
Digital marketing is one kind of marketing being broadly used to advertise goods and services to reach customers using digital channels. It provides mobile phones (both SMS and MMS), social media marketing, banner advertising, search engine optimization marketing and several other types of digital media. Through digital media, customers have access to information whenever and then for any place where they desire. With the use of digital media, consumers do not just depend on what the company says regarding brand but additionally they are able to follow what the media, friends, peers, etc.

To look at the utilization of digital channels in marketing from a customer relationship viewpoint offers many assistance to a marketer. Brand communication could be persistent and personalized, and various options for a dialogue exist. The benefits of this include
learning from and about customers, revealing certain requirements and interests, and being able to provide them with more personal service. Moreover, in a very digital environment, customers increasingly use self-service and also have more choices to begin action (e.g. give feedback, check account balances, request and personalize marketing communication). From the customer context, perceived valuation on using digital channels and keep in touch with a marketer can come in several ways. It could be money, time, information, convenience, entertainment, assistance, social interactivity, prestige, or something else the customer enjoys.

**STATEMENT OF THE PROBLEM**

This study focuses on how digital marketing affects customer relationship to a brand. Within the past few years, digital marketing has become an increasingly popular medium for brand and consumer engagement. For years, marketing professionals have used different mediums to provide customer service and promote products and services. Digital marketing has fostered the growth of trusting relationships between consumer and brand, making it an increasingly important medium to utilize in order to maximize brand loyalty.

**PURPOSE OF THE STUDY:**

Traditional marketing used to be the only source of marketing in the past. Over the past few years, we saw a new marketing tool and it’s called digital marketing. The way of implementing marketing strategies have been modified. Customers can directly talk to the marketers and provide feedbacks. Previously it used to one sided communication. There are few other things that are not the same anymore. To measure the impact of digital marketing on customer relationships, we have to run a study. The purpose of this study is to emphasize and bring out the impacts of digital marketing on customer relationships.

**WHAT IS DIGITAL MARKETING?**

Digital marketing is a term used to describe the integrated marketing services used to attract, engage and convert customers online. Digital marketing utilizes multiple channels such as content marketing, influencer marketing, SEO, social media and online advertising to help brands connect with customers and uncover performance of marketing programs in real-time. (Lee Oden, 2014).

**Email Marketing:**

Being one of the earliest forms of digital marketing, it includes delivering personalized or targeted messages at the correct time.
SEO (Search Engine Optimization):

It is the most general type of Digital marketing which is used to increase the website’s visibility across the search engines. There are various techniques involved in this process ranging from on-site technical analysis and improvement, to blogging, link-building and content creation.

PPC (Pay per Click):

It is better known as Paid Search. In this process paid adverts are typically placed to the right or above of the ‘organic’ search results. The cost will depend on the competitiveness of the keyword you’re bidding on.

Social Media:

It is all about managing a brand’s image across multiple social channels including Twitter, Facebook, Pinterest, Linkedin and many others. This type has become greatly popular, mature and complex over the last few years.

Online Advertising:

It involves the process of advertising on others website. For example, you can buy a banner space on popular website, paying the website owner for the same.

Text Messaging:

Besides, the aforementioned online marketing components, it is the widely used Digital marketing type. Especially, with the exponential rise in usage of smartphones around the world has enhanced the dependency on them for quick and timely information.

RESEARCH DESIGN:

Descriptive Research:

The type of my research is descriptive. The main purpose of this research is to understand the effects of digital marketing on customer relationships. Both quantitative and qualitative data have been analyzed in this research. The main aim is to find the additional information about the research topic. The researcher tries to come up with a new insight with the existing problem. Basically, the researcher goes deeper into the subject matter so that he can provide elaborate description of the problem. Through this research, researcher extends the knowledge on that particular matter. Descriptive research is quantitative in nature.
DATA COLLECTION:
For this research I have selected a sample of 25 from the population. I have randomly selected my sample. My sample is all the people who knows about the internet, active on social networking sites and have a little bit of knowledge on digital marketing. Most of my sample are College students and few are professionals. I am using primary data as the information that I have gathered are specifically for my research. In order to collect my data I will be following computer administered mode.

DATA ANALYSIS:
This chapter discusses about the primary data that are collected through survey and analysis of those data.

Question 1: Gender

Findings and Analysis: From the 25 respondent 14% of the respondents are male and 9% of the respondents are female.

Question 13: What type of content do you like to see on digital media?
Findings and Analysis: According to the data, 48% customers like to see product or service related data, 32% customers like to see engagement contents, 16% customers like to see funny contents and only 4% customers like to see educational contents. From this data brand can rethink about their content planning and act upon it. If brands create contents which are based on customer likings, they are most likely to be happy with the brand. In business, happiness does create loyalty.

SUGGESTION:
❖ The required time to respond to the queries needs to be more prompt
❖ Brands should take more surveys on customer preference regarding the shared contents of the brands.
❖ Top 3 fans of the month can be a strategy to engage more customers to the brands pages.
❖ Giving rating points to the fans can motivate fans to increase their rating points. In order to do that they will engage themselves more on the page.

CONCLUSION

In this report I tried to show the effects of digital marketing on customer relationships. After taking the survey, I can conclude that brands are connected to their customers more than ever. The effectiveness of digital marketing is clearly shown in the report. In this digital age, to build a good relationship with customers need only one thing to do and that is digital marketing. Brands are trying to listen to their customers and providing best possible service to them. The amount of people in digital media is huge. Anything positive about the brand can lead them to success. After the study the research objectives are fulfilled. All of the objectives are properly achieved through the research.