

## *A Study of Digital Marketing Tools for Online Business Nowadays*

**Mr. Deepak Devendra Gaikwad**

*Research Scholar*

*Department of Management Science,*

*Dr. Babasaheb Ambedkar Marathwada University, Chhatparti Sambhajinagar*

### **Abstract:**

Digital marketing has become an essential component of modern business strategies. With the rapid growth of the internet and digital technologies, businesses increasingly rely on digital marketing tools to reach customers, enhance brand awareness, and improve sales performance. This study examines various digital marketing tools used by online businesses, including Search Engine Optimization (SEO), Social Media Marketing (SMM), Email Marketing, Content Marketing, and Pay-Per-Click (PPC) advertising. The paper explores their effectiveness, advantages, challenges, and impact on business growth. The findings indicate that digital marketing tools provide cost-effective, measurable, and targeted marketing opportunities, making them indispensable for online businesses in the contemporary market environment.

**Keywords:** Digital Marketing, Online Business, Search Engine Optimization, Social Media Marketing, Content Marketing.

### **Introduction**

The digital revolution has transformed the way businesses interact with customers. Traditional marketing methods are increasingly being replaced by digital marketing strategies due to their broader reach and cost efficiency. Digital marketing refers to the promotion of products and services through online channels such as websites, search engines, social media platforms, and mobile applications. Online businesses depend heavily on digital marketing tools to attract, engage, and retain customers.

### **Objectives of the Study:**

1. To understand the concept of digital marketing in online business.
2. To identify major digital marketing tools used by online businesses.

3. To analyse the benefits of digital marketing tools.
4. To examine the challenges associated with digital marketing.

## **Research Methodology:**

This study is based on secondary data collected from research journals, books, websites, and published articles related to digital marketing. The collected information has been analysed descriptively to understand the role and effectiveness of digital marketing tools in online businesses.

## **Digital Marketing:**

The Role of Digital Marketing in business growth

Digital Marketing is vital in driving business growth and success in today's technological era. With the ever-increasing reliance on online platforms and the growing number of internet users, businesses need to leverage Digital Marketing strategies and the Digital Marketing Funnel to effectively reach their target audience, build brand awareness, and achieve their marketing objectives. This is where the importance of Digital Marketing becomes clear, as it helps businesses connect with their audience in meaningful ways. This section of the blog will explore the role of Digital Marketing in greater detail:

### **The Role of Digital Marketing in business growth**

#### **Expanding brand visibility**

Digital Marketing allows businesses to enhance their brand visibility and reach a wider audience. Through various channels like search engines, social media platforms, and email campaigns, businesses can promote their products or services to potential customers globally. With the implementation of effective Digital Marketing strategies, businesses can increase their online presence. This ensures that their brand remains visible to their target audience.

#### **Targeted audience engagement**

One of the key roles of Digital Marketing is the fact that it can target specific audiences. By employing tactics like SEO, businesses can optimize their website content in order to rank better in the search results for relevant keywords. This ensures that their website is visible to users actively searching for products or services in their industry. Further, Social Media marketing helps businesses target specific demographics, interests, and behaviours, ensuring that their content reaches the right audience. Moreover, engaging with the target audience through personalized messaging and tailored content fosters stronger connections and increases the likelihood of conversions.

## **Online Business:**

### **What is online business?**

All activities where products and services are negotiated and paid for across the Internet are examples of online business. If somebody asks whether you are involved in online business, they want to know whether you buy and/or sell goods or services electronically. Electronically, in this case, means online or through the Internet. “Online business is any kind of business activity that happens over the internet. Running an online business can include buying and selling online or providing an online service.”

### **Online business includes goods and/or services**

All types of business activities that take place via the Internet are examples of online businesses. Somebody who provides a service online and has paying customers has an online business, as does an entrepreneur who sells products over the Internet. The opposite of an online business is an offline business. Fifty years ago, all companies’ activities were offline because the Internet did not exist. If you wanted to buy something, you had to go to the physical premises of the seller, telephone them, or post a letter with a check (British English: cheque). In the 1950s, customers had to walk into a branch of their bank if they wanted to take out money or make a transfer. There were no personal computers, mobile phones, tablets, or Internet, which means that online banking did not exist.

### **Giant Internet businesses today**

Today, there are literally thousands of different kinds of online businesses. Amazon.com, for example, is a mega-giant. It is the world’s largest online retailer. It also focuses on digital streaming, cloud computing, and artificial intelligence. Fifty years ago, none of these companies existed. (Image created by Market Business News) Amazon currently employs 1,335,000 workers globally. It is one of America’s ‘Big 5’ in the tech world. ‘Tech’ in this context refers to electronic-based technology companies that are involved in creating software, providing Internet-related services, cloud computing, AI (artificial intelligence), and digital electronics.

### **Search Engine Optimization (SEO):**

What is SEO marketing?

SEO (search engine optimization) marketing is the process of optimizing your website and its content for visibility. An SEO-friendly site ranks high on a search engine results page (SERP) for relevant search queries (also called keywords), such as “jalebi near me” or “how to choose a career,” without the use of paid ads. In other words, optimizing your site for SEO

makes it easier for internet searchers to find your content, products, and services. SEO consists of several elements that help search engines like Google and Bing determine what a website is about and how it should rank on a search engine results page (SERP).

### **These elements fall into three categories:**

1. On-page SEO refers to a webpage's content and crafting. Search engines seek content relevant to the keyword, satisfy searcher intent, are well-structured and easy to navigate, and offer authoritative industry information.
2. Off-page SEO refers to the backlinks a site acquires. Backlinks occur when other sites link to pages on your site. The more authoritative and relevant, the better for SEO. Over time, backlinks can contribute to your site's authority and exposure.
3. Technical SEO refers to the backend aspects of your site, including title tags and meta descriptions that appear in a webpage's source code, the site's structure and navigation, how pages within a site link to one another, and the site's loading time.

Why is SEO marketing important?

An SEO-friendly site can lead to better rankings in SERPs, increase organic traffic to your website, and attract more consumers in your target market. Here are three additional reasons why you should prioritize your SEO marketing efforts.

1. SEO insights can help you understand what customers want

Much of running a successful business knows what customers want. You can gain customer insights throughout the SEO marketing process, including:

Understanding searcher intent or why customers search for particular keywords

Learning what content drives actions such as subscribing or purchasing products

Your guide to SEO content marketing

2. Create SEO-friendly content

Creating SEO-friendly content that your target audience finds valuable is the result of consistent effort. You'll want to optimise every page of your website, including the home page, about page, and other static pages, as well as blogs, articles, sales pages, and lead capture landing pages. Written content should include unique, authoritative information that satisfies searcher intent for a particular keyword. Integrate the keyword and related keywords into your subheadings and text seamlessly and grammatically without overusing them. Structure the content on each page to provide a logical and easy-to-navigate reading experience. This means using subheadings, bullet points, and numbered lists to organise information into smaller sections that are easy to find and skim.

### 3. Improve your technical SEO

Businesses often work with web developers or IT professionals to improve their sites' technical SEO. If you have access to your site's admin panel, you may be able to make these improvements or fix issues yourself. Start by logging into your website's admin panel, where you'll find different options for updating your site's settings, including metadata and navigation menus.

### **Social Media Marketing:**

What Is Social Media Marketing (SMM)?

Social media marketing (SMM) is the use of social media platforms to build a brand, increase sales, and drive website traffic. It allows companies to connect with customers, gather data, and measure the effectiveness of their marketing efforts in real time. As of October 2025, there were more than 6 billion social media users' worldwide, giving businesses unprecedented accesses to consumers. Because of its reach, targeting capabilities, and data analytics tools, social media marketing has become a core part of many companies' marketing strategies.

### **Why Is Social Media Marketing (SMM) So Powerful?**

The power of SMM is driven by the unparalleled capacity of social media in three core marketing areas: connection, interaction, and customer data.

#### **Connection**

Not only does a social medium enable businesses to connect with customers in previously impossible ways, but there is also an extraordinary range of avenues to connect with target audiences from content platforms (like YouTube) and social sites (like Facebook) to micro blogging services.

#### **Interaction**

The dynamic nature of the interaction on social media whether direct communication or passive liking enables businesses to leverage free advertising opportunities from eWOM (electronic word-of-mouth) recommendations between existing and potential customers. Not only is the positive contagion effect from eWOM a valuable driver of consumer decisions, but the fact that these interactions happen on the social network makes them measurable.

#### **Important**

Consider how different demographics may not have equal access to social media. Relying only on digital or online marketing may unintentionally exclude certain groups of people without online access.

## **Fast Fact**

**Social media marketing is also known as digital marketing or e-marketing.**

## **Shareable Content**

Businesses can also convert the amplified interconnectedness of SMM into the creation of sticky content, the marketing term for attractive content that engages customers at first glance. This gets them to purchase products and share the content. This kind of word-of-mouth advertising not only reaches an otherwise inaccessible audience but also carries the implicit endorsement of someone the recipient knows and trusts making the creation of shareable content one of the most important ways social media marketing drives growth.

## **Earned Media**

SMM is also the most efficient way for a business to reap the benefits of another kind of earned media customer-created product reviews and recommendations.

## **Content Marketing:**

What is Content Marketing?

Any content creation intended to increase awareness, attract customers, or promote a good or service is referred to as content marketing. Content marketing examples range from blogging and writing informative articles to sharing pictures and videos and using various social media advertising. Information and value are what differentiate content marketing. While traditional marketing strategies emphasize grabbing attention, content marketing must be rich in informative data and content.

## **Benefits of Content Marketing**

**These are some benefits of content marketing.**

### **Increases Engagement**

By exploring the published content, content marketing organically tempts potential buyers to linger and interact with the website. Original concepts and cleverly created content catered to the target audience enhance the overall consumer experience and ensure engagement.

### **Findings:**

1. Digital marketing tools significantly contribute to business growth.
2. Social media marketing and SEO are among the most widely used tools.
3. Digital marketing provides measurable and cost-effective results.
4. Businesses that adopt multiple digital marketing tools achieve better customer engagement.
5. Continuous technological updates are necessary for successful digital marketing implementation.

## Suggestions:

1. Businesses should invest in SEO and content marketing for long-term growth.
2. Regular analysis of marketing campaigns should be conducted.
3. Organizations should focus on data security and customer privacy.
4. Training programs should be provided to marketing professionals.
5. Integration of AI and analytics tools can improve marketing effectiveness.

## Conclusion:

Digital marketing has become a vital tool for online businesses in the modern era. The use of SEO, social media marketing, email marketing, content marketing, and PPC advertising enables businesses to connect with customers effectively and achieve sustainable growth. Despite certain challenges, digital marketing offers numerous advantages that outweigh its limitations. Therefore, online businesses should continue adopting and improving digital marketing strategies to remain competitive in the digital marketplace.

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