

# Effectiveness of the different Digital Marketing Strategies on Goan Youth

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**Abstract** - Digital Marketing encompasses the various strategies designed to help businesses optimize their presence thereby allowing them growth. It involves more than just displaying an advertisement, it uses Internet based advanced tools to research, manage, track and analyse web traffic. This paper studies the effectiveness and the impact of the different Digital Marketing strategies like Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Influencer Marketing and E-mail Marketing on the youth in Goa.

**Index Terms** - Digital Marketing, Goan Youth, Search Engine, Social Media.

## I. INTRODUCTION

India with over 1.3 billion people is a huge market for E-Commerce Businesses and with better Internet speed and connectivity reaching even rural India, Online shopping and with-it Digital Marketing is expected to grow exponentially. The power of Digital Marketing allows geographical barriers to disappear making all customers and businesses potential buyers and sellers. Being cost effective, measurable, and having tremendous potential for exposure, businesses had already recognized the value of online marketing [1]. The Covid19 pandemic has just expediated this shift from traditional marketing to a Digital form.

The success of any business depends highly on the strategies incorporated to market it, these businesses can benefit tremendously from Digital Marketing strategies such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Influencer Marketing, E-mail Marketing, and Social Media Marketing [3]. Today, with live content as the fastest growing segment of internet video traffic Digital Marketing is the most promising medium to connect with the new generation.

In this Tech savvy world of Facebook, Instagram and YouTube, youngsters have integrated the internet into

everything they do – school, entertainment, shopping socializing etc. Young people have traditionally been the major shoppers online and are frequent users of tablets and smart phones creating three different markets – the primary market, the influencer market, and the future market [2]. Youth have also always been a prime target for marketeers. To make their presence felt in this very influential and important segment, businesses need to find innovative methods to capture and hold their customer attention by creating meaningful content and designing appealing easy to use websites. Businesses have long recognized that the Internet is their most powerful tool and failing to utilize it could be a major disadvantage [5].

## II. OBJECTIVE

This paper aims to study the effectiveness of the different Digital Marketing strategies such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Influencer Marketing, E-mail Marketing, and Social Media Marketing on the Youth in Goa.

## III. METHODOLOGY

The study group consists of 170 youngsters in the age group of 15 – 25 from different parts of Goa. The data required for the study was collected through a questionnaire both in offline mode and also through Google forms.

## IV. RESULTS AND ANALYSIS

TABLE 1: Demographic Information of Participants

Age- group	Gender		Total no.
	Male	Female	
15-18 years	17	28	45
18-21 years	40	30	70
21-25 years	32	28	60

Analysing the effects of the different Digital marketing strategies on the study group:

Search Engine Optimization (SEO)

TABLE 2: Participants response to viewing of SERP

View only 1st Search Engine Result Page	67%
View First 2- 3 Search Engine Result Page	20%
View all Search Engine Result Page	3%

In the survey conducted 67% of respondents viewed only the first Search Engine Result Page (SERP), 20% said they would view the first few result pages while only 3% said they would view all the Search Engine Result Pages.

This highlights the importance of Search Engine Optimization in Digital marketing. Businesses need to invest in Search Engine Optimization so that their site can be listed higher in the Search Engine Result Pages. Search Engines are constantly updating their algorithms hence content development needs to be given utmost importance by the organization.

Search Engine Marketing

TABLE 3: Participants response to using a Search Engine to find products

Use a Search Engine to search for products	92.9%
Do not use a Search Engine to search for products	7.1%

The survey found that most respondents regularly used Search Engines to find a product or service they required. As all paid advertisements are placed higher as compared to organic searches, Search Engine Marketing can play a vital role in the success of a business in this digital age.

Influencer Marketing

TABLE 4: Participants response to if they recommend Online sites

Recommend Online sites to family and friends	87.3%
Never recommend Online sites to family and friends	12.7%

Youth can be a very important medium of marketing and can be a huge factor in the dissemination of information to others. The survey once again emphasizes on the role of youngsters as influencers especially in areas in which the older generations are not too familiar.

Social Media Marketing

TABLE 5: Participants response to the most influential source of advertising

Social Media	62.1%
Online Advertisements	17.2%
Television	20.7%

Social Media can make or break a business today. The results of this survey clearly emphasized the role of social media in Digital Marketing. 62% of the respondents agreed that social media was the most influential advertising medium, 17.2% felt that online advertisements influenced them while only 20.7% felt that traditional mediums like television were influential in advertising. This indicates that pay per click advertisements will be successful in attracting customer attention only if businesses do a proper study of the sites their customers visit and their preferences. Social media sites like Instagram, Facebook, twitter is a great medium for businesses to connect with the youth. Businesses can also use affiliate marketing to take advantage of the power of social Media and drive traffic to their site.

E-mail Marketing

TABLE 6: Participants response about E-mail Marketing

Read marketing e-mails about products, services, sales	55%
Do not read e-mails about products, services, sales etc..	45%

Around 55% of respondents to the survey agreed that sending E-mails and messages regarding offers and sales alerted them about the sites they often visited, offers they received. E-mail and SMS marketing is also a cost-effective method that allows businesses to nurture leads while the entire customer base can be reached with negligible effort. The key here is to send the right email to the right segment.

V. CONCLUSION

To compete and grow businesses have realized the importance of Digital Marketing in their promotional efforts. Learning what pages consumers visit and the type of searches they perform will help them create and deliver relevant content and marketing messages on the go.

The biggest trend should be the move from interrupting people with advertising messages and commercials to using content and social media so that they can be easily found by customers. The survey conducted on Goan youth in the age group of 15-25 found that they could be a huge influence on their parents, friends and also on social media, further SEO and SEM needs to be a fundamental part of any good Digital Marketing Strategy.

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