

# IMPACT OF DIGITAL MARKETING ON CUSTOMERS

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**Abstracts:** Digital marketing is a marketing term for the marketing of products and services using digital technologies. The goal of this research is to explore the magnitude and impact of online marketing on customers, to explore social media methods, and introduce the best way to reach out to customers. The aim is to show if marketing methods used by companies are appealing to customers as well as to find out which marketing strategy is most successful for a target market by organizing a survey that is focused on social media and email marketing, and to predict where the customers want to see business marketing.

**Keywords:** digital marketing, customers, marketing strategy, social media

## 1. Introduction

Digital marketing is a marketing term for the marketing of products and services using digital technologies. Digital marketing is marketing that operates mainly through the internet. This also includes mobile phones, display advertising, and

other digital medium. In other words, digital marketing represents the promotion of products and Brands to all kinds of forms of electronic media. This type of marketing is very different from conventional ones, in view that involves the use of channels and methods that had one thing in golf allowing businesses to

analyse marketing campaigns. It also gave the opportunity to measure what is effective and what is not in a quicker and better way. Overall getting the information of what is mostly being viewed, for how long is viewed is the job that is done by the digital marketers. The most used channels in digital marketing are the internet, digital marketing covers all platforms, control of marketing strategies, and of course the plans for customer satisfaction. Tasks like boosting website traffic, maintaining social media accounts, SEO (search engine optimization) are considered as a very important part of marketing strategy.

A huge impact on digital marketing can be seen in people's interactions lifestyles and habits. All of these started with increasing Internet accessibility. People are online every day and the number of those people is increasing from day-to-day. Approximately 3.03 billion people are interacting with their presence in various types of social media. This information can be a huge advantage for small businesses to operate more efficiently and globally.

## **2. Literature review**

While researching digital marketing the author realized that one of the most significant changes in the

last decade and the business environment has been caused by development of Internet. The main point is that organization of companies has changed to evolve mostly into the digital environment influenced by the internet business model and digital marketing techniques. (Jose Ramon, 2019).

Digital marketing strategy shows how to integrate digital marketing techniques into overall business strategy and how to present that strategy to obtain approval from decision-makers. It contains practical models covering vision-based and real-time planning, content making, planning presentation strategies and more. (Simon Kingsnorth, 2016).

The huge growth of social media rapidly transformed the interaction between people and organizations in sharing a common interest in many kinds of things such as music, movies, education, friendship, Etc. (Edosomwan et al. 2011).

There is a difference between social media and social networking social media is primarily used to share information with social media users. Social networking is used for engaging people with common interests and to build relationships in such a community. (Edosomwan, 2011).

Though the term digital marketing is relatively new yet its impact is big, intimidating, and sophisticated. Being one of the important tools in businesses is looking for an explicit thanks to start and accommodate digital marketing but they have lack of understanding and implementing it (Dašić, et al., 2023). Nowadays, Social Media like Facebook, Google Plus, Twitter, and other social media have effectively transformed the attitudes and perceptions of targeted consumers. This Digital marketing was done through an assessable wide network of shoppers with reliable data with real-time feedback on customer experiences. Generally, digital marketing is the use of modern technologies to assist marketing activities to improve customer knowledge by matching their needs and wants (Chaffey and Smith 2013; Vljaković, et al., 2023).

With the growth of Internet use of smart phones in 2010 companies started to understand the true importance of digital marketing in the world. It is considered that both online and traditional marketing are needed to be done simultaneously. (Parsons, Zeisser, Waitman 1996).

Moreover, word-of-mouth is linked with creating new members and increasing traffic on the website, pages

or online events which in return increases the visibility in terms of marketing communication. Facebook, the most popular tool for social communications, has opened the door for marketers to communicate with millions of people about products and services and has opened new marketing opportunities. Ensuring this to be successful it is required for the business to set up effective communication strategies to engage the customers and enhancing their experience on specific product or service (Mangold and Faulds, 2009).

It is important to notice that customers are more aware about things they want and things they don't want. In this sense they're capable of informing other customers about situations of over and under delivery. It is not only that they are matching what the business is doing, but they're also comparing your business with every other businesses that they are dealing with (Raketić, 2022). In this way customers are building their own experiences and expectations for business that they have been following for some time. The social business stands for equipping the organization to listen, engage, and make efforts to respond to customers directly through conversation. This encourages customers to share their positive experi-

ences with others. What scares every marketer is exactly the opposite, customers sharing their bad experiences. Having in mind social customers are the most useful tool for brand promotion they can also be the marketers' worst nightmare. Posting negative experiences means that the popularity of certain businesses can fall rapidly by creating customers' distrust. (Dave Evans with Jake McKee, 2010).

### **3. Research findings**

The survey has been created and conducted. Authors managed to receive 100 responses. The survey was active for a week and it was shared to people online. The information gathered from the survey has as a goal to show which type of platform is most effective to reach customers. The trends that are determined based on the age demographics are showing which social media platform stands above others.

The person's age range was the first question of the survey. Out of the total respondents, 27 respondents were between 18 and 22 years old, 45 of them were between 23 and 35, 28 of them were 36 to 50 and 4 of them were over 50 years old.

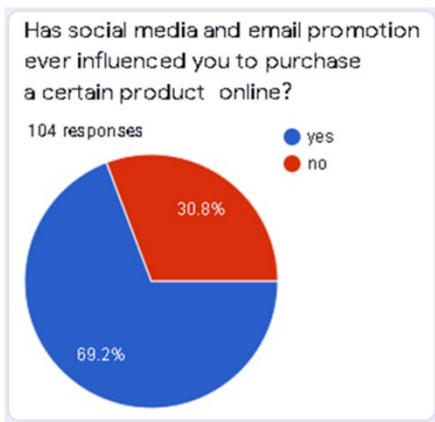
The second question of the survey was, do you have an Instagram account? Out of 125 respondents,

17.5% don't have an Instagram account and 82.5% have. The goal for this question was to see the relationship between people who don't have an Instagram account and their age and of course, people who have an Instagram account. People who don't have an Instagram account are usually people over 50 years old.

The fourth question of the survey was what is your primary email account? This question has a goal to determine who has an email account and who doesn't have more than comparing their primary email accounts. Almost every respondent has an active email account. As we can see 67 responders are using the Gmail account, 13 of them are using Yahoo, 10 responders prefer Hot-mail, 7 responders have business organization mail, and six of them don't have email.

The next question has as a goal to determine how respondents (customers) tend to follow the business they are interested in. From 102 responses 34 of them said that they prefer to follow business through email. For these 34 customers, it's assumed that they either don't have Instagram accounts or they prefer email to follow the brands that they like. Yet 68 responses to this question were that social media accounts are used to be updated with business promotions.

The next question was have you ever participated in business promotion due to online social media marketing? From this chart, we can see that most of the responses have never participated in online brand promotion precisely 60 people. Still, 41.7% that is 43 people who have experience in this kind of promotion.

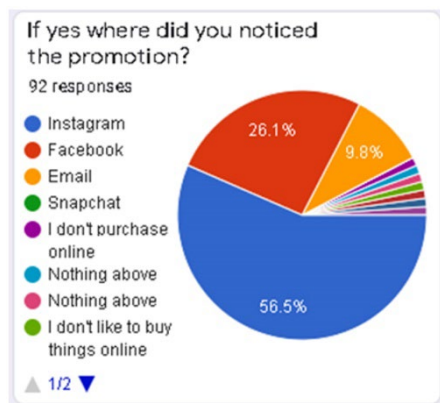


Source: Authors' figure derives from the research

For the next question, the author has asked people if social media and email promotion have ever influenced them to purchase a product. From the responses, we can see the 72 people have been influenced by online promotion to buy a certain product and 31 of them have answered no. The responses to this question were different and that is showing that social media adverti-

sing is a pretty much effective way to sell products.

The last question was where the customers have notice the promotion. There were multiple-choice for answering this question and it was referred to people who previously answered with yes. There was also an option for a different answer to those offered. From 91 responses the biggest number was for Instagram, the second one was Facebook, only nine were email, and just one is Snapchat. There were more answers like "I have not noticed the promotion on any platform that's was good enough to make me purchase the item", "I don't purchase online" etc.



Source: Authors' figure derives from the research

#### 4. Conclusion

As a main conclusion, social media marketing (Facebook, Instagram, and Snapchat) requires more attention from small businesses in order to attract more customers. In general, when this kind of marketing is used effectively online marketing campaigns have more potential to reach customers in a much faster and low-cost way. Developing social media marketing is considered as one of the most important and influential trends in the field of business. In the past 10 years this kind of marketing has become a revolutionary.

It has become the most represented way of advertising in which businesses and customers interact with each other. Online marketing empowers dissatisfied customers to post bad reviews that have as a goal to waken a certain marketing promotion and in that way destabilize a business. However aside from bad effect, online marketing has it is considered as the most positive and revolutionary thing that ever happened to both big and small businesses.

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## UTICAJ DIGITALNOG MARKETINGA NA KUPCE

**Sažetak:** Digitalni marketing je marketinški termin za marketing proizvoda i usluga korišćenjem digitalnih tehnologija. Cilj ovog istraživanja je da se istraži značaj i uticaj onlajn marketinga na kupce, da se istraže metode društvenih medija i predstavi najbolji način da se dođe do kupaca. Cilj je da se pokaže da li su marketinške metode koje koriste kompanije privlačne kupcima, kao i da se otkrije koja je marketinška strategija najuspešnija za ciljno tržište organizovanjem ankete koja je fokusirana na društvene mreže i email marketing, kao i da se predvidi gde će se kupci žele da vide poslovni marketing.

**Ključne reči:** digitalni marketing, kupci, marketing strategija, društveni mediji