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# Digital Marketing Strategies to Increase Profitability

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**ABSTRACT:** A period a moment to the Digital marketing has emerged as a result of how the Internet was created, which has expanded marketing into a new territory. Businesses are forced to compete fiercely for the attention of customers due to the importance of digitization and online presence. This study paper focuses on finding solutions to the issues raised by Professor Amplification Of, a Finnish company that makes high-quality amplifiers, guitar pedals, and connections. To provide answers to the survey questions. Digital marketing for companies during the survey process. Approaches, theoretical material, and information are discussed in the next chapter. Only the study of internally collected data is included in the investigation's purview.. Interviews and surveys are the main survey methods chosen to collect supporting information. Such articles and the chosen research methodology are complemented by the outside perspectives of writers, literature, and other reliable sources. Analyzing the existing scenario highlighted the company's digital marketing strategy's strengths and shortcomings, which were judged to be insufficient. The author offered a course of action to resolve the issue. Contains suggestions for utilizing content marketing and maximizing social media networks.

Due to the development of technology and the expansion of the internet, digital marketing has changed significantly over time. To comprehend the goals of companies, marketers, and customers, numerous research studies in the field of digital marketing have been carried out.

the significance of digital marketing, its strategic orientation, customer behaviour, and its impact on business success, among other study aims in digital marketing. The discussion will also focus on the difficulties both academics and industry professionals in the field of digital marketing encounter.

## I. INTRODUCTION

Social media provides a platform for global connection. Students frequently use this social media platform numerous times each day and consider it a significant aspect of their life. Social media have changed how people, groups, and associations generate, share, and exchange information during the past few years. The majority of students have also grown so used to social media that the ways in which they communicate, express themselves, establish communities, and participate in other online activities have become a part of their entire world. Therefore it's critical to look back and consider how we got here and what our most recent social media "advancements" could indicate for us going forward. This is due to how accessible, interactive, usable, and widespread current social media are compared to conventional media (such newspapers and television). In 2017, internet users used social media and messaging services for an average of more than 2 hours per day, or around one-third of their total daily computer use. As a result, people may have more fulfilling lives. Although mobile devices are not always necessary for accessing social media, their efficacy is increased since they are used more frequently. A mobile device that can access the internet is available to more than 95% of students, so implementing mobile technology in the classroom may only exclude 5% of kids. Yet, the majority of colleges have computer laboratories on their campuses. Some of them also provide students the option of momentarily borrowing a laptop or tablet, which might motivate them to research accessibility issues and seek out information. Giving children the chances required engage with others and build social networks that will support them throughout their academic careers and beyond is one of the main goals.

It uses a variety of tactics, including content marketing, social media marketing, email marketing, and search engine optimization. The main goal of digital marketing is to efficiently and effectively contact the target audience. With the development of digital technology, marketers are turning their attention to digital marketing, and numerous research projects have been launched to comprehend its goals.



## II. REVIEW OF LITERATURE

The commissioning company, makes use of the most effective digital marketing tools, and then uses those tools to implement marketing strategies to identify the best ways for the company to represent itself online, and provide unbiased recommendations and suggestions on digital marketing strategy that are supported by the unique circumstances, theoretical and empirical research. The research question, which has been developed as an explicit digital marketing plan serving its long-term objectives; as a result, the research's conclusion should provide the appropriate one. This is the driving force behind this work. Keep in mind that needs to be reliable and consistent, and effective digital marketing methods are essential to achieving that objective.

### Research Objectives

- The purpose of the research in Digital Marketing Strategies to improve Profitability is to provide businesses with information that will enable them to market their goods and services online profitably. Finding the digital marketing methods that can boost revenue most effectively is the main goal. Analyzing consumer behavior to find the sales-boosting channels, optimizing advertising campaigns, and spotting new trends in digital marketing are some examples of how to do this. The research can also look into ways to enhance the online customer experience and create efficient targeting and retargeting techniques to boost client loyalty and repeat business. Overall, the study intends to offer companies useful information for creating and putting into practice profitable digital marketing strategies.

#### How Businesses May Reduce Costs for Their Goods or Services Using Digital?

- Prices are generally low when using digital marketing. You spend nearly nothing to develop things like email campaigns, social media interactions and postings, and website content. Your CAC is minimal when customers contact you through these methods.

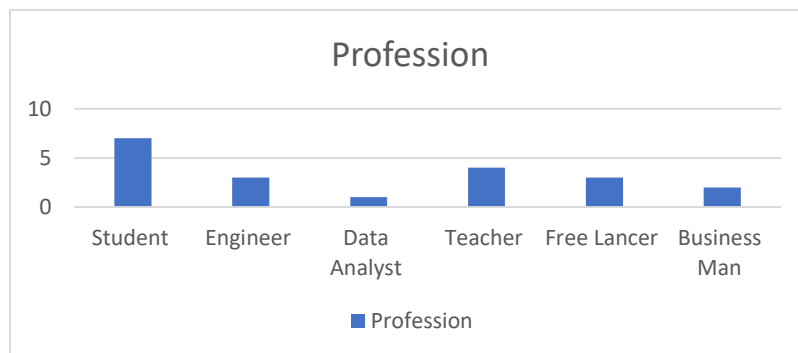
## III. RESEARCH METHODOLOGY

If any clarifications or accurate information on various themes were needed, there was also continuing communication with two key individuals within the case firm, often through emails.

Since the study focuses on providing business-tailored solutions, developing a digital marketing action plan, and finding the most important and crucial concerns to listen to, it will be referred to as being objection-based.

### Data Analysis and Interpretation

#### Your Profession

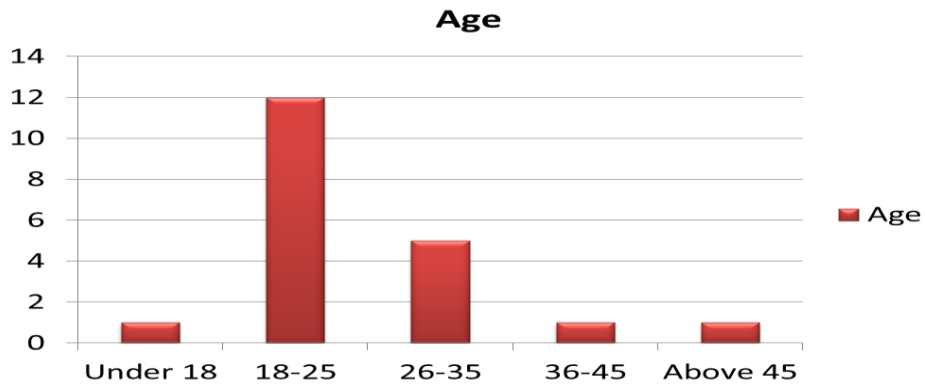


#### INTERPRETATION

We can see the respondents' percentage of vocations in the bar diagram above. According to the data, out of the 20 respondents, there are 7 students, 3 engineers, 1 data analyst, 4 teachers, 3 independent contractors, and 2 businessmen. Delhi to Noida



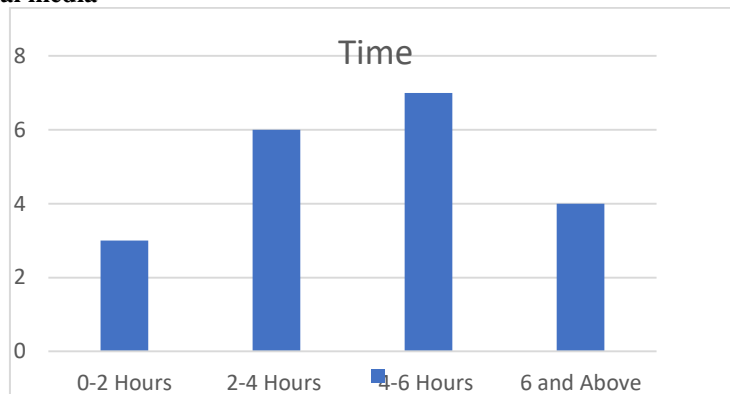
**Present Age**



**INTERPRETATION**

According to the above bar graph, the majority of our respondents are in the 18 to 25 age range, and they are the ones with active social media accounts.

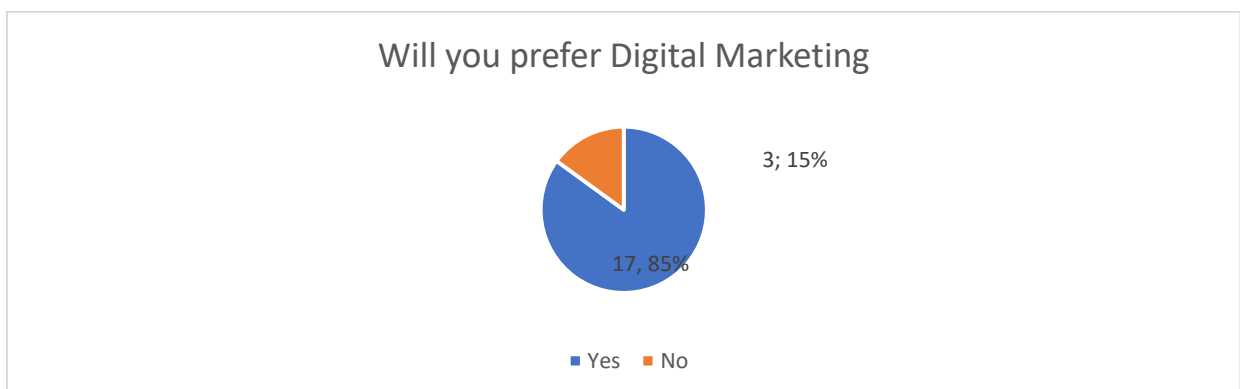
**Time you spend on social media**



**INTERPRETATION**

From the above bar graph, we can say that 3 respondents spend 0 to 2 hours a day on social media, 6 spends 2 to 4 hours, 7 spends between 4 to 6 hours while 4 people spends 6 and above hours on social media.

**Will you choose to employ Digital Marketing if the opportunity arises?**

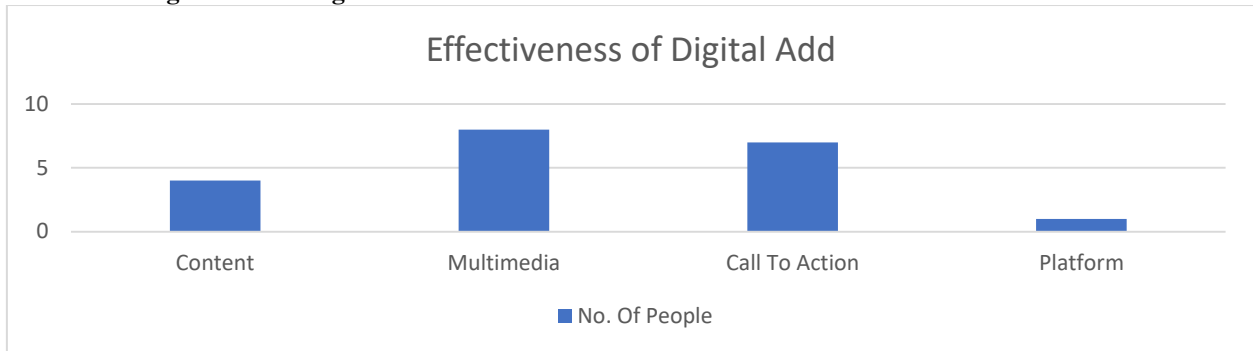




**INTERPRETATION**

According to the above Pie Chart, 17 of the 20 respondents voted yes to digital marketing, accounting for almost 85% of the total.

**What makes Digital Marketing More Effective**



**INTERPRETATION**

From the above Bar Graph, we can see that when it comes to effectiveness of a Add on social media 4 thinks that content is important, 8 thinks that the multimedia that we use is important, 7

**CASE STUDY ON STANZA LIVING**

In major cities all around India, Stanza Living is a top provider of student housing, providing students with cozy and secures quarters. Since its founding in 2017, the business has swiftly built a solid reputation for offering top-notch housing solutions with a strong emphasis on community and student experience.

The hostels run by Stanza Living are distinguished by their cutting-edge, well-thought-out amenities. Each hostel has comfortable bedrooms, study places, and communal facilities like living rooms, kitchens, and laundries. Also, the organization offers a variety of amenities like high-speed internet, housekeeping, and security services to make sure that students have a relaxing and stress-free time living there.

A sense of belonging among its residents is something that Stanza Living sets a high value on. In order to promote student interaction and relationship-building, the company holds frequent events and activities. Film screenings, gaming nights, cultural celebrations, and sporting competitions are some of these occasions.

For the benefit of students, Stanza Living has also adopted cutting-edge technological solutions. Residents can, for instance, make service requests, report maintenance issues, and interact with staff members and other residents using the company's mobile app. The app also offers access to a number of tools, including local maps and details on surrounding eateries and attractions.

The organization has gotten great comments from its inhabitants, who value the cozy and practical living quarters as well as the sense of community and assistance offered by the employees. As part of its dedication to sustainability, Stanza Living has also received praise for its efforts to cut down on waste and energy use.

As a result of putting residents' needs first and fostering a strong sense of community, Stanza Living has become a recognized leader in the provision of student housing in India. Students looking for a welcoming and comfortable living environment frequently choose it because of its contemporary facilities, cutting-edge technology, and dedication to sustainability.

Subhash dubey a manager of stanza living has faced a challenge to Increasing sales and revenue of Stanza Living's major problems, particularly in a market with fierce competition and a lot of businesses providing comparable services. The business has to stand out from the competition in order to win over potential clients

**SOLUTION:-**To meet this problem, Stanza Living developed a sales plan that emphasised the following significant factors:

Customer experience that is smooth and personalised: Stanza Living recognised that millennials are very discriminating and value unique experiences. As a result, they customised their services to offer each individual consumer a seamless and comfortable living experience.





High-quality services and amenities: Stanza Living took care to make sure that all the amenities that young people would require were present in its homes, including high-speed internet, housekeeping assistance, laundry facilities, and round-the-clock security. To improve the quality of life, they also offered extra services including gaming areas, exercise centres, and community activities. Strong brand identity: Stanza Living succeeded in building a powerful brand identity that connected with its target market. They identified as a lifestyle brand that recognises and addresses the wants and needs of millennials.

Innovative marketing strategies: To reach its target population, Stanza Living employed creative marketing strategies. They used social media sites like Facebook and Instagram to promote their businesses, products, and neighbourhood events. They collaborated with bloggers and influencers as well to spread the word about their company.

RESULT:-Stanza Living's sales technique has been effective in bringing in new clients and boosting their revenue. They have been able to set themselves apart from their rivals and become a leader in the co-living sector by putting an emphasis on individualised experiences, first-rate amenities, a strong sense of brand identity, and creative marketing strategies.

#### IV. FINDINGS AND CONCLUSION

- The majority of respondents are young social media users between the ages of 18 and 25, who want to connect and talk with their friends as well as exchange photographs and comments on their posts.
- 90% of respondents indicated that they would want to make more recommendations to their friends, family, and relatives, while 10% said they would rather not.
- 95% of customers are satisfied with their entire social media-Meta experience.
- 6 respondents typically click on adverts on social media whereas 6 respondents never click on Social Media advertisements.
- We may infer that 8 respondents use social media daily for 1 to 3 hours. Five respondents spend between three and five hours, two spend over five hours, and five respondents spend less than one hour.
- The speed with which individuals interact, socialize, study, and conduct business has increased as a result of social media. With technology pervasive in daily life and on all social networks, people have begun to share on social media and in virtual spaces. The majority of this evaluation aims to shed some light on whether or not our interpersonal relationships are being improved or hampered by online life, but also on how it is impacting today's youth in general. As web-based social networking develops, there is a place that has a lot of inspiration but where society still struggles, and we are failing to address it. The presence of social media in the twenty-first century has made student life more convenient. To be rational and legitimate, we must acknowledge that living an online existence has both advantages and downsides. Both on society as a whole and on individuals, the long-term implications of the social media revolution are not yet known. An in-depth contemplation is essential in this way. Wilcox (2012) says that as the impact of social media is gradual and grows over time, "raising your mindfulness is ultimately the method you check this. It's not about avoiding using social media; rather, just be aware of what it may do to you. You have the choice to either use online networking wisely or benefit from it in your social and academic life, as was mentioned at the conclusion of this essay, or becomes an internet casualty.

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