

# The Role of Digital Marketing Strategies for Start ups

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## **Abstract**

Modern marketing strategies for startup organizations play a crucial role in improving the country's economic landscape. In startups, people need to know who you are, making trust-building one of the most important aspects of persuading customers to buy your product. In today's rapidly growing digital and technological era, companies must establish a strong online presence to educate, engage, and reach their target customers effectively.

A key aspect of marketing strategy is identifying the target customers and understanding the platforms they use, whether on social or digital media. For startups, strategies should extend beyond having a website or blog to designing comprehensive marketing campaigns that capture and sustain the attention of the target audience. Creating curiosity in the minds of potential customers requires leveraging digital platforms effectively. This includes social media marketing, publishing valuable content online, and optimizing search engine visibility to enhance reach.

This study focuses on the role of digital marketing strategies for startups, emphasizing the importance of utilizing digital tools and social media networks to maximize outreach and build customer engagement.

**Keywords** - marketing strategies, startup, Digital, social media, networking

## **Introduction**

Starting a new business is an exciting time for entrepreneurs. You've created a product or service that you believe in, and you're ready to share it with the world. However, as you start to promote

your startup, you'll quickly realize that competition is fierce in India's fast-paced business landscape. This is where digital marketing can make all the difference.

Digital marketing is a broad term that encompasses a range of online marketing activities. It includes search engine optimization (SEO), social media marketing, email marketing, content marketing, and more. When done right, digital marketing can help you reach your target audience, build your brand, and drive sales.

Digital marketing offers entrepreneurs a means to expand their audience and develop brand awareness without spending much money. Startups can generate leads and conversions more effectively by using digital marketing to target particular audiences with customized messages. In contrast to traditional marketing strategies, digital marketing allows entrepreneurs to connect with potential customers globally, increasing their customer base beyond local marketplaces. Digital marketing provides a platform for startups to establish themselves as thought leaders in their industry and build brand awareness, essential for gaining a competitive edge.

## **Review of Literature**

Digital marketing is the forefront of every marketing campaign for any company despite the scale. Currently, no one launches a company without establishing a comprehensive digital marketing plan. Digital marketing is the most prevalent method of marketing in the modern technological era (Kamal, 2016).

Digital marketing for start-ups helps emerging businesses to adapt to the marketing plans and strategies for their targeted consumers, and at the same time ensuring compliance with the evolving complexity of customer behavior (Dwivedi et al, 2020).

Start-up companies are proving essential in the growth of the economy and in the past two decades the importance of start-up companies has increased globally (Mingione and Abratt, 2020).

## **Objectives of the study**

- To understand the role of Digital Marketing Strategies for Startup
- To study the major challenges faced by Startup Marketing in India
- To know the different Strategies for Startup

## **Research Methodology**

The study is based on both primary and secondary data. The primary data collected through various entrepreneurs and secondary data is collected from articles and online database.

## **Marketing Challenges for Startups**

- *Customer Acquisition:* Entrepreneurs must have a client acquisition strategy that clearly conveys the value they offer and sets them apart from rivals. Not having a proper strategy can result in a loss of customers.
- *Increasing Prospects/Leads:* Low-to-no success in generating qualified leads is another crucial business marketing problem. It can be difficult for a new business as potential clients are already connected with other companies.
- *Increasing Web Traffic:* Another step for entrepreneurs to attract leads and new clients is increasing web traffic. However, increasing website traffic might be difficult because many websites and online platforms are vying for users' attention.
- *Increasing Social Media Following:* Social media is a crucial marketing tool to spread brand awareness and connect with prospective clients. New businesses might find it difficult to establish a strong social media presence and gain more followers.
- *Increasing Conversions:* Even if a business gets leads, converting them into paying customers is a significant problem for startups. It is not enough if the leads you create do not convert into sales.

## **Digital Marketing Strategies for Startups**

1. Search Engine Optimization (SEO)
2. Content marketing
3. Pay Per Click, or PPC Services
4. Email marketing
5. Social media marketing
6. Mobile marketing
7. Affiliate marketing
8. Marketing analytics
9. Social Media Management

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

Search Engine Optimization refers to a set of practices that aim at increasing the visibility of a website on search engines like Google, Yahoo, and Bing. When a website ranks higher on a search engine, it gets more visibility which brings more traffic to the website, and ultimately more sales and engagement.

### **SEO Strategy for Startups**

To master this, search engine optimization experts search for the most effective keywords and key phrases that users type while doing the search. There are lots of SEO activities that are done both on the website (on-site) and other portals (off-site).

“The wording on your web pages, the way other sites link to you on the web, and the structure of your website are all factors in SEO.” Since search engines like Google follow a certain algorithm, it is a challenge for SEO experts and digital marketers to optimize the website considering that algorithm.

For example, if you launch a blog, search engines will direct organic traffic to your services pages, homepage, and landing pages. As a result, SEO enables small businesses to grow without spending any money on advertising.

- High ROI and long-lasting results that are also cost-effective
- Improve website’s performance in terms of speed and visibility
- Increasing your audience organically
- Easy gain of trust and authority
- Increase the trustworthiness of your brand

### ➤ **Content Marketing**

Here the term ‘Content’ refers to a number of text-based elements like blogs, articles, landing pages, white papers, videos, and much more. Content marketing is not just about creating and sharing the content, but the shared content should be persuasive enough to serve the purpose.

#### **Content Marketing Strategy for Startups**

Content marketing, contrary to Google’s pay-per-click advertising, is typically a long-term strategy. Marketers accumulate a library of material (text, video, podcasts, and so on) over time that will continue to drive traffic to the site via search engines. You can create more material for your website’s blog and social media channels with the aid of content marketing, a useful digital marketing technique for startups. Your SEO and SMO activities are supported by content marketing as well.

- Boost brand awareness
- Bolster your connections
- Make your brand known.
- Boost your brand’s credibility

### ➤ **Pay Per Click (PPC) Or Google Ads Marketing**

Paid adverts and sponsored search engine results come under the purview of pay-per-click advertising. This type of advertising is based on a simple model, which means your ads won’t appear the moment you stop your payment. PPC, similar to SEO, is a proven strategy that is leveraged to improve a company’s web search traffic.

#### **Google Ads Marketing Strategy for Startups**

Advertisements that appear at the top and sides of a page of search results, ads that appear when browsing the web, commercials that appear before YouTube videos, and ads that appear in mobile apps are all examples of pay-per-click advertising.

Another feature that sets pay-per-click apart from SEO is that you just pay for the outcomes. In a conventional PPC arrangement, such as a Google Ad Words campaign, you will only pay when someone clicks on your ad.

### ➤ **Social Media Marketing**

Social media is a buzzword these days. Today, almost every business has a social media footprint, be it a local beauty salon, a multinational enterprise, a public sector bank, or any other business entity. The best thing about social media marketing is that it provides an opportunity to brand by establishing direct communication with the end-user. This strategy involves posting content like social media posts, running ads, and sending direct messages to potential and existing users.

#### **Social Media Marketing Strategy For Startups In India**

Social marketers need to integrate with the rest of the marketing team to ensure that their message remains consistent across all platforms, both online and offline so that the entire brand is presenting the same story.

### ➤ **Email Marketing**

The concept of email marketing is nothing new and it is still known to be the most effective marketing strategy worldwide. Some marketers consider it as a sub-domain in the content market which is true to some extent.

#### **Email Marketing Strategy for Startups**

Among various available digital marketing strategies for startups, the most proven and long-standing strategy is email marketing. It has been used by startups as well as established businesses and brands in securing new customers or clients. In fact, it is known to give the highest ROI, which could be as much as 400%. This is why it is preferred by almost all marketers today.

While choosing this strategy to power up your digital marketing campaign, you need to keep in mind the following three things.

- To let your probable customers know when your business starts, you may use the coming soon or launch soon template on your website.
- You may expand your email list while providing beta testing for your tools or goods.
- Offering free trials, reports, demos, or e-books will help you grow your email list.

### ➤ **Mobile Marketing**

This kind of digital marketing focuses on targeting users on their mobile devices like smart phones and tablets. There are different routes a digital marketing agency takes to target them like websites, text messages, WhatsApp, email, social media, and others.

### **Mobile Marketing Strategy for Startups**

Mobile marketing is considered an effective way of digital marketing for startups as they can easily target their potential customer's right where they are.

There are lots of benefits mobile marketing offers to start-ups like:

- Using efficient marketing strategies to connect with a growing number of potential customers
- Increased client loyalty thanks to well-timed, personalized mobile advertising campaigns and satisfying customer service
- A high amount of interest in rapidly delivered tailored marketing messages
- Enhanced knowledge of the offered goods and services and current or upcoming limited deals from your company
- More “online transactions, services’ subscriptions & renewals, and business mobile app downloads” were successfully converted.
- High return on investment in comparison to the minimal investment necessary

### ➤ **Affiliate Marketing Strategy for Startups**

Affiliate marketing is also known as influencer marketing and intends to bring customers and businesses closer. In simple words, a digital marketing agency follows a typical approach to leverage affiliate marketing. Though there are several steps and stakeholders in affiliate marketing, the most crucial one is to choose affiliates.

- Leveraging social media power (social media marketing)
- Blogging combined with content marketing and search engine optimization
- Paid online advertising (Facebook, Pinterest, YouTube)
- Search Engine Marketing
- Email Marketing
- Utilizing professional and personal networks

### ➤ **Influencer Marketing Strategy for Startups**

Being a startup business, you may incur additional charges due to your unfamiliarity with influencer marketing. This is despite the fact that organic influencer selection is typically the least expensive method of influencer marketing.

- Reduces the time and expense spent looking for influencers
- Get to Work with Influencer Marketing Professionals
- Promotes Continuity in Marketing Efforts
- Based on Personal Associations
- May Create Top-Notch Content

## Conclusion

The objective of this research the value and influence of digital marketing on the competitive establishment and development of start-up companies. The research is based on the relationship between start-ups and digital marketing. The study further explored whether digital marketing can have a major effect on the growth of start-ups, improve brand awareness, gain customer loyalty and enhance customer relationships. This research demonstrates that most start-up companies do not perceive digital marketing strategy when implementing their business plan.

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