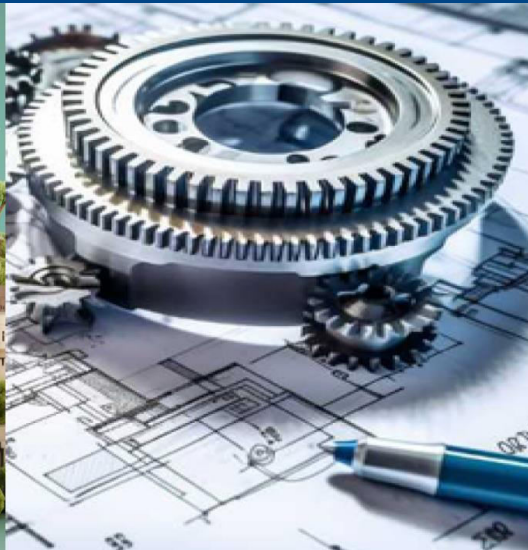
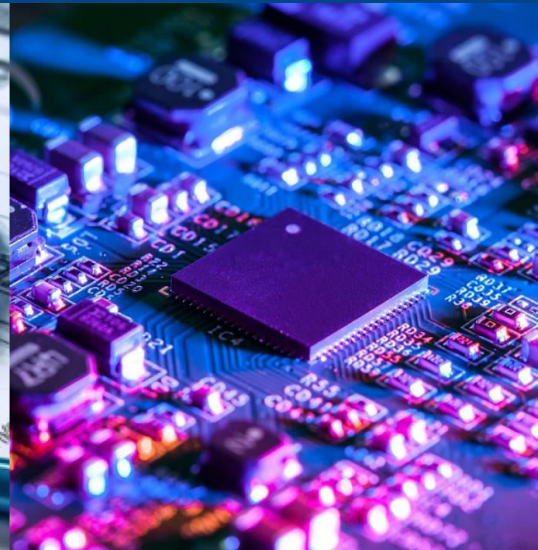
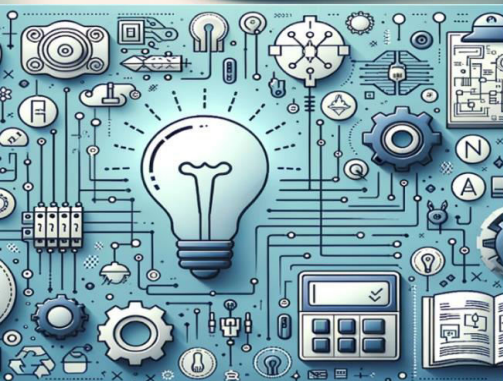




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Effectiveness of Digital Marketing Strategies: With Reference to Swift Power Products Engineering (P) Ltd

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ABSTRACT: Digital marketing has become an essential component of modern business strategy, enabling organizations to reach wider audiences, communicate with customers in real time, and measure marketing performance through analytics. This study evaluates the effectiveness of digital marketing strategies adopted by Swift Power Products Engineering (P) Ltd, an engineering and manufacturing company, with specific reference to how these strategies influence customer awareness, engagement, and purchase decisions. The study adopted a descriptive research design, and data were collected from 30 respondents through a structured questionnaire using convenience sampling. Responses were measured on a five-point Likert scale and analyzed using percentage analysis. The findings reveal that respondents frequently encounter digital marketing advertisements, particularly on social media, and that such advertisements positively influence brand awareness, product recognition, and purchase decisions. Online customer reviews, promotional offers, and discounts were found to meaningfully encourage purchases, while social media marketing and influencer marketing emerged as the most effective channels compared with search engine marketing and email marketing. Customer engagement through likes, comments, shares, and interactive content such as polls and contests was also found to be considerable. The study concludes that digital marketing strategies have a positive and measurable effect on customer awareness, engagement, and purchasing behaviour, and recommends that organizations maintain an active, consistent, and analytics-driven digital presence to strengthen brand visibility and long-term customer relationships.

KEYWORDS: Digital Marketing, Customer Awareness, Customer Engagement, Purchase Decision, Social Media Marketing, Manufacturing Industry.

I. INTRODUCTION

Digital marketing has become an essential component of modern business strategies in today's highly competitive business environment. The rapid growth of the internet, smartphones, and digital technologies has significantly transformed the way organizations communicate with customers, promote their products, and build long-term business relationships. Unlike traditional marketing methods, digital marketing enables organizations to reach a wider audience, interact with customers instantly, and measure marketing performance through real-time data and analytics.

Digital marketing combines various online techniques used to promote products and services through digital channels, including Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Content Marketing, Email Marketing, Mobile Marketing, Influencer Marketing, Video Marketing, and Pay-Per-Click (PPC) advertising. In the manufacturing sector, digital marketing is becoming increasingly important for establishing a strong market presence and maintaining effective communication with customers, distributors, and business partners. Manufacturing companies are no longer dependent only on traditional sales methods; they now use professional websites, LinkedIn networking, digital catalogues, email campaigns, online advertising, and social media platforms to showcase their products and generate business enquiries.



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This study was conducted at Swift Power Products Engineering (P) Ltd, a manufacturing company engaged in producing high-quality industrial components and engineering solutions for the automation, electrical, and engineering sectors. The company uses an official website, a LinkedIn business profile, email marketing, online catalogues, and a Google Business Profile to communicate with customers and generate enquiries. This research evaluates the effectiveness of these digital marketing strategies in building customer awareness, engagement, and driving purchase decisions, and offers practical suggestions to strengthen the company's future digital marketing initiatives.

II. PROBLEM STATEMENT

Although many organizations invest in digital marketing activities such as social media marketing, email marketing, search engine optimization, content marketing, and online advertising, it is essential to evaluate whether these strategies are achieving the desired results. For engineering manufacturing companies, digital marketing is particularly important for enhancing brand visibility, communicating with industrial clients, generating business enquiries, and building long-term customer relationships. However, factors such as limited online engagement, changing customer preferences, increasing competition, and rapid technological change may reduce the effectiveness of digital marketing efforts if they are not regularly evaluated and improved. This study therefore evaluates the effectiveness of the digital marketing strategies adopted by Swift Power Products Engineering (P) Ltd and identifies the factors influencing their success, so as to provide practical suggestions for strengthening the company's digital marketing performance.

III. OBJECTIVES OF THE STUDY

Primary Objective: To study the effectiveness of digital marketing strategies adopted by Swift Power Products Engineering (P) Ltd and their contribution to brand awareness, customer engagement, and business growth.

Secondary Objectives

1. To identify the major digital marketing strategies used by the company.
2. To examine the impact of digital marketing strategies on customer awareness and brand recognition.
3. To analyze the influence of digital marketing strategies on consumer purchase decisions.
4. To evaluate customer engagement generated through digital marketing activities.
5. To compare the effectiveness of various digital marketing channels.

IV. REVIEW OF LITERATURE

Chaffey (2022) stated that digital marketing has become an essential business function in the modern competitive environment, and that organizations integrating digital marketing with overall business objectives are more successful in improving engagement, traffic, and lead generation. Kotler, Kartajaya and Setiawan (2021) explained that digital marketing has transformed traditional marketing by enabling organizations to communicate directly with customers through multiple online channels, supporting personalized communication and faster customer response. Ryan (2020) and Strauss and Frost (2021) similarly found that SEO, content marketing, social media marketing, and email marketing together improve online visibility, customer engagement, and business performance, particularly when integrated rather than used in isolation.

Kingsnorth (2022) found that businesses investing in content marketing, SEO, and social media marketing attract more potential customers and improve conversion rates, while Tiago and Veríssimo (2019) observed that companies using multiple digital marketing channels achieve better engagement, cost-effective communication, and greater business opportunities. Järvinen and Karjaluo (2015), focusing specifically on industrial and B2B organizations, found that engineering and manufacturing companies increasingly rely on websites, email marketing, and LinkedIn to generate business enquiries and strengthen customer relationships — a finding directly relevant to the present study's manufacturing context.

Kumar and Sharma (2020) and Gupta (2021) emphasized that regular evaluation of digital marketing activities, supported by analytical tools, helps organizations identify opportunities for improvement and sustain long-term success. Chaffey and Ellis-Chadwick (2022) and Ryan (2021) reinforced that digital platforms help businesses reach wider audiences and build stronger relationships through personalized, interactive communication. Patel and Singh (2020), Verma (2019), and



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Kumar (2023) further found that digital marketing strengthens brand image, shapes customer awareness and purchasing behaviour, and should be continuously updated in line with changing customer expectations and technology.

While these studies establish the broad importance of digital marketing for customer engagement, brand awareness, and organizational performance, only a limited number have focused specifically on evaluating digital marketing effectiveness within engineering and manufacturing organizations. This study addresses that gap by examining the effectiveness of digital marketing strategies at Swift Power Products Engineering (P) Ltd.

V. RESEARCH METHODOLOGY

The study adopted a Descriptive Research Design, considered appropriate for describing respondents' opinions regarding digital marketing strategies and evaluating their effectiveness without manipulating any variables. Both primary and secondary data were used. Primary data were collected directly from respondents using a structured questionnaire covering digital marketing awareness, social media usage, customer engagement, brand awareness, and the effectiveness of various digital marketing channels, measured on a five-point Likert scale (Strongly Disagree to Strongly Agree). Secondary data were drawn from books, journals, research articles, company publications, and other reliable online sources.

Respondents were selected using a Convenience (non-probability) Sampling Technique, chosen for its practicality and suitability within the available time and resources. A total of 30 respondents, comprising customers and employees familiar with the company's digital marketing activities, completed the questionnaire, which was distributed through both online and offline methods. The collected data were classified, coded, and analyzed using Percentage Analysis, with results presented through tables and charts to aid interpretation.

VI. RESULTS AND DISCUSSION

6.1 Demographic Profile of Respondents

Of the 30 respondents, the majority (60.0%) belonged to the 20-30 years age group, followed by 31-40 years (16.67%), below 20 years (13.33%), and above 40 years (10.0%), indicating that young adults form the most active segment engaging with digital platforms. Female respondents constituted a slightly higher share (53.33%) than male respondents (46.67%). In terms of educational qualification, undergraduates formed the largest group (40.0%), followed by postgraduates (33.33%), professionally qualified respondents (16.67%), and others (10.0%). Regarding daily internet usage, 40.0% of respondents spend 3-4 hours online daily, while smaller proportions reported 1-2 hours (20.0%), 5-6 hours (16.67%), more than 6 hours (13.33%), and less than 1 hour (10.0%), confirming that digital media occupies a substantial part of respondents' daily routines.

Demographic	Leading Category	Frequency (n)	Percentage (%)
Age	20-30 years	18	60.00
Gender	Female	16	53.33
Educational Qualification	Undergraduate	12	40.00
Daily Internet Usage	3-4 Hours	12	40.00

6.2 Major Digital Marketing Strategies Encountered (Objective 1)

Respondents reported frequent exposure to digital advertisements across channels: 70.0% agreed or strongly agreed that they frequently come across advertisements on social media platforms. Search engine advertisements (e.g., Google Ads) were considered helpful in discovering new products by a majority of respondents, and email marketing was seen as providing useful information about products and offers. Influencer and content marketing were also found to attract attention more than some other formats, indicating that respondents are exposed to, and responsive to, a broad mix of digital marketing channels rather than any single format.

6.3 Impact on Customer Awareness and Brand Recognition (Objective 2)

A majority of respondents agreed that digital marketing helps them become aware of new brands, with social media advertisements improving brand recognition and digital marketing generally providing sufficient product and service



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information. Respondents also indicated they can easily remember brands that actively promote themselves through digital channels, confirming that consistent digital marketing activity translates into stronger brand recall.

6.4 Influence on Consumer Purchase Decisions (Objective 3)

Digital marketing was found to meaningfully influence purchase decisions: a majority of respondents agreed that digital marketing influences their decision to purchase products or services, and that online customer reviews affect their purchasing choices. Discounts and promotional offers shared through digital marketing strongly encouraged purchases, with 73.3% of respondents agreeing or strongly agreeing with this statement. Similarly, 73.3% of respondents agreed or strongly agreed that they compare products online before making a purchase decision, underscoring the role of digital platforms in pre-purchase research.

6.5 Customer Engagement (Objective 4)

Customer engagement through digital channels was found to be considerable: 70.0% of respondents agreed or strongly agreed that they regularly like, comment on, or share brand posts on social media, and a similar proportion follow brands on social media to receive product or service updates. Interactive digital content such as polls, quizzes, and contests was found to increase engagement for 70.0% of respondents, and a similar share reported actively responding to promotional emails, advertisements, or social media campaigns — indicating that interactive and participatory content formats are particularly effective at sustaining engagement.

6.6 Comparative Effectiveness of Digital Marketing Channels (Objective 5)

When comparing channels, 73.3% of respondents agreed or strongly agreed that social media marketing is more effective than other digital marketing channels, making it the most favoured channel in the study. Search engine marketing was also considered effective, with 73.3% of respondents agreeing or strongly agreeing that it helps them find products or services. Email marketing influenced purchasing decisions for 73.3% of respondents, while influencer marketing was seen as more effective than traditional online advertisements by 73.3% of respondents. Overall, social media marketing and influencer marketing emerged as the strongest-performing channels, though all four channels examined recorded majority-level agreement on their effectiveness.

Digital Marketing Channel	Agree + Strongly Agree (%)	Remarks
Social Media Marketing	73.3	Most favoured channel overall
Search Engine Marketing	73.3	Strong support for product/service discovery
Email Marketing	73.3	Effective in influencing purchase decisions
Influencer Marketing	73.3	Rated more effective than traditional ads

VII. FINDINGS

- The majority of respondents (60.0%) belong to the 20-30 years age group, indicating that young adults are the most active users of digital platforms.
- Most respondents access the internet for 3-4 hours daily, showing that digital media is deeply embedded in their everyday routines.
- Respondents frequently notice digital marketing advertisements, particularly on social media platforms.
- Digital marketing strategies were found to create meaningful awareness of products, services, and brands among respondents.
- Digital marketing, especially attractive and informative advertisements, was found to influence purchase decisions.
- Online customer reviews and ratings emerged as one of the most important factors shaping purchase decisions.
- Discounts, promotional offers, and special deals were found to strongly encourage purchases through digital platforms.
- Respondents preferred companies that maintain an active social media presence and interact regularly with customers.
- Digital marketing provides quick, easy access to product information, helping customers compare products before purchase.
- Video marketing and visual advertisements were found to attract more attention than text-based advertisements.
- Social media marketing and influencer marketing were identified as the most effective digital marketing channels overall.
- Continuous digital marketing activity was found to improve customer trust and brand awareness over time.



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VIII. SUGGESTIONS

- Develop a well-planned digital marketing strategy to reach a wider audience and improve brand visibility.
- Maintain an active presence on popular platforms such as Facebook, Instagram, LinkedIn, and YouTube to engage customers regularly.
- Publish high-quality, informative, and creative content consistently to attract and retain potential customers.
- Update digital marketing campaigns regularly in line with changing customer preferences and market trends.
- Encourage customers to leave online reviews and feedback, since positive reviews build trust and influence purchase decisions.
- Introduce attractive promotional offers, discounts, and seasonal campaigns to attract new customers and retain existing ones.
- Improve the official website with accurate product information, user-friendly navigation, and responsive customer support.
- Use video marketing, influencer marketing, and interactive content more effectively to boost engagement and brand awareness.
- Monitor digital marketing campaign performance regularly using analytics tools to measure customer response.
- Address customer queries and complaints received through digital platforms promptly to improve satisfaction and loyalty.
- Provide employees with regular training on the latest digital marketing tools and technologies.
- Integrate digital marketing activities with traditional marketing methods wherever necessary for better overall results.

IX. LIMITATIONS OF THE STUDY

The study was conducted on a limited sample of 30 respondents selected through convenience sampling, so the findings may not fully represent the broader population and should not be generalized beyond the selected organization. The research was carried out within a limited time frame, which restricted the scope of data collection. Findings rely on respondents' self-reported opinions through a structured questionnaire, which may be subject to personal bias or incomplete understanding. The study focused solely on the effectiveness of digital marketing strategies and did not examine other factors influencing organizational performance, such as financial performance, operational efficiency, or external market conditions.

X. CONCLUSION

This study examined the effectiveness of digital marketing strategies adopted by Swift Power Products Engineering (P) Ltd and their influence on customer awareness, engagement, and purchase decisions. The findings show that digital marketing has become an essential business tool for promoting products and services, strengthening brand image, and maintaining long-term customer relationships. Strategies such as social media marketing, content marketing, search engine marketing, and online advertising were found to have a positive impact on customer behaviour, with customers relying on digital platforms to gather product information, compare alternatives, and make informed purchase decisions. Attractive advertisements, customer reviews, promotional offers, and timely online communication emerged as key factors shaping customer engagement and satisfaction. Overall, the study concludes that effective digital marketing strategies play a vital role in achieving organizational growth, and that continuous innovation, regular customer engagement, and the effective use of digital technologies will help the company remain competitive in a rapidly changing business environment.

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