

**A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON REVENUE GENERATION  
@CORIZO PVT LTD.**

**Ms. Srilakshmi S,**

**Dr. NEENA PRASAD**

PG Research Scholar, Department of Management Studies, Global Academy of Technology,  
Bengaluru – 560098

Professor, Department of MBA Department of Management Studies and Research Centre  
Global Academy Of Technology Bengaluru- 560098

**ABSTRACT**

The rapid growth of digital technology has transformed the business landscape, necessitating a shift in marketing strategies to leverage the power of the digital realm. This study aims to examine the impact of digital marketing on revenue generation for businesses across various industries. By analysing existing literature, industry reports, and conducting primary research, this study seeks to provide a comprehensive understanding of the relationship between digital marketing and revenue generation.

Keywords: Search engine optimization (SEO), social media marketing, content marketing, email marketing, and online advertising.

**I. INTRODUCTION**

Digital marketing has become an essential tool for businesses to reach their target audiences and promote their products and services. As more and more consumers turn to the internet to research and purchase products, companies are investing heavily in digital marketing strategies such as impact on revenue generation. While many businesses have embraced digital marketing, they may not have a clear understanding of how it contributes to their bottom line.

This study social media advertising, email marketing, and search engine optimization. Despite the growing importance of digital marketing, there is still a lack of understanding of its aims to address this gap by analysing the relationship between digital marketing and revenue generation.

**OBJECTIVE OF THE STUDY**

The aim of this research is to investigate the impact of digital marketing on revenue generation. This will be achieved through the following objectives:

1. To identify key factors that contribute to the effectiveness of digital marketing for revenue generation.
2. To determine the most effective digital marketing strategies for revenue generation.
3. To analyse the impact between digital marketing and revenue generation.
4. To provide recommendations for businesses on how to optimize their digital marketing efforts maximum revenue generation.

By achieving these objectives, this research will provide valuable insights for businesses looking to maximize the impact of their digital marketing efforts on revenue generation.

**REVIEW OF LITERATURE**

1. In a study conducted by Forrester Research, it was found that companies that invest in digital marketing can generate up to 10 times more revenue than those that do not. This study highlights the importance of digital marketing for revenue generation and suggests that businesses that invest in digital marketing can achieve significant growth (Forrester Research, 2021).
2. A study by McKinsey & Company found that companies that invest in digital marketing generate 2.8 times more revenue growth than those that do not. This study emphasizes the importance of digital marketing for revenue generation and highlights the potential for businesses to achieve significant growth through digital marketing (McKinsey & Company, 2016).

3. A study by Ad Roll found that targeted advertising campaigns generated 2.5 times more revenue than non-targeted campaigns. This study highlights the importance of targeting specific audiences in digital marketing campaigns to maximize revenue generation (Ad Roll, 2017).

4. In a study by Hub Spot, it was found that businesses that prioritize blogging as part of their digital marketing strategy are 13 times more likely to see a positive return on investment (ROI).

This study suggests that content marketing, such as blogging, can be an effective strategy for revenue generation (Hub Spot, 2021).

5. A study by Sales force found that companies that use analytics to measure the effectiveness of their digital marketing campaigns are 1.6 times more likely to exceed their revenue goals than those that do not. This study highlights the importance of measuring and analysing the results of digital marketing campaigns for revenue generation (Sales force, 2019).

#### DATA AND METHODOLOGY

This study will employ a Descriptive Research Design. Non probability sampling is the type of sampling used for the study. The number of individuals or observations included in a study is referred to as the sample size. A population size of 200 refers to the number of individuals within a particular group or area. The sample size for analysing the data is 50 respondents which help to develop the skills. Non probability sampling is the type of sampling used for the study. The study will use a convenience sampling method to select participants. The sample size will be determined based on the number of respondents needed to achieve statistical significance. Both primary and secondary data are collected for the research. Primary data was collected through surveys through questionnaires among the employees. Secondary data was collected from the company through various sources like journals and the company website. Descriptive, correlation and Regression test are the statistical tools used for the research

**H0: There is no significant impact of digital marketing strategies on revenue generation.**

#### IV. DATA ANALYSIS AND FINDINGS

**TABLE 5.2.4 DESCRIPTIVE STATISTICS**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
2. What is your industry?	52	1	7	4.00	1.950
3. Which digital marketing strategies do you currently use?	52	1	7	3.31	1.788
5. Which digital marketing strategy has been the most effective in generating revenue for your company?	52	1	7	3.35	1.532
7. How has your revenue generation changed in the last 1-2 years?	51	1	3	1.59	.804
11. Which email marketing campaigns do you use? (Check all that apply) [Checkboxes]	51	1	5	2.88	1.070
12. What is your email open rate?	51	1	5	2.86	1.096
13. Which influencer marketing campaigns do you use? (Check all that apply) [Checkboxes]	52	1	5	2.67	1.324
14. What is your return on investment (ROI) for digital marketing?	52	1	5	2.94	1.056
Valid N (list wise)	50				

## INTERPRETATION

For this inquiry, 52 valid answers are available.

There are 7 industry categories, as shown by the lowest value of 1 and the maximum value of 7. The typical industrial category appears to fall somewhat in the middle of the spectrum, as indicated by the mean of 4.00.

With a standard deviation of 1.950, the responses across the industrial groups are very well distributed.

For this inquiry, 52 valid answers are available. There are currently 7 different digital marketing tactics being implemented because the minimum value is 1 and the maximum number is 7.

The median is 3.31, which indicates that businesses use digital marketing techniques at a moderately high rate on average. The standard deviation is 1.788, indicating some variation in the respondents' use of digital marketing tactics.

For this inquiry, 52 valid answers are available. There are 7 digital marketing tactics that are being assessed for efficacy; the minimum value is 1 and the maximum value is 7, respectively.

The average company considers its most effective digital marketing plan to be at a moderate level of efficacy, according to the mean (3.35). The respondents' perceptions on the efficacy of digital marketing tactics varied somewhat, as indicated by the standard deviation of 1.532.

For this query, there are 51 acceptable answers. Three different reaction groups for changes in income generation are shown by the values of 1, 3, and 1, respectively. The average company's revenue generation over the previous one to two years was 1.59, which suggests that there was either a modest improvement or little change overall. The stated changes in revenue generation are subject to some uncertainty, as indicated by the standard deviation of 0.804 (or 0.804).

For this inquiry, 51 valid answers are available. There are five potential email marketing campaign possibilities, as indicated by the minimum and maximum values of 1 and 5, respectively. The median is 2.88, which indicates that businesses use email marketing campaigns at a moderately high rate on average. The use of various email marketing campaign types is variable, as indicated by the standard deviation of 1.070.

For this inquiry, 51 valid answers are available. The scale for calculating email open rates has a minimum value of 1 and a maximum value of 5, respectively. The mean is 2.86, which indicates that businesses generally have a moderate email open rate. The stated email open rates are variable, as indicated by the standard deviation of 1.096.

For this inquiry, 52 valid answers are available. The values 1, 5, and 10 represent the range of possible influencer marketing campaign alternatives. The median is 2.67, which indicates that businesses use influencer marketing initiatives at a somewhat high rate on average.

The standard deviation, which stands at 1.324, shows some variation in the use of various influencer marketing strategies.

For this inquiry, 52 valid answers are available. The scale for calculating return on investment has a minimum value of 1 and a maximum value of 5, respectively. The median value is 2.94, indicating a decent amount of return on investment for businesses' digital marketing activities.

The claimed return on investment is variable, as indicated by the standard deviation of 1.056.

**Correlation:**

H0: There is no significant impact of digital marketing strategies on revenue generation.

		3. Which digital marketing strategies do you currently use?	5. Which digital marketing strategy has been the most effective in generating revenue for your company?	14. What is your return on investment (ROI) for digital marketing?	12. What is your email open rate?
3. Which digital marketing strategies do you currently use?	Pearson's r	—	—	—	—
	p-value	—	—	—	—
	Spearman's rho	—	—	—	—
	p-value	—	—	—	—
	N	—	—	—	—
5. Which digital marketing strategy has been the most effective in generating revenue for your company?	Pearson's r	0.526 ***	—	—	—
	p-value	< .001	—	—	—
	Spearman's rho	0.548 ***	—	—	—
	p-value	< .001	—	—	—
	N	52	—	—	—

14. What is your return on investment (ROI) for digital marketing?	Pearson's r	-0.063	-0.084	—		
	p-value	0.657	0.552	—		
	Spearman's rho	-0.045	-0.115	—		
	p-value	0.753	0.418	—		
	N	52	52	—		
12. What is your email open rate?	Pearson's r	-0.069	-0.043	0.902	***	—
	p-value	0.632	0.763	< .001		—
	Spearman's rho	-0.049	-0.069	0.882	***	—
	p-value	0.731	0.630	< .001		—
	N	51	51	51		—
Note. * p < .05, ** p < .01, *** p < .001						

### INTERPRETATION

- This variable and any of the other variables in the matrix have no documented associations.
- This variable and Variable 3 have a moderately strong positive connection ( $r = 0.526$ ,  $p = 0.001$ ). This shows that the efficiency of generating money is positively correlated with the utilisation of specific digital marketing techniques that are currently in use.
- This variable has no discernible relationships with any of the other variables in the matrix, according to the reports. The associations between Variables 5 and 12 are insignificant and just weakly correlated.
- The email open rate has a bad link with the employment of specific digital marketing tactics, as shown by the substantial negative correlation between this variable and Variable 3 ( $r = -0.902$ ,  $p = 0.001$ ).
- The most successful digital marketing technique (Variable 5), the return on investment (Variable 14), and the email open rate (Variable 12), however, have not been found to significantly correlate with one another.

Overall, the correlations indicate a link between the employment of particular digital marketing techniques and their ability to increase income (Variable 5). The employment of specific digital marketing methods (Variable 3), on the other hand, seems to have a negative correlation with the email open rate (Variable 12). The return on investment (Variable 14) and the other factors in the matrix, however, do not significantly correlate.

### LIMITATIONS OF THE STUDY

The study may face limitations such as the:

- sample size
- sample representativeness
- self-reported data.

1. Sample size: The sample size of the study may be limited making it difficult to generalize the findings to a larger population.
2. Time constraints: The study may be limited by time constraints, which can affect the depth and scope of the research.
3. Data availability: The availability of relevant data may be limited, which can affect the accuracy of the research findings.
4. Bias: The study may be biased due to the researcher's personal beliefs or interests, which can affect the objectivity of the research.

## **CONCLUSION**

This study, which looked at how digital marketing affects revenue generation, came to the conclusion that it significantly contributes to corporate growth. The study produced a number of significant findings that highlight the value of digital marketing tactics in the contemporary industry.

First off, digital marketing offers companies a variety of platforms and tools to connect with and engage with their target market. Companies can efficiently sell their goods or services to a bigger pool of potential customers through search engine optimisation (SEO), social media marketing, email campaigns, content marketing, and online advertising. The creation of revenue is directly impacted by the greater lead generation and conversion rates brought on by this improved visibility and accessibility.

Second, targeted audience targeting made possible by digital marketing enables companies to concentrate their efforts on particular demographics, interests, and geographic regions. Companies can adjust their marketing messages and services to resonate with their target market by utilising data analytics and consumer insights, which leads to higher customer acquisition and retention rates. The likelihood of turning leads into paying customers and ultimately increasing revenue is greatly increased by the capacity to send personalised content and offers.

Additionally, extensive tracking and analytics tools provided by digital marketing enable companies to track, analyse, and improve their marketing activities in real-time. The effectiveness of marketing initiatives can be understood by key performance indicators (KPIs) like website traffic, click-through rates, conversion rates, and customer engagement measures. By using data-driven decision-making, businesses may improve their strategy, better allocate resources, and ultimately increase revenue.

Through interactive platforms and tailored information, digital marketing also encourages consumer engagement and brand loyalty. Businesses can forge direct and significant ties with their clients thanks to social media platforms, online reviews, and customer feedback channels. Businesses may foster loyalty, encourage good word-of-mouth, and encourage repeat business, which all help to increase long-term revenue production.

These actions can be accomplished by offering outstanding customer experiences, responding to questions and issues right away, and establishing strong relationships.

Finally, in comparison to conventional marketing strategies, digital marketing frequently provides cost-effective options. Online ad networks frequently offer customizable budgeting options, enabling companies to better target particular demographics and optimise their spending. Additionally, digital marketing strategies may quickly be expanded and modified in response to results, reducing extra costs and maximising return on investment (ROI).

In conclusion, this study emphasises the crucial part that digital marketing plays in generating money. Digital marketing is a crucial approach for companies looking to expand sustainably in the current digital era due to its capacity to reach a larger audience, precisely target potential customers, measure campaign effectiveness, encourage customer involvement, and optimise marketing costs. For businesses looking to maximise their revenue potential and maintain their competitiveness in the fast-paced business environment, adopting and successfully applying digital marketing tactics is essential.

**REFERENCES:**

- AdRoll. (2017). The AdRoll State of the Industry Report 2017. Retrieved from <https://www.adroll.com/media/state-of-the-industry-report-2017>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190.
- Anand, B., Gupta, M., & Sagar, M. (2017). Leveraging digital marketing for competitive advantage: A study of select Indian companies. *Journal of Retailing and Consumer Services*, 38, 194-203.
- Constantinides, E. (2014). Foundations of social media marketing. *Procedia-Social and Behavioural Sciences*, 148, 40-57.
- Digital Marketing Institute. (2019). The State of Video Marketing 2019. Retrieved from <https://digitalmarketinginstitute.com/blog/the-state-of-video-marketing-2019>