

# **A Study of Traditional Vs. Digital Marketing in Creating Brand Awareness**

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**Abstract:** *Businesses have turned their attention from conventional marketing channels to digital marketing techniques in the ever changing digital environment. The capacity of digital marketing to greatly influence brand recognition is one of its main benefits. This article examines how companies may use digital marketing to have a strong online presence and how it enhances brand recognition.*

**Keywords:** Digital marketing, brand awareness, consumer engagement, online advertising, social media impact, brand perception

## **I. INTRODUCTION**

The promotion of companies to engage with prospective consumers over the internet and other digital communication channels is known as digital marketing, or online marketing. This covers text and multimedia messaging as a marketing channel in addition to web-based, social media, and email advertising. With a variety of tools and approaches to engage with customers in a digitally first world, digital marketing has completely transformed brand recognition. Brands have more chances than ever to leave their imprint, from social media interaction to content marketing and SEO.

### **Promoting a Product via Email:**

Even with all of the technical advancements in the last ten years, email remains the most widely used digital communication tool in the office. Email has been incorporated into social media platforms like Facebook and LinkedIn with the introduction of "messaging." The number and caliber of a company's email list is one of the most important and influential factors. Customer loyalty, fresh leads, and consistent growth in digital marketing to raise brand recognition may all result from effective email communication. Mobile Marketing: Text messaging has developed into the third device and is used in both consumer and commercial marketing. Televisions are devices 1 and 2, while an electronic device such as a tablet or smartphone is device 3. By the end of the year, smartphone shipments are predicted to surpass PC shipments. In terms of shipment numbers, smartphones will soon surpass computers. The most widely used and successful kind of mobile marketing is via branded apps for mobile devices. Similar ideas that apply to content marketing also apply to mobile marketing. Particular Expression: Creating a distinctive voice for your company might make it more memorable to potential clients. Being humorous, dramatic, clever, or emotive is not necessary to have a brand voice; instead, you should be more true to your brand and the target market. The voice of a brand has a unique tone. Slack, Dollar Shave Club, and Cards against Humanity are a few examples.

These companies have created distinctive brand identities to help consumers remember and share their goods and services. In terms of commercial recognition, it might have a significant effect. Collaboration with Businesses to Establish Powerful Trust Signals: Well-known businesses have worked hard to gain the confidence and loyalty of their customers in order to succeed. Think about well-known companies like Nivea, Apple, and Toyota. They are well-known and their goods are trusted by almost everyone. An endorsement from a major player in the market, like Apple, raises the possibility that consumers will buy from your business. Because being associated with a well-known company like Apple has "verified" you. This relationship will increase the visibility of your business. Furthermore, thousands of workers at massive companies like Apple are now familiar with your brand. When customers identify your brand with Apple, their minds will light up. This is the ultimate aim. If you only

collaborated with businesses that offered complimentary goods and services to your own, that would be beneficial. In every brand relationship, this is essential.

**Use of Influence Marketing:** Any business looking to reach a younger audience must use influence marketing. According to a 2020 E consulting research on influence marketing, 61% of consumers between the ages of 18 and 34 had experienced digital influence at some time in their life. Conversely, influence marketing is quite enigmatic. In order to increase brand recognition via digital marketing, work to improve your brand's reputation. Benefit from Content Marketing: One of the best ways to engage with your audience and develop your brand is to use content to tell a narrative. Additionally, your narrative will connect with your target audience and increase brand awareness if you can tell it well. By using this tactic, brand recognition may be increased via content marketing.

For instance, paid advertisements might inform customers about your identity and offerings. Nonetheless, content marketing may highlight to prospective clients your business's basic principles and distinctive selling propositions. Telling about your experience online is one approach to do this. Businesses have turned their attention from conventional marketing channels to digital marketing techniques in the ever changing digital environment. The capacity of digital marketing to greatly influence brand recognition is one of its main benefits. This article examines how companies may use digital marketing to have a strong online presence and how it enhances brand recognition.

## **II. REVIEW LITERATURE**

1. Scott Henry, Audrey Gilmore, and Damian Gallagher (2007) In order to determine if any changes have happened, this article reports on a research that reexamines the influence of the internet on marketing efforts for small and medium-sized enterprises. The study was conducted four years before, in 2000. The research focused on the unique obstacles and implementation problems faced by SMEs, analyzed the effects of e-marketing on SME enterprises, and determined how SMEs in regional economies may make better use of e-marketing and help future implementations. Henry
2. To ascertain how digital marketing will develop in the corporate world going forward, Yusuf Kamal (2016) uses trend analysis to look at the many facets of the field. Mobility, social media, social local mobile marketing, personalized content marketing, advanced analytics, search engine marketing, and search engine optimization are some of the digital marketing trends that the researcher highlighted. He enumerated the several business categories, such as outsourcing, segmentation, remarketing, etc., that need the integration of digital marketing. He comes to the conclusion that there are two types of digital marketing strategies: customer-side and customer-and-system-side. Kamal (2016)
3. Saroj Kumar Datta and Shamindar Nath Sanyal (2011) The paper's goal was to investigate how the perception of the place of origin affects the brand equity of branded generic medications. Based on a factor analysis of brand equity components, the research demonstrated that the image of the nation of origin had a favorable and substantial impact on brand strength and brand awareness. The findings also demonstrated that, via the mediating factors of brand strength and brand awareness, the image of the nation of origin of branded generics had a substantial but indirect impact on brand equity. Only one kind of variable—the perception of the nation of origin—that might restrict the whole process of enhancing brand equity was examined in this research. Sanyal (2011)

### **Statement of problem**

The challenge this study seeks to address is the lack of comprehensive research examining the nuanced ways in which various digital marketing techniques impact brand awareness, particularly in the context of evolving consumer behaviors and technological advancements.

### **Objectives of the study**

The objective of this study is to analyze the effectiveness of different digital marketing strategies in enhancing brand awareness, identify the key factors that contribute to successful brand awareness campaigns in the digital realm, and provide actionable insights for marketers to optimize their digital marketing efforts for maximum brand visibility and engagement. Proposing recommendations for businesses to optimize their digital marketing strategies for enhanced brand awareness.

### III. RESEARCH METHODOLOGY

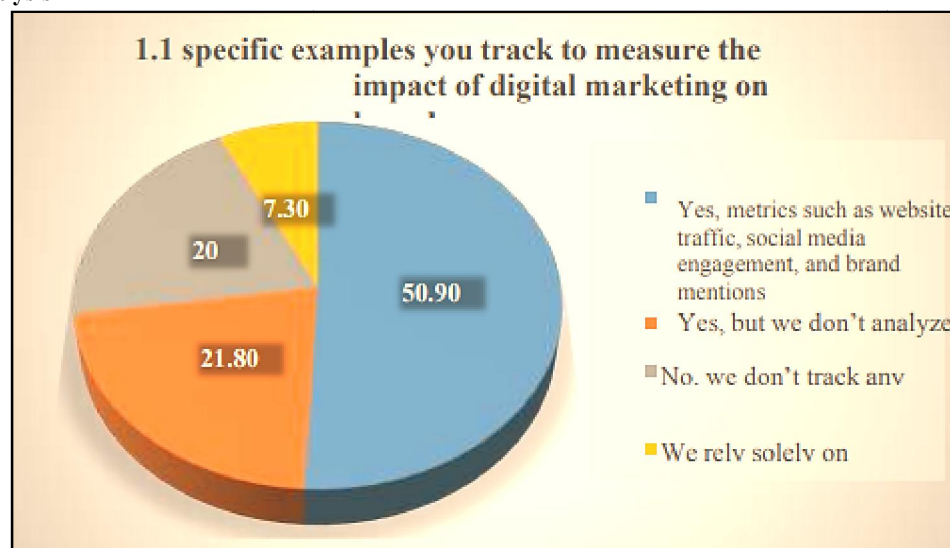
This report has been prepared on the basis of experience gathered during the period of research and my own learning and understanding. The entire process has been made by collecting primary data which played a vital role and easy to write down the report and secondary data was needed for supportive build up to the report. Primary Data Google Forms and organized and planned analysis are the main sources along with personal experience. Secondary Data Company Websites, Journals, Articles Conclusion and Findings.

#### Analysis and Findings

##### 1.1 Specific examples you track to measure the impact of digital marketing on brand awareness

SLNO	CONTENT	PERCENTAGE
1	Yes, metrics such as website traffic, social media engagement, and brand mentions	50.9%
2	Yes, but we don't analyze them	21.8%
3	No, we don't track any metrics	20%
4	We rely solely on intuition	7.3%
	<b>TOTAL</b>	<b>100%</b>

#### Graph Analysis



#### Interpretation

As per the above information collected the specific examples you track to measure the impact of digital marketing on brand awareness and the data suggest that, 50.9% people agree, "Yes, metrics such as website traffic, social media engagement, and brand mentions". 21.8% people agree to "Yes, but we don't analyze them". 20% people agree No, we don't track any metrics. 7.3% people agree we rely solely on intuition.

#### Findings

Research on the impact of digital marketing on brand awareness has revealed several major findings:

- Digital marketing platforms provide opportunities for brands to engage with their audience through interactive content, such as social media posts, videos, and quizzes.
- Increased engagement fosters stronger connections between the brand and its audience, leading to heightened brand awareness and loyalty.
- Digital marketing tools offer robust analytic capabilities, allowing brands to track and measure the effectiveness of their campaigns in real-time.

- By analyzing metrics such as website traffic, social media engagement, and conversion rates, brands can gain insights into their audience's preferences and behaviors, enabling them to refine their marketing strategies to enhance brand awareness.

#### **IV. CONCLUSION**

To sum up, this study has shown the noteworthy influence of digital marketing on brand recognition. Several important conclusions have been drawn from a thorough examination of customer attitudes, actions, and reactions to different digital marketing tactics.

First of all, in today's world that is becoming more and more digitally oriented, it is clear that digital marketing is essential in establishing brand recognition. Reaching and interacting with target audiences via a variety of digital platforms offers firms unmatched chances to raise their profile and influence customer opinions. Second, a number of factors, such as the selection of digital platforms, the originality and relevance of content, and the capacity to use data and analytics for audience segmentation and customized messaging, affect how well digital marketing works to raise brand awareness.

The results also emphasize how crucial consumer-centric strategies are for digital marketing initiatives. Long-term brand recognition and loyalty are more likely to be achieved by companies that place a high priority on developing deep relationships with their audience, producing insightful content, and encouraging sincere involvement. For brand recognition, it is crucial to recognize the difficulties and constraints that come with digital marketing. These include problems like ad fatigue, information overload, and the always changing digital scene, all of which call for marketers to constantly innovate and adapt. Several practice-related implications arise from these results.

In order to customize campaigns to the tastes and habits of their target audience, marketers need to take a strategic and data-driven approach to digital marketing. Additionally, organizations may stand out from the digital clutter and draw in customers by investing in innovation and authenticity in content development and storytelling. All things considered, this study highlights how digital marketing can revolutionize brand recognition and stresses the need of marketers incorporating innovation, creativity, and customer-centricity into their digital strategy. By doing this, companies may set themselves up for success in the ever-changing and competitive digital market.

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