



## DIGITAL MARKETING: SMALL SCALE INDUSTRIES VS LARGE SCALE INDUSTRIES

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### Abstract

Digital marketing means advertising and selling products or services using digital mediums like the internet and display advertising. Digital marketing started in the early 1990s and has been evolving and increasing ever since, with new platforms being introduced and new strategies being made and enforced on a regular basis. With the increase in consumers using online services instead of traditional shops, digital marketing is becoming more crucial by the day. This research paper will be focusing on the growth of digital marketing in different types of industries.

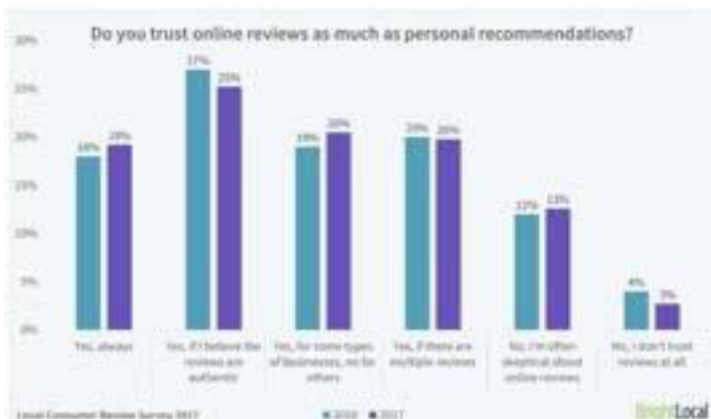
**Keywords:** digital marketing, small-scale industries, large-scale industries, consumers, strategies

### Introduction

Digital marketing, also known as “Internet Marketing”, has been growing rapidly in all different industries all over the world. Digital marketing is helping bring about new industries into the market which would’ve failed to exist if it weren’t for digital marketing. It has also helped many consumers choose their right products by adding Social Proof (allowing people to rate and review the product), Bright Local, a USA and UK based marketing company, who has helped market for companies like Bloomberg and CNBC released a study showing that 85% of people have now started trusting online reviews and buy products regarding them.

### Theory

In 1971, the first email was sent, giving rise to a new technological platform we now use on a daily basis. By the 1980s computer’s storage capacity was enough to store personal information of customers. It was then that companies started to shift towards digital mediums as there it was easier to gain more information about the customer, this also helped create better and longer lasting relationships between the company and customers. In 1990, during the debut of server/client architecture the name “Digital Marketing” was used and assigned to the





act of advertising and gaining customer acquisition online. By 1998, search engines like google, YAHOO market web search and Microsoft MSN were rapidly taking over the market leaving behind small search engines such as HotBot. By 2006, search engine traffic was around 6.2 billion. In the US digital marketing had been booming ever since the rise of YAHOO, a study shows that by 2004 internet advertising and marketing had already earned \$2.9 billion (USD).

### Experimental

Many experiments have been conducted to know which type of digital marketing works best for companies. OptinMonster, a marketing company that helps formulate marketing strategies for small industry businesses, did a study to find out how email marketing compares to other forms of digital marketing for small scale industries. On the other hand, large scale industries are experimenting with the use of social media platforms and influencer marketing on their products. Marketing agencies are also researching what all industries do most people shop online from.

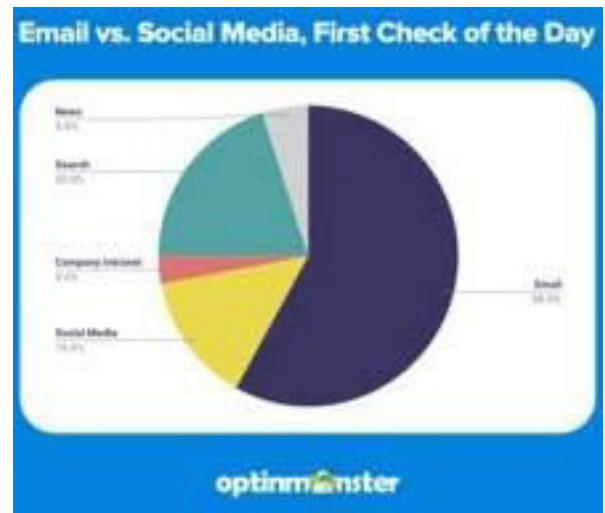
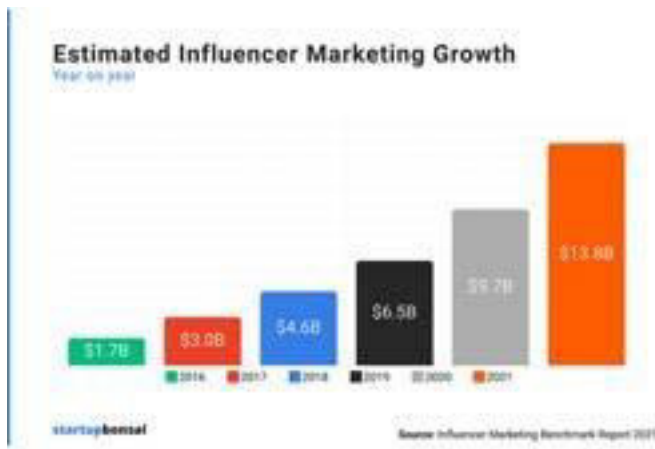
### Result

The experiment on email marketing showed that businesses send around 126.7 trillion emails a year and email subscribers receive 13 emails from businesses every day. In their article they released that 14% of people check social media first while 58% of people check email first. Influencer marketing, by 2022, is a \$16 B industry. With the increase in people on social media platforms influencer marketing is becoming very popular for businesses. In 2021 the number of influencer marketing services increased by 21%. OptinMonster, did a study relating to division of sales (online shopping and traditional shopping) for different industries, in which it worked out that the finance and non-profit sector has the highest percentage of online sales.

### Discussion

Small Scale businesses find it easier to send out emails as a form of marketing as it helps them make strong, lasting relationships with their customers using personalised emails. It is also more efficient for them as their social media reach would normally be low hence advertising on social media may be a waste of money. Most people check their emails almost 20 times a day. 54% of people check email as their first task of the day. In today's time, more than 80% of American adults read their emails on a regular basis. For small-scale industries, emails can be a good way to advertise their brochures and new schemes as a way to remind customers of the business and inform them of new ideas getting incorporated into the business. Influencer Marketing, which came in the limelight in 2016, has now become one of the most efficient ways to advertise for large scale industries. This style of marketing has been growing rapidly and taking over the whole marketing industry, it has been projected to grow further and The textile industry, which is known to be one of the largest industries in India started having brand ambassadors as a way of influential marketing. Raymond, an Indian textile and clothing brand, got their first brand ambassador Farhan Akhtar, an Indian actor, to wear their designs on the red carpet and advertise for them. The healthcare industry, which is one of the largest industries in the world, started using influencer marketing a lot during the COVID pandemic for vaccinations, not only did influencers raise awareness about the vaccines on social media, some of them also partnered up with the government to give out free vaccines for those in need. Global Citizen,

an NGO, partnered up with many celebrities such as Prince Harry, Meghan Markle and 15 others to advertise the COVID vaccines during the Vax Live concert in L.A. Small scale industries also use influencer marketing with micro influencers, these influencers have a smaller fan base which makes it cheaper and easier for small-scale businesses to afford while they also help them reach new audiences. Studies show that companies offering influencer marketing campaigns have also significantly grown over the years especially during the lockdown as traffic on social media platforms had also increased. Another vital experiment conducted was to see the breakup of different styles of sales in each industry,



### Conclusion

To conclude, digital marketing is a sustainable and cost effective way to market services and products. It has been developing over the past decade and will continue to develop further as people start using it more. As a tool, digital marketing can be very beneficial to both industries and consumers as it helps form client relationships and it makes it easier to collect customer data. Marketing strategies have been put in place for companies to market their products better, which has also given birth to a new segment in the marketing industry. Both small-scale industries and large-scale industries use digital marketing in different ways, formulating strategies that work for them and altering them depending on the consumer taste.

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