

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

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### **Abstract**

The main objective of this research paper is to brief and elaborates the new form of marketing the ‘‘Digital Marketing’’ which is becoming more common due to the increase in use of internet from 1990. This type of marketing is a step closer to globalization and has helped many industries to grow. This paper will enhance more about the small scale industries and large scale industries and expands about the benefits,opportunities, global online reach,costs and effective targeting these industries can have by using this type of marketing.

**Keywords:** *products, internet, costs, Marketingstrategies, firms, digital.*



### **Introduction**

Due to the growth of digital media and digital platforms it has made this type of marketing the most dynamic form of marketing. Many firms who used to follow traditional marketing have started changing to adapt more of digital media into them as it has a big importance at present.

Digital marketing is a key to many solutions, traditional marketing has been more expensive than digital marketing, many small scale industries have been facing problems in targeting and sub segmenting the market which causes a huge loss to these firms. Not only small scale industries but also large scale industries face problems due to traditional marketing it is very difficult for them to change or edit their advertisements if there are any faults in their product.

The main objective of this paper will be to understand the importance of digital marketing in different firms and for the use of this research paper one should have fundamentals of marketing and ICT.

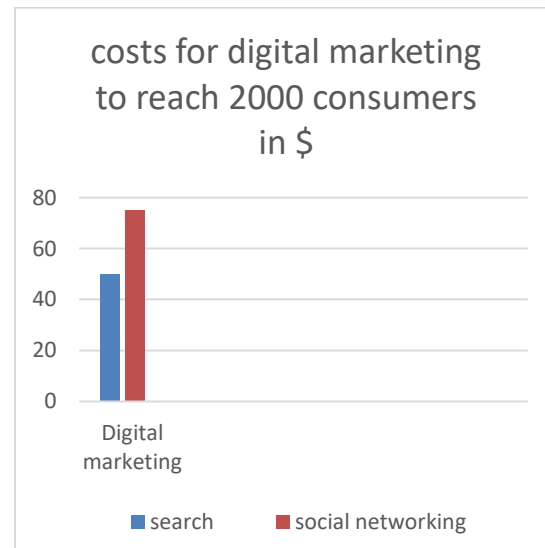
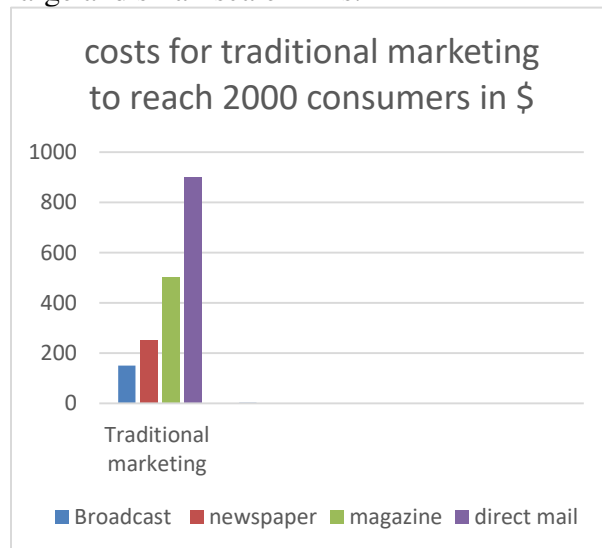


### Theory

In India the digital marketing can be seen from 2005 when the internet had started to boom and the evolution of digital marketing in India started to grow. A great example can be firms like TCS, Infosys and Wipro who have built deeper consumer relationships by giving personalized digital experiences. There are many other large scale and small scale industries who have grown a lot with the help of digital marketing, a great example can be amazon a firm who has grown in the past few years by targeting the exact market and showcasing ads through variety of digital platforms. This type of marketing is easy to start and has a global reach. Many firms find it easy to analyse and firms gain instant feedback which helps them improve their products easily. This not only helps the firms but also for the consumers as by one click they can check and compare the products and prices and order anything from anywhere they want.

### Discussion

Due to digital marketing it has been very easy for the firms especially for the firms who are small scaled to conduct marketing experiments and strategies. Due to the ease of internet firms can easily reach consumers through paid ads or set up campaigns on google, LinkedIn, twitter ect.and show their products or services when consumers search for terms related to it. Emails are also a great example for digital marketing which is a very useful method of marketing for both large and small scale firms.



As you can see that how cheap and effective it is for these firms to reach and advertise their products through digital marketing as compared to traditional marketing which helps a lot to the small scale firms to save higher costs getting spent on marketing rather they can spend it on their products RND.

### Conclusion

Digital marketing is a must nowadays for building a successful business. These many digital benefits can help improve your firm to be best at it can be by understanding what's coming



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ahead in the space of digital transformation, firms who take advantage of growing online can be very successful and ahead of their competitors.

### Acknowledgement

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### References

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