

BUSINESS TRANSFORMATION THROUGH DIGITAL MARKETING

Abstract

COVID 19 has shifted the physical world to the digital world. In the world of the machine, they are not in a position to bifurcate between the various users. The bifurcation can be done only with the help of web analytics. With the help of cookies, server log, and page tag we can track the data in a proper way. There are various tools like Google Analytics and Adobe Analytics that can track online data in real-time. We can make our Website more efficient if we are able to analyze the data in the proper way and if we will give recommendation which is effective for the company.

Keywords: Page Tag , Server log, Cookie

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I. INTRODUCTION

After COVID 19 pandemic the world is transformed from the physical medium to the digital medium. Now business is also transformed itself into a digital medium. To deal with the problem the business houses have to become proactive so that they can deal with the modern-day problem. The most important method that can help the business houses are web analysis. Web analysis is a process by which we can collect and then we can manipulate the data so that it can be used wisely. In the digital platform, there is termed coined as website traffic. Website traffic is the umbrella term and it refers to the traffic of people who are visiting our site. All the important information like time spent on the website, the key information they are looking for are part of the website traffic. All these data are used by the marketer to improve the customer experience and drive conversion. Now web analysis is changed to digital analysis, as web analysis deals with the website only whereas digital analysis deals with all the digital platforms. The digital analysis includes data from search, social platforms, email, websites, etc.

How we analyze the website: The user comes to your website in different ways and they are:

- Typing the URL of the website
- Clicking to a link that is available on another website. This link can be provided through
 - Link via ad
 - Link via a search engine.
 - Link via Email
 - Link via Social Media

Now Web Analytics solution collects the information about the user and all the activity of that user. To capture all the data of the user the Web Analytics solution uses Cookies. Cookies are small pieces of a file that web analytics solution drops on the user browser. The Cookie captures all the data that the marketer is looking for.

II. HOW DATA IS COLLECTED

Through server log: When the user requests the information the server is the single point of contact from where he will get the data. During this exchange process server also writes a log file. Log file keeps the record of what was requested from the server and who initiated this request. The things that come under log file is:

- Date of login
- Time of login
- Reference etc

After this web analytics tools process the data of the log file to get meaningful information.

But due to some major problems in server logging like Browser caching and premature exit of the user new concept came into the market known as PAGE TAGS.

Page Tags are the small JavaScript that is included in the page source. Tag is also called Pixel. As a user navigates the site and takes action, the JavaScript collects information and sends data to the Web Analytics Provider, and then the Web Analytics Provider process the data in real-time and generates the report. The benefits of page tagging are accurate page count, JavaScript is not cached by the browser.

Most Web Analytics solution like Google Analytics solution or Adobe solution is tag-based solutions.

III. MEMBER OF WEB AND DIGITAL ANALYTICS:

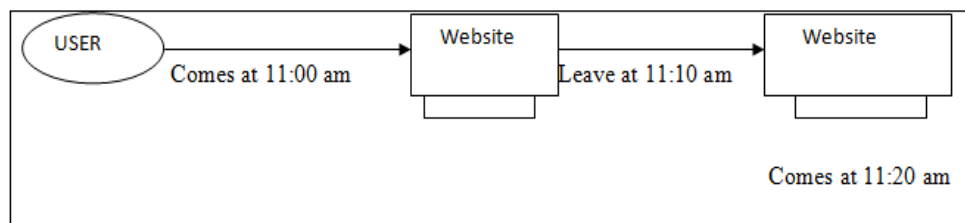
1. There are 4 members of Web and Digital analytics and they are:

- Users or Visitors
- Event or Page view
- Time
- Session or visit

All the actions revolve around these building blocks. The visit is also known as a session. 30 Minutes of Inactivity starts new visit.

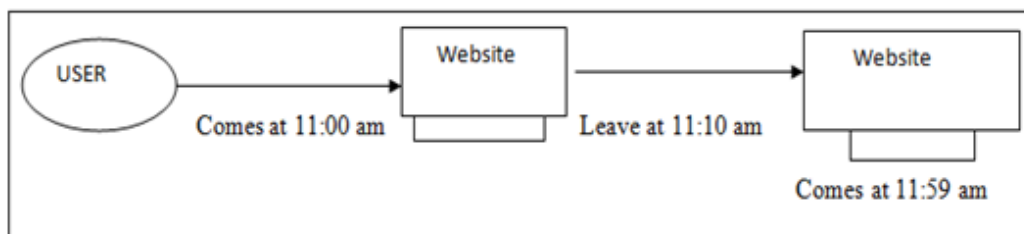
Let's take one example:

Case 1



In this case the visit or session will be counted as 1 because inactivity is less than 30 minutes

Case: 2



In this case the visit or session will be counted as 2 because inactivity is more than 30 minutes.

The visitors are counted through Cookies. Suppose a user visits the same site through two browsers i.e. one through a laptop and one through the website then the visit will be counted as 2 as Cookies are browser-specific. To overcome this problem many organizations use the 'login id' of the user. Let us take the example of Face book. When a user opens his account in Face book through multiple browsers at the same time the 'login id' of that user is dropped inside the cookie. In this case, the visit will be counted as 1.

IV. ROLE OF WEB ANALYST AND DIGITAL MARKETER

All the activities of the user are collected by the digital analytics tool and the digital analyst creates a report. The value of digital analysts comes through critical thinking. Critical thinking is the process by which the Digital Analyst finds the hidden facts which are beyond the report. Suppose your campaign manager has assigned your goal to send an email to the prospect and to generate the report. Then in that case you can create a report by using Digital

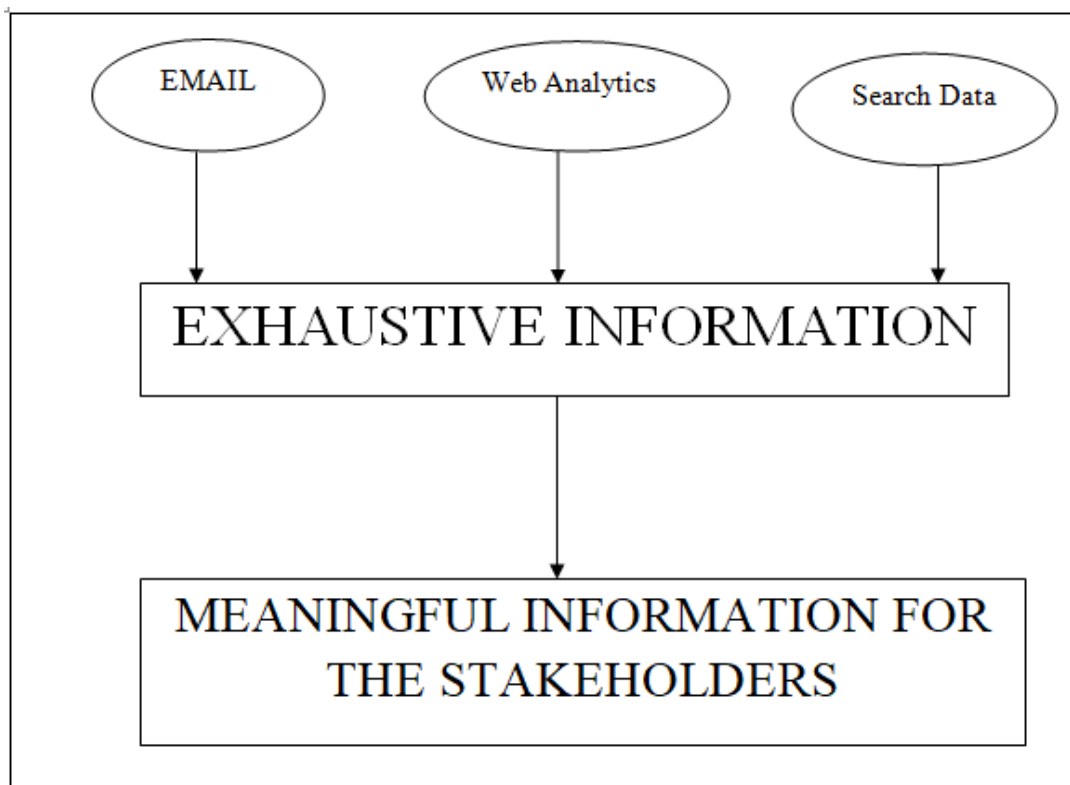


Figure 1

Analytics tools like Google Analytics. But only creating the report is not enough you have to find out the hidden facts in that report.

Marketing Investigative Process: There are four steps in the web analytics process namely:

1. **Make the strategy:** The various sub points that come under this process are
 - Business Objectives and Goals
 - How we will measure the success
 - Target Audience etc

2. Data and Tools: The various sub points that come under this process are

- Required data
- Tools
- Measurement Plan etc

3. Insight: The various sub points that come under this process are

- Reporting
- Analysis
- Recommendation etc

4. Optimization: The various sub points that come under optimization are:

- Act on the recommendation
- Make changes
- Conduct A/B Testing

V. METHODOLOGY USED

Expert, statistical, and comparative analysis were utilized, as well as grouping, generalization, classification, induction, deduction, analogy, comparison, and formalization techniques for data analysis. Open Internet information sources and research published in the scientific literature served as the study's data sources.

VI. IMPORTANCE OF STUDY

Traditional marketing is limited by geography. Developing an international marketing campaign is difficult, costly, and labor-intensive. Digital marketing takes place on the Internet. The reach you can get with digital marketing is huge. Even a small local business owner can reach an international customer base with an online shop. This would never have been possible with traditional marketing, or would have cost a lot of money. The online accessibility has opened up many opportunities for businesses to grow. The global reach and visibility of digital marketing is a golden opportunity for any business.

VII. OBJECTIVE OF THE STUDY

Companies rely heavily on digital marketing to attract new customers. This can be achieved by consistently creating ads, content, articles, blog posts, and other types of lead-generating content for your company's website. On the other hand, brand building, discounting, and regularly updating your website can help you attract and keep visitors once they get hooked.

VIII. REVIEW OF LITERATURE

Internet marketing is the use of digital technologies (Web, Email, Databases, Mobile/Wireless & Digital TV) to support marketing activities designed to acquire and retain customers (in a multi-channel purchasing process and customer life cycle) by improving our customer knowledge (of profiles, behaviors, value drivers and loyalty drivers) and then delivering integrated, targeted communications and internet services that meet their specific needs. Dave Chaffey's (2002) definition of internet marketing reflects the concept of

relationship marketing: “It should not be the technology that drives electronic marketing, but rather the business model.”

According to Mort et al., (2002) traditional advertising and marketing methods have been replaced by digital marketing. In addition, digital marketing is powerful enough to revive the economy and can create huge opportunities for governments to run more efficiently. According to Munshi, (2012), firms in Singapore have tested digital marketing tools and found them to be effective and useful in achieving results. According to Teo, (2005), the growth of digital marketing has been driven by rapid technological development and changing market dynamics.

Chaston&Mangles (2003) looked at the impact of marketing style on Internet usage among UK small manufacturing firms. They used a quantitative methodology to determine whether, in business to business markets, the Internet was a technology that would be managed differently by firms that had adopted a relationship rather than a transactional marketing approach. The research was carried out by sending out mailed questionnaires to a sample of 298 small UK manufacturers (machines or electronic components manufacturers / their main activity is business to business marketing / they have between 10 – 50 employees / they are not branch plants of British or multinational organisations). They found that there was insufficient evidence to support the view that relationship oriented firms, when compared to transaction ally oriented competitors, showed different perceptions about the characteristics of online markets.

There are a number of factors that influence organic listings, including content, keywords, inbound leads, tags and page rank, etc. The goal for a business is to rank as high as possible on the result pages and to improve on those elements. In his article, Wixom & todd (2005)

IX. ANALYSIS STRATEGY

1. Define business objectives
2. Goals for each objective
3. Define KPI and matrix for each goal.
4. The target for KPI's

In the first step, we ask a key question like 'Why do we have a website? The business objectives are made by the executives. Business objectives are the result of several discussions.

Business objectives example:

- To generate leads
- Drive sales
- Drive customer retention etc
- Create awareness of the brand

Once business objectives are defined then you have to assign 2-3 goals for each objective. Like objectives, goals are also driven by the executives. Goals are specific ways websites or marketing support objectives.

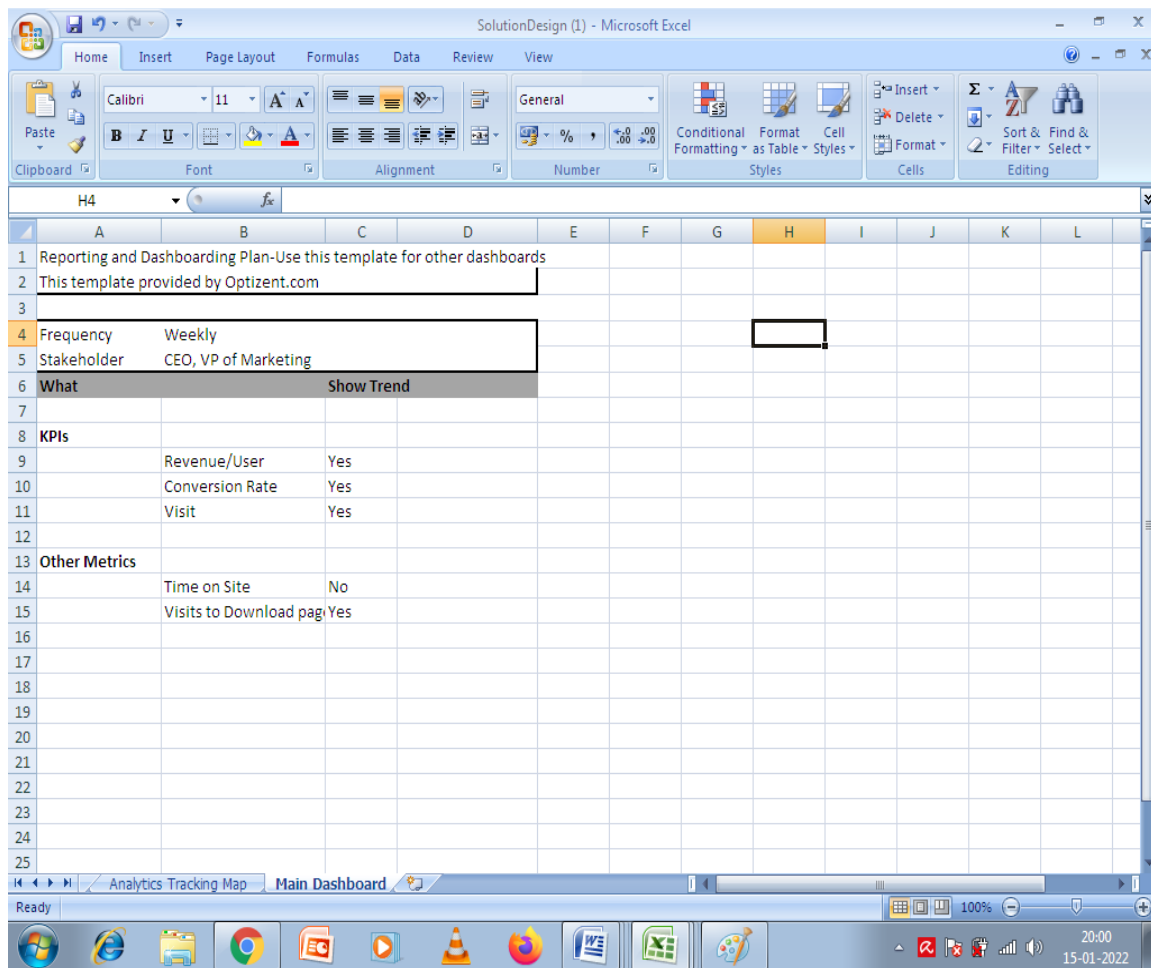
KPI(Key Performance Index) is a matrix to measure how you are doing against your goal. KPI's is generally expressed in percentage, ratio, or indexes.

X. DATA AND TOOLS

Pages/Action	What to Track	Tracking Code	Category	Action	Label	Value
All Pages	Page View					
All Pages	Visits					
All Pages	Users					
Product Download page	Visits to Download page					
	Downloaded Button click		Action	Click	Download	
	Downloaded Completion					
Contact Us Page	Visits, Users and Page views to Download Page					
All Pages	Click on Contact Us Page	GA Link Tracking	Internal Link	Click	Contact Us Link	

Here in the above example, we can see in the excel what actions are assigned to each entity. For 'all pages' we will track the 'page view', 'visits', and 'user'. Likewise, for every row, we will assign a pathway.

The third, fourth, fifth, and sixth column is very tool-specific and it is related to the tool. In the above example, the tool used is Google Analytics but in the case of Adobe, we can modify the tools.



In the above example, there is a row called frequency where we will assign days. Then we will also give the stakeholder's name which is given in the excel sheet as VP of marketing or CEO. Now pathways for KPIs and other matrices are also given in the above excel sheet. Once everything is fixed then we will give our plan to the developer. The recommendation is a very important step that should be included in the dashboard.

XI. FINDING

In the above article, we can see how we can implement Web analytics very easily. There is a difference between 'Risk' and 'Calculative Risk'. With the help of Web Analysis, we can implement our plan with minimum risk. Web analysis helps us to deliver our product to the right segment of people. As we know that if we will position our product to the right audience then there is a great chance of a conversion. For example, ladies' products should be placed in front of the ladies, not Gents. The machine cannot differentiate between Men and Women as they are not programmed to do so. But with the help of Web Analysis, we can bifurcate Ladies and Gents.

XII. SUGGESTION

1. Before implementation of the plan in digital media we have to conduct a survey which can be door to door or virtually through digital media.

2. The proper Q and A session will give us the ultimate output of the survey.
3. All the essential elements should be included in the web analytics.
4. To minimize the risk of failure we have to be specific in our approach.

XIII. CONCLUSION

In today's cutthroat competition we have to make ourselves digitalized properly. The proper positioning of strategy is the key area where we have to work. Only segmentation will not work in the above example we have to target the product in the right way. The mood of the customer also plays a very vital role to track the needs. Through Web Analytics we can give a questionnaire we can also track the mood and then we can place our product.

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