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A Survey for Investigating Key Performance Indicators in Digital Marketing

Javid Ghahremani-Nahr ¹, Hamed Nozari ²

¹Faculty Member of Academic Center for Education, Culture and Research (ACECR), Tabriz, Iran;
j.ghahremani@acecr.ac.ir;

²Department of Industrial Engineering, Islamic Azad University, Central Tehran Branch, Tehran, Iran;
ham.nozari.eng@iautb.ac.ir;

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ABSTRACT

Participation in social networks has increased dramatically in recent years. Digital marketing is one of the most important strategies that with the advent of the Internet, not only as one of the possible methods for marketing, but in many cases, is considered as the most important marketing method. This is doubly important when looking at the startup ecosystem where companies usually have more limited budgets, because in many cases, internet marketing is relatively inexpensive and is considered a strong point for startups. On the other hand, today's digital world is challenging traditional marketing, and virtually no presence in the digital space comes at the cost of a serious reduction in marketing outputs and the continued superiority of competitors. Obviously, in such an environment, digital marketing becomes a priority for companies and various manufacturing and service companies. But evaluating the performance of digital marketing and defining appropriate performance indicators is a bit difficult due to the relative novelty of this concept and its different atmosphere from traditional marketing. For this reason, and considering the importance of the issue, in this paper, the key performance indicators in digital marketing are analyzed and their importance is determined using a decision-making approach. Understanding the importance and priority of indicators can lead businesses to make more accurate decisions.

¹ Corresponding Author: j.ghahremani@acecr.ac.ir
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1. Introduction

Today, increasing changes in the market and business environment have made environmental uncertainty more complex than ever. With the dominance of the Internet in the virtual communication space and related phenomena such as the Internet of Things and the fifth generation of communication, rapid technological changes and frequent changes in consumer tastes, organizational environments have become highly dynamic and issues such as transfer rates The increasing knowledge and complexity of human resource management are the driving factors that have increased the pressure and speed of evolution on organizations to adapt quickly and respond to these environmental changes. Constant change is an influential factor in current markets and requires organizations to reconsider strategic decisions. Organizations that are unable to keep up with dynamic change are out of competition and lose the competition to key and intelligent actors (Mohammadi et al., 2015).

With the support of big data analysis, more products and services are personalized. In the digital economy, the key is to leverage contradictions. But is it possible to develop a concept in high-tech products and services? Optimal use of the principles of system dynamics due to relying on non-fixed variables in today's variable environment can provide an effective aid to digital marketing to define a dynamic pattern. Numerous factors such as multiple links and channels, content production, factors related to consumers and financiers, etc. are all non-fixed components. Therefore, if they are defined as dynamic variables in the template, they will provide better responsiveness and enhance effectiveness (Nozari et al., 2021).

Today, the digital revolution has affected all behaviors and lifestyles. Marketing activities have not been spared from this change, so despite the fact that marketing processes remain stable, a sub-branch of marketing called digital marketing has emerged. The concept of digital marketing in the narrow definition of the word means marketing products and services using digital channels, but in the broadest sense of the word, it means the use of digital technologies to attract customers, promote the brand, retain customers and increase sales. According to this definition, digital technologies are not limited to Internet technology and include all new digital technologies including social media, mobile, augmented and virtual reality, big data and the Internet of Things (Ghahremani Nahr et al., 2021). Therefore, it is important to identify and prioritize key performance indicators in digital marketing for more effective activity (Nozari et al., 2016). Because key performance indicators (KPIs) are important indicators of progress towards the desired result. KPIs focus on strategic and operational improvement, enabling analysis to make decisions, and helping to focus on what really matters. For this reason, in this study, the dimensions and key components of performance in digital marketing are investigated. In the second part, the subject literature is examined and in the third part, key indicators are presented. The fourth section also concludes.

2. Literature Review

In 1989, the first commercial exchanges took place via computer networks. Five years later, the number of computers connected to the Internet increased exponentially, providing companies and customers with the opportunity to gain more value in the digital business environment. After the introduction of the web and browsers developed by Microsoft and Netscape, users were able to search faster and easier on the Internet, and many companies registered the territory and designed and launched the website.

Advances in information technology and the Internet have played a vital role in the marketing of companies outside the borders of a country and have enabled companies to reach global markets (Tezerjani & Dezfoli, 2021). According to Nahaei and Bahrami, the organizational attitude towards consumer and business behavior is changing to e-marketing flexibility, which can provide the ground

for the presence of consumers and businesses at the lowest cost, which the conventional form is not possible (Nahaei & Bahrami, 2021). Research by Saura Shows that small and medium-sized businesses (SMEs) use the Internet as a cheaper marketing tool. E-marketing provides the advanced business context that businesses need to achieve mutual benefits (Saura, 2021). According to Erlangga (2021), the goal of Internet marketing is to use customer-to-user communication instead of company-customer communication to disseminate information about a product or service, and therefore, faster and less costly acceptance. Be done by the market (Erlangga, 2021). In the preparation phase, the organization must determine the needs and wants of customers. The organization needs to analyze customer needs to produce its products or services, and this will be done through customer segregation (Munsch, 2021). While it is very difficult to evaluate the success of traditional marketing activities and ultimately does not have accurate results, the possibility of evaluating the effectiveness and success of e-campaigns is one of its outstanding features. How the feedback and success rate of e-marketing campaigns, the amount of attention that the audience has received and even the positive and negative points in the organization's marketing and advertising programs can be evaluated from the perspective of their audience in electronic programs, especially the Internet. This means that you can easily find out which ad and marketing program has succeeded in achieving the goals you were pursuing. You do not have to wait until the end of the campaign to do this evaluation; it is also possible to measure the success of the e-campaign and improve its continuation process. A very important thing that can help you to improve your plans during the campaign and become a valuable experience for your future plans (Nabieva, 2021). The best digital marketing strategy is to have a consistent and consistent online customer relationship. Now is a great time to use e-marketing (Le & Ratten, 2021). Old-fashioned marketing methods are evolving as the number of users, and therefore online customers, as well as the services and products associated with them, expand every day.

3. Digital Marketing Cycle

The Digital marketing cycle consists of four main stages:

- Preparation
- Communication
- Transfer
- After sales service

In the preparation phase, the organization must determine the needs and wants of customers. The organization needs to analyze customer needs to produce its products or services, and this will be done through customer segregation (Kaur, 2017). The communication phase begins when the product (or service) is designed according to the customer's tastes and desires. The company (organization) must correspond with the customer about the delivery of the desired product. The customer provides the most valuable information about the products and services purchased. Therefore, she should be supported with after-sales service that meets her wants and needs (Desai, 2019). The communication phase has four subcategories, the initials of which form the word AIDA; (Attention - Information - Desire - Action). The relationship between you and the customer should be very close and intimate during the communication phase. The organization must first get customers' feedback on the new products and services it has introduced. Banner advertising is a good tool to attract customers. To succeed in this method, designed banners must have the power to attract customers (Key et al., 2019). After this step, the organization must provide the required information to the customer so that he can comment on the products and services provided. The customer must be able to choose the information they need from different titles. The organization must motivate the customer to buy new products and services. To

achieve this goal, all media facilities available on the Internet can be used (Alves et al., 2020). Marketing activities should not be interrupted after the sale of the product (or service). In the after-sales service phase is an attempt to establish a relationship between the customer and the seller. Attracting a new customer is more difficult and costly than retaining previous customers. Customer retention requires more effort from the organization's human resources and empowerment of the information system (Pradhan et al., 2018). The customer is the most important factor in advertising services and goods, and therefore should benefit from good after-sales service (Karatum, 2014).

4. Key Performance Indicators in Digital Marketing

Management using KPIs includes setting goals (optimal level of performance) and tracking and monitoring its progress towards goals. Managing with KPIs often means trying to improve the leading indicators. Leading indicators, as their name suggests, are the key to future success. Delay indicators show how successful the organization has been in achieving results in the past. Key performance indicators can be classified into several categories:

- Characteristics of input indicators that indicate resource utilization.
- Outcome indicators that relate to the result of work and show how much work has been done or what has been produced.

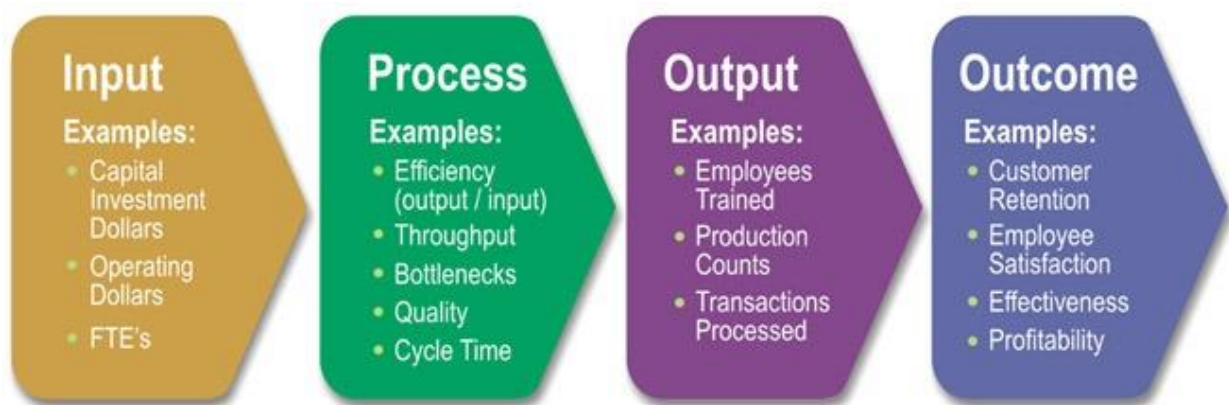


Fig. 1. Key performance indicators

Digital marketing KPIs are measurable goals that help you track and measure success. KPIs are a useful way for digital marketers to set their own expectations and use these metrics to prove that their work has a positive impact. Some KPIs are for the channel only and others are for the overall purpose of the organization. Every business needs both of these indicators to measure the relationship with the customer on the one hand and on the other hand the effectiveness of these channels in advancing the overall goals of the organization under evaluation.

As the business grows, people work and plan for each channel individually. Indicators are therefore measured individually (but all must work together to achieve a goal). Table 1 shows examples of advanced KPIs and metrics for the six typical digital marketing channels.

Table 1. Examples of KPIs and leading indicators in digital marketing

	Leading indicators	Periodic KPI	Secondary KPI	Initial KPI
Social Networks	Followers	Interaction	Site visits	Conversion
SEO	Number of searches	Site visits	Conversion	Income
PPC	Number of searches	Click rate	Conversion	Cost per acquisition
email	Delivery rates	Open rate	Click from	Exchange rate
Reference	obtained references	Site visits	Conversion	Income
Content	View content	Jump rate	Shared content	Conversion

It is important to note that the original KPI of all channels is not the same. This is because not all channels have a direct impact on revenue or conversion. For example, social media cannot be expected to have a direct impact on revenue.

SMART KPIs are a great way to pinpoint the details of what needs to be achieved but are vulnerable and need to be framed. The limit for KPIs depends on many factors. KPI type, industry type, market situation and many other factors. One of the easiest ways to set high or low limits for your KPI is to use past experience and information. Competitors can also be used. Although it may be impossible to access competitors' information, you can look at their KPIs and try to set appropriate limits. With the SMART model, all KPIs will be time-limited, so you know how long you have to launch something.

5. Conclusion

Key performance indicators are important and sensitive indicators for any business that have the right success in determining and controlling them. Measuring the Performance of Digital Marketing Activities Using key indicators of digital marketing performance can increase the productivity of marketing activities and help increase the effectiveness and optimization of the spending budget in marketing. Key Indicators of Digital Marketing Performance There are a variety of metrics for measuring Internet marketing performance that can increase the effectiveness of marketing activities. For this reason, in this study, the key dimensions and performance indicators in the field of digital marketing are examined. Understanding these indicators can help organizations to create an atmosphere full of value and thus attract more audiences, as well as the development of various fields.

Conflicts of Interest

No potential conflict of interest was reported by the authors.

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