A Survey in Analysing Increased Business Profitability by Instagram

DR MANJULA JAIN

Department of Management, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India
Email: manjula.management@tmu.ac.in

Abstract: Digital marketing is a way of marketing followed by new generation marketers. In recent times traditional practices of marketing come-up to be less effective in terms of giving output. With the growth of technology more and more new age marketers are adapting digital marketing and Instagram is used as a platform for advertising products but a clear statistic idea related to efficiency of digital media marketing especially Instagram is not known. The current survey puts light on the effectiveness of digital media marketing – Instagram in advertisement of products and raised sales of articles. The survey carried shows that Social media platform – Instagram as a potential medium of conducting promotional activities and results in raised sales of a product. Thus, current study opens the future perspective to conduct more research on the connection of different social media platform and shopped articles.

Keywords: Digital Marketing, Instagram, Marketing Strategy, Marketing, Media.

INTRODUCTION

Digital marketing involves all marketing inputs that use an automated device or the internet. Businesses influence digital channels such as search engine tools, social media, mail, and rest all sites to link with current and proposed customers. An experienced inbound marketer may say that inbound advertising and digital advertising are virtually one and the same thing, but there are some basic variations. Significance of digital marketing: While conventional marketing may be available in print ads, telephonic communication, or physical advertising, digital marketing can take place digitally and online. This states that there are many more probabilities for brands to arrive to the customers, involving mail, videos, social media, and search engine. At this level, digital marketing is significant for your work and brand knowledge. It appears that just like every other brand has a site. And in case they do not have, they are present on social media or follow digital advertisement strategy. Digital promotion and marketing is very usual that consumers now want and rely on it as a means to learn regarding brands. In-short, when struggling as a business owner, you are required to embrace few angles of digital marketing

Since digital advertising has so many types and strategies related with it, one may get inventive and explore with varied marketing plans on a budget. With digital advertising, you may also use devices like analysis dashboard to observe the growth and ROI of your plans higher than you could achieve with a conventional advertising content — such as a hoardings or printed advertisements.

Defining of digital advertising in business: Digital advertising is termed by the use of various digital strategies and passage to contact with consumers where they invest most of their time: online. From the site it to an organization online promoting assets — digital marketing, mail advertising, online pamphlets, and many more — there are many tactics that come under the umbrella of "digital marketing."

The most efficient digital marketers have a clear idea of how every digital advertising campaign aids their complete goals. And relying on the aims of their advertising strategy, advertisers can support a bigger campaign by means of the unpaid and paid passage at their disposal. A content advertiser, for example, can make a series of blog posts that aim to create leads from a current e-book the organizations recently made. The organizations social media advertiser may then support in advertising these blog posts by means of paid and organic posts on the works social media handle. Perhaps the mail advertiser generate a mail plan to send to those who acquire the e-book providing more data regarding the organization [1], [2].

1. Types of Digital Marketing

1.1. Search Engine Marketing & Pay Per Click (PPC)

SEM is the highly crucial forms of digital advertising operations, which allow companies to win the online market through advertisements for search engines like Google, Bing or Yahoo. With compensated and unpaid ads, SEM aims to maximize market presence and transition for companies. Figure 1 is representing the relationship between PPC and SEM i.e., SEM = SEO + PPC [1].

Fig.1: Flowchart representing the Relationship between Search Engine Marketing and PPC

SEM is owed while PPC is paid for SEM. PPC is one of the quickest kinds of digital media platforms to push real traffic on the websites and the services you offer. Pay per click can be interpreted to purchasing browsers through paying search lists to support site traffic to advertisers via desktop and smartphone web search. SEM synonym include pay-per-call (pay-per-call), CPC (cost-per- click), Pay-per-clicking (pay-per-call), and CPM. There are several various SEM related synonyms and acronyms (cost-per-thousand impressions).

PPC (\$) = advertisement expense (\$) − Number of PPC advertisement clicks are the following: Pay per click (\$)¨ · The sum of PPC advertisement click is the means of Internet Marketing Strategies that lets advertisers channel an online exposure scheme by paying the advertiser a certain price when their ad is charged [1].

Entitie's included in Pay Per Click Advertising involve (Figure 2):

(i) Product Sellers
(ii) PPC Marketers
(iii) Landing Pages
(iv) Landing Pages Providers
(v) The viewers or the Visitors
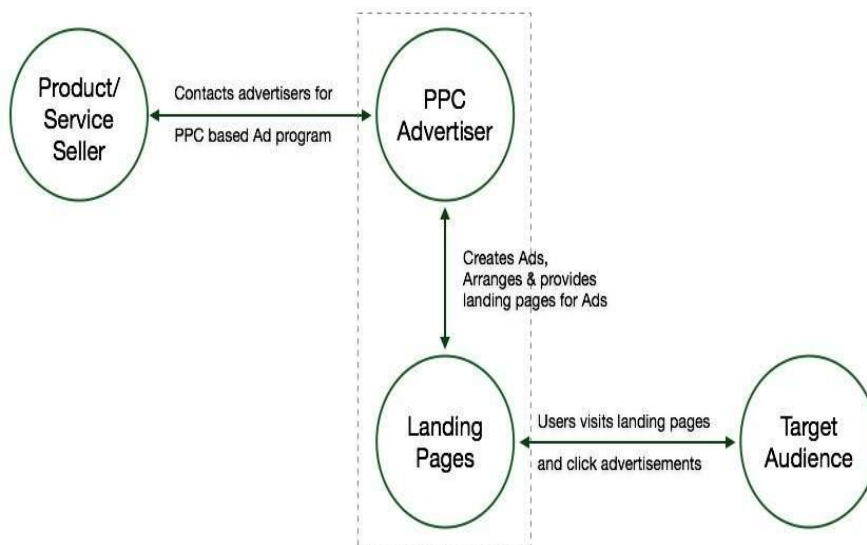
Fig.2: Entities Involved in Pay Per Click Advertising Include Product Seller, PPC Advertiser, Landing Pages and Target Audience

The pay-per-view or PPC SEM is ideally fit for companies with a strong spending schedule that can offer cost-effective opportunities to attract traffic and ensure greater online visibility. AdWords professionals need to be able to use paid ads in the most precise and results-driven promotions using these forms of internet marketing techniques.

1.2. Search Engine Optimization (SEO)

SEO lets advertisers boost the rating in case of unpaid "organic" list of the search of a blog or web page. SEO is a digital marketing firm, which will improve its Web site exposure, scope, authority and Alexa scores by increasing the site pages in the SERPs. If the SERP is nonsensical, it is a short term for a Search Engine Result Page. SEO inherently allows the person to get increased searching scores. You will have more guests, conversions, traffic, visibility, digital branding, and guideline.

SEO operates on some commonly known concepts like optimizing a website with particular keywords, handling connections from various pages that use other types of keywords, etc. Manipulating the system for search engines is no longer a traditional practice, as Google's Penguin update will penalize the site. You must play anything clean.

Certain among the highly important Search Engine Optimization activities involve:
(i) Material of excellent quality
(ii) Writing with Visitors
(iii) Video and images
(iv) Ties with the public
(v) Mail direct
(vi) External presence
(vii) Materials of collateral
(viii) Target Details
(ix) Evangelization Brand, etc.
In rendering a web SEO friendly, Various measures are involved:
1. Pick the domain for SEO Web Friendly
2. Tactics & Processes SEO Awareness
(i) SEO White Has
(ii) SEO of Black Hat (Don't ever use such gray tactics of search engine optimization)
3. Search Engine Optimization -friendly design and product usage
4. Keywords, names meta identifiers, & anchors optimization
5. Mobile SEO Connect Construction
6. Awareness of search engine operations such as sorting, crawling, indexing, relevance   estimation and results receiving
7. SEO on the website and off the website
8. Copywriting of SEO, etc.
Search Engine Optimization is one of the highly flourished forms of digital advertizing that allows organizations to acquire a credibility in search results eyes and their target base.

1.3. Social Media Marketing (SMM)

SMM is an electronic marketing firm with the most young and famous kinds who help advertisers advance their brand awareness to the highest possible degree.

In order to maximize the picture of a company, corporation, product or entity, SMM is currently preferred by many corporations. The social networks surrounding us like Instagram, Snapchat, Facebook, Twitter, YouTube, LinkedIn, Pinterest, Google Plus, are commonly known[2], [3].

In addition, the social media marketing radar covers niche networks, discussions, forums, websites and areas where there is two-way conversation. The foundation of successful SMM campaigns is to produce and deliver quality content in a targeted way[4], [5].
(i) Study the audience and appreciate it
(ii) Choose your social locations.
(iii) Choose the KPIs
(iv) Create a Playbook for Social Media
(v) Link your business to your strategy
(vi) Scheduling the postal schedule per hour a week
(vii) Establish a bank of contents
(viii) Content related to postal services
(ix) Independent handling of all social networks
(x) Report and re-analyse

Social networking advertising where marketers should know how to make better use of these channels are the latest in social media marketing.

Businesses who view their social networking target markets should often opt for these forms of digital marketing strategies, which effectively expand the reach of enterprises and increase identity, visibility and conversion [6], [7].

1.4. Email Marketing

E-mail marketing is the oldest of all and still very contemporary and active forms of digital marketing. Marketers use email to grow their future and current clients, allowing them to produce guidance and ensure conversions [8].

Email marketing provides the best medium of Relationship management to deepen relationships with a larger population at the negligible cost of the average amount you spend on conventional media.

(i) Pushing new services and goods registration

(ii) Build new and powerful guidance for one's sales department

(iii) Target higher number of participants in a results-driven way to your case

(iv) Turn the cause with more leads

To run email marketing campaigns, you need to take the following steps:

(i) Know the Email Strategy Components

(ii) Know how to receive e-mail sign-up authorization

(iii) Using the Material & Landing Pages effective email marketing

(iv) Stop spamming and blacklisting

(v) Use the right automation email software

(vi) Do segmenting and use metrics for email marketing

(vii) Using Follow-up Email Marketing

Content based marketing is highly significant forms of digital promotion, which focuses on the managing along with implementation of multiple digital content in publishing, engaging, uploading and vision[9].

1.5. Instagram

Instagram/IG/Insta.) is an United States of America based video and image sharing social platform having the ownership of Facebook. The application lets browsers to upload photo and videos. The photos and videos can be edited with filters and arranged by geographical tagging and hashtags. Posts can be shared amongst friend, with others publicly and or with pre-approved followers. Users may also search other person's profiles by geographical locations and tags and see the content that is trending. Users may follow others profiles, like images and also like image or video added by others to a feed, Instagram was primarily differentiated by just allowing content to be pictured with 640 pixels in a square of (1:1) aspect ratio in order to satisfy the width of the display of an iPhone at that time. In 2015, these limitations were released with the rise to 1080 pixels. The service also included messaging features, which included multiple video's or images in a single post, and also a feature of stories, just like Instagram's competitor Snapchat that allows users to upload videos and images to a continual feed, and this fed is accessed by followers for 1 entire day each, January 2019, the feature involving stories is used by 500 million users daily[4].

After the launching in 2010, Insta instantly rapidly became popular, having more than one million registered user of Instagram in just two months of time, 10 million in one year, and 1 billion as of June 2018. In April 2012, Facebook gained the service for around US$1 billion in cash and stock. Along with popularity of good features, Instagram is also criticised a lot, mostly for policy and interface variations, allegations of censorship, and illegal or improper content uploaded by users, but along with bad publicity, a major positive impact Instagram is putting in is for the digital marketers by letting them to reach out their target audience in very less time and in return give very good returns[10].

LITERATURE REVIEW

Ashley Ha. conducted a study on Social media marketing and stated that social advertising has become the advanced form of advertisement for the organizations. The mobile based social platform, Instagram, has been a significant tool for advertising. Around sixty percent of big organizations are using Instagram in order to make profit. There exists no specific rules on what way organizations are supposed to promote them on Instagram but there exists patterns. When analysing and viewing the results from three questionnaires carried among college students at California Polytechnic State University, San Luis Obispo, it is observed that this sample group is not willing to follow an Instagram account after viewing a celebrity endorsement post [11].

Afrina Ysmin et al. conducted a study on various elements of digital marketing and its effect on sales in around fifty firms following digital marketing strategy. This article focuses on the significance of digital marketing for both advertisers and and consumers. We analysed the impact of digital marketing on the organizations sales. Also the variation between age old marketing and digital marketing in this paper are shown. This study has

explained various forms of digital marketing, effectiveness of it and the effect it has on firm's sales. The survey conducted does not provide a data on the increased sales due to digital marketing done by Instagram specifically [12].

V. Kumar and Rohan Mirchandani conducted a study on the increasing return of interest of social media marketing at consumer as well as company level, a specific campaign impact when done on Facebook and Twitter but does not provide insights on effect of digital marketing done by means of Instagram [13].

Alireza M et al. conducted a study on social media marketing on online shopping of customers and concluded that social media resulted in friendly relations resulted in friendly relations, one hypothesis showed that awareness of services and products of company increases brand capacity both the studies does not give the idea about the effect of social media – Instagram on increased sales of different products [14].

Research Question
What is the impact of Social Media – Instagram in new age marketing?

METHODOLOGY
Design
A survey was conducted on different age group people, regularly using social media - Instagram, candidate's regularly using Social Media were taken for survey, especially those using Instagram. The main objective of taking candidates using Instagram is to get the results of effectiveness of Instagram as a means of advertising. A total 200 candidates were selected for the survey and divided into A and B group. A group involved candidate's from18 to 35years and B group involved candidates from 35 to 70 years. A total of 200 candidates were taken to conduct the survey, all candidates using social media regularly were considered for the survey especially those using Instagram were selected for the survey, and all the candidates were divided into two groups A and B. A group included 100 candidate's from18 to 35years and in B group involved 100 candidates from 35 to 70 years. All the candidates were asked the number of articles they buy based on their Instagram search history. A questionnaire form in distributed in park and college and candidates using Social Media regularly were taken for the survey. Table 1 shows the questionnaire form distributed in the park and the college and the survey form filled by candidates who were the regular users of social media platform especially Instagram were selected for the survey.

Table 1: Shows the Questionnaire Form Distributed in The Park, The College and The Survey Form Filled by Candidates Who Were the Regular Users of Social Media Platform Especially Instagram were selected for The Survey.

Name: Age: Sex: Occupation:	
Do you use Social Media?	Regularly: 3-4 days a week: Never:
Which Social Media platform you use?	1. Facebook – Yes No 2. Twitter – Yes No 3. Instagram – Yes No 4. LinkedIn – Yes No 5. Snap Chat – Yes No 6. YouTube – Yes No
Time spends on Instagram per day (in hours)	Time (in hours):

Data Collection
The data collected shows that A group including100 candidates belonging to 18 to 35 years of age group showed Instagram as a highly effective means of digital marketing, as 70% population of the group bought articles appeared on Instagram news feed and is majorly effective in increasing the sales of the goods whereas a 30% population showed that the Instagram is medium effective in increasing the sales. Table 2: Shows the data collected showing effectiveness of Social Media platform - Instagram on different age group of people

Data Analysis

All the candidates using social media in the range of 18 to 35 years and senior citizens in the age range of 35 to 70 years especially using Instagram for 3-4 days a week are considered for survey. All the candidates were asked few questions in their questionnaire. Few candidates used Instagram for 1-3 hours daily and few used 0:20 mins to 1:30 hour per week. Both groups were asked about their number of shopped articles browsed using Instagram. Both weekly and daily users of Instagram groups were asked about their shopping history for 30 days to see the effectiveness of Instagram as a social media platform 100 candidates in daily group and 100 candidates in the weekly group were involved in the survey. All the 200 candidates were grouped as A group belonging to 18 to 35 years and B group 35 to 70 years. The average result of both A and B group compared to their offline shopping was considered. Table 2 shows the data collected showing effectiveness of Social Media platform - Instagram on different age group of people.

RESULT AND DISCUSSION

The survey was conducted on two groups, A group and B group, A group candidates were in the range of 18 to 35 years and B group candidates were in the range of 35-70 years. A total of 200 candidates were surveyed. A group involved 100 candidates and B group involved 100 candidates. All the candidates considered for survey were using social media platform Instagram daily/weekly for 1+ hour, but all the candidates were not calculating the specific number of shopped articles using social media Instagram. After calculating the shopped articles using Instagram and offline shopping for a month the average result obtained for both A and B group were considered. The effectiveness of social media - Instagram was rated as highly effective, medium effective and less/not effective.

Table 2: Data Collected Showing Effectiveness of Social Media Platform - Instagram on Different Age Group of People

Group A/B	Highly effective	Medium effective	Less/not effective
A group 18 to 35 years of survey people (100 candidates)	7	3	-
B group 35 to 70 years of survey people (100 candidates)	8	2	-

CONCLUSION

The survey conducted on 200 candidates of different age group, A group 18 to 35 years and B group 35 to 70 years, all candidates were buying articles previously, but the specific means of shopping means was not analysed by all these candidates. The shopped articles analysed involved, what was required by the candidate that he/she searched on Instagram, liked by the candidate or common friends, articles those were neither required/ seen as an image on Instagram directly or liked by any connection but bought as it appeared fancy and heart taking to the candidate. The results clearly shows that A group including100 candidates belonging to 18 to 35 years of age group showed Instagram as a highly effective means of digital marketing, as 70% population of the group bought articles appeared on Instagram news feed and is majorly effective in increasing the sales of the goods whereas a 30% population showed that the Instagram is medium effective in increasing the sales. Thus, current study opens the future perspective to carry out more research on the connection of various social media platform and bought articles.

REFERENCES

1. V. Kishore, "Digital Vidya," Digitalvidya, 2019. .
2. N. Morris, "Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation," J. Direct, Data Digit. Mark. Pract., 2009, doi: 10.1057/dddmp.2009.7.
3. J. Jacobson, A. Gruzd, and Á. Hernández-García, "Social media marketing: Who is watching the watchers?," J. Retail. Consum. Serv., 2020, doi: 10.1016/j.jretconser.2019.03.001.
4. S. Medioni and S. Benmoyal Bouzaglo, Marketing digital. 2018.
5. A. T. Stephen, "The role of digital and social media marketing in consumer behavior," Current Opinion in Psychology. 2016, doi: 10.1016/j.copsyc.2015.10.016.
6. M. T. P. M. B. Tiago and J. M. C. Veríssimo, "Digital marketing and social media: Why bother?," Bus. Horiz., 2014, doi: 10.1016/j.bushor.2014.07.002.
7. P. Kotler and G. Armstrong, Kotler & Armstrong, Principles of Marketing | Pearson. 2018.

8. C. Belz, "Inbound marketing," Mark. Rev. St. Gall., 2009, doi: 10.1007/s11621-009-0084-8.
9. Y. Hu, L. Manikonda, and S. Kambhampati, "What we instagram: A first analysis of instagram photo content and user types," 2014.
10. P. S. H. Leeflang, P. C. Verhoef, P. Dahlström, and T. Freundt, "Challenges and solutions for marketing in a digital era," Eur. Manag. J., 2014, doi: 10.1016/j.emj.2013.12.001.
11. A. Çelik et al., "No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title," J. Mater. Process. Technol., vol. 1, no. 1, pp. 1–8, 2018.
12. A. Yasmin, S. Tasneem, and K. Fatema, "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study," Int. J. Manag. Sci. Bus. Adm., 2015, doi: 10.18775/ijmsba.1849-5664-5419.2014.15.1006.
13. V. Kumar and R. Mirchandani, "Increasing the ROI of social media marketing," MIT Sloan Manag. Rev., 2012, doi: 10.1109/emr.2013.6596535.
14. A. Mohammadpour, T. R. Arbatani, T. H. Gholipour, F. Farzianpour, and S. Hosseini, "A Survey of the Effect of Social Media Marketing on Online Shopping of Customers by Mediating Variables," J. Serv. Sci. Manag., 2014, doi: 10.4236/jssm.2014.75034.