

DIGITAL MARKETING STRATEGIES FOR E-COMMERCE GROWTH: AN ANALYSIS OF TRENDS, CHALLENGES, AND MANAGERIAL IMPLICATIONS

Anuj Biswas¹, Dr. Shinki K Pandey²

¹ (Research Scholar), Department of Management, Kalinga University

² (Head, Department of Management), Kalinga University

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ABSTRACT

This study investigates the impact of digital marketing tactics on the growth, profitability, and customer retention of e-commerce enterprises, especially in emerging areas such as India. The research examines tactics like 'Search Engine Optimization (SEO)', 'Social Media Marketing (SMM)', Pay-Per-Click (PPC) advertising, content marketing, and email marketing, emphasizing their efficacy in enhancing sales, visibility, and consumer engagement. The research finds significant hurdles, including the price of technology adoption, data privacy issues, evolving customer behavior, and complications in measuring ROI, which impede the smooth implementation of these tactics. Employing a descriptive study approach, data was gathered via online questionnaires directed at e-commerce enterprises across several sectors. Research demonstrates that enterprises employing multi-channel digital instruments and customer-focused strategies achieve substantial increases in revenue, conversion rates, and brand engagement. The report finishes with pragmatic advice for managers

to use data-driven decision-making, invest in AI-enhanced customization, and improve multi-platform marketing tactics to maintain competitiveness in a saturated market.

Keywords: Digital Marketing Strategies, E-commerce Growth, 'Search Engine Optimization (SEO)', 'Social Media Marketing (SMM)', Customer Retention, ROI Measurement, Predictive Analytics, Personalization, Artificial Intelligence (AI).

INTRODUCTION

The term "digital transformation" refers to the integration of digital technology into every aspect of a company, which significantly alters organizational processes and consumer value delivery. This revolution is propelled by enhancements in internet accessibility, smartphone utilization, and the integration of technologies such as Artificial Intelligence (AI), Big Data, and Cloud Computing. The proliferation of inexpensive internet connectivity in India, notably through efforts such as Digital India, has transformed businesses, allowing them to adjust to changing customer demands. A McKinsey & Company analysis (2020) indicates that India is poised to achieve a \$1 trillion digital economy by 2025, with digital commerce significantly contributing to economic expansion^[10]. In towns such as Lucknow, situated inside Uttar Pradesh's burgeoning economic framework, digital transformation presents potential for local enterprises and startups to utilize e-commerce platforms to extend their market reach beyond geographical limitations.

E-commerce enterprises depend significantly on digital marketing tactics to attract, engage, and convert consumers. 'Digital marketing' includes strategies such as "Search Engine Optimization (SEO)", "Social Media Marketing (SMM)", and 'Email Marketing', offering economical methods to reach particular client demographics.

The implementation of digital marketing has significantly enhanced e-commerce expansion in India, where platforms such as Amazon, Flipkart, and indigenous enterprises like Meesho are flourishing. A new analysis by Statista (2023) indicates that India's digital advertising sector is projected to expand to ₹35,809 crores (USD 4.7 billion) by 2025, driven by the rise in online buying behaviors^[13].

RESEARCH OBJECTIVES

- Assess the impact of digital marketing strategies on e-commerce growth and profitability.
- Evaluate the role of SEO, content marketing, and social media in customer acquisition and retention.
- Identify challenges faced by e-commerce businesses in Lucknow in adopting digital marketing.

- Offer managerial recommendations for optimizing digital marketing for sustainable growth.

LITERATURE REVIEW

Digital marketing strategies are grounded in theoretical frameworks that focus on consumer behavior, marketing channels, and engagement methods. Theories like the Hierarchy of Effects Model explain the stages a consumer progresses through, from awareness to purchase, underlining the importance of customer engagement at every touchpoint.

The 'Resource-Based View (RBV)' thesis, introduced by Barney (1991)^[1], asserts that a firm's competitive advantage arises from its resources, encompassing digital technologies and data-driven marketing capabilities. In e-commerce, digital marketing tactics utilize internal resources like analytics, social media, and content marketing to provide value and strengthen brand loyalty.

The Technology Acceptance Model (TAM), created by Davis in 1989^[5], elucidates how user acceptance of technologies, including mobile applications, websites, and digital payment systems, directly influences the efficacy of e-commerce enterprises. The implementation of individualized AI solutions has resulted in increased customer retention rates^[2] (Chaffey & Ellis-Chadwick, 2019).

E-commerce has experienced a significant transformation in the past two decades, progressing from basic online catalogues to intricate, AI-driven platforms. The advent of high-speed internet, mobile devices, and secure payment gateways has significantly altered consumer shopping behaviour worldwide, especially in India, where e-commerce is projected to attain \$188 billion by 2025^[8] (IBEF, 2023).

The integration of digital marketing with e-commerce has been pivotal in enhancing the online shopping experience through:

- AI-based systems analyze user behavior to offer tailored product suggestions.
- Platforms like Instagram and Facebook integrate shopping tools, enabling direct purchases.
- Brands collaborate with content creators to establish trust and visibility among target audiences.

For instance, Amazon's use of predictive analytics and Flipkart's localized marketing campaigns have shown how digital strategies can optimize sales funnels and customer journeys. Moreover, small and medium enterprises (SMEs) in cities like Lucknow are leveraging WhatsApp Business and Facebook Marketplace to connect with hyperlocal consumers.

Key Digital Marketing Models

1. 'AIDA Model' (Attention, Interest, Desire, Action)

The 'AIDA model', developed by Elmo Lewis (1898), provides a structured approach to guiding customers through the marketing funnel.

- **Attention:** Attracting potential customers using SEO, ads, or social media.
- **Interest:** Generating interest through engaging content and value propositions.
- **Desire:** Creating a desire for the product through testimonials and demonstrations.
- **Action:** Encouraging the consumer to take action (e.g., purchasing, subscribing).

For example, in the Indian e-commerce context, Flipkart uses festive sales (Attention), personalized emails (Interest), video promotions (Desire), and app-based discounts (Action) to drive conversions.

2. Funnel Framework

The marketing funnel framework maps out the **customer journey** from awareness to purchase and loyalty. The key stages include:

- **Top of Funnel (TOFU):** Brand awareness through ads, blogs, and SEO.
- **Middle of Funnel (MOFU):** Engaging customers with targeted content, webinars, and email marketing.
- **Bottom of Funnel (BOFU):** Driving conversions through retargeting ads, reviews, and discounts.

According to Kotler & Keller (2016), integrating data analytics at each stage of the funnel helps businesses measure effectiveness and optimize strategies^[9]. E-commerce companies like Nykaa and Myntra use funnel models to track customer interactions and improve conversion rates.

3. Digital Marketing Tools and Strategies in E-commerce

'Search Engine Optimization (SEO)' is fundamental to digital marketing, enhancing the visibility of e-commerce platforms on search engines such as Google. Businesses may improve their organic traffic and conversions by optimizing their websites' structure, content, and technical performance to rank higher in search engine results pages (SERPs). SEO encompasses strategies like keyword optimization, backlinking, and mobile responsiveness to guarantee an optimal user experience. Chaffey & Ellis-Chadwick (2019) assert that organizations employing efficient SEO techniques see a 70% augmentation in organic search traffic^[2]. Indian e-commerce platforms such as Myntra and Nykaa have effectively implemented SEO strategies to excel in product-

related search inquiries, hence improving their market awareness and consumer acquisition.

The development and distribution of worthwhile, relevant, and consistent content is the focus of material marketing, which aims to draw in and keep a target audience interested. In e-commerce, content marketing is essential for establishing trust, informing customers, and shaping purchasing decisions. Methods encompass blogs, films, infographics, and case studies customized to client requirements. Amazon India use product reviews, purchasing recommendations, and video demos to facilitate customer decision-making. HubSpot's research (2022) demonstrates that content marketing produces three times more leads than conventional marketing techniques while incurring 62% lesser expenses^[7]. By promoting value creation, e-commerce firms in India may engage clients throughout their purchasing experiences, hence enhancing retention and loyalty.

'Social Media Marketing (SMM)' has become an effective instrument for e-commerce firms to augment brand recognition, consumer engagement, and sales. Platforms like as Instagram, Facebook, and LinkedIn provide customized advertising, influencer partnerships, and shoppable content, facilitating access to niche audiences. In India, Facebook and Instagram are notably prevalent for social commerce, allowing firms to display items via advertisements, reels, and live videos. According to a Statista survey (2023), 52% of Indian shoppers identified new items using social media in the previous year^[13]. Brands such as Mamaearth and Boat have utilized influencer marketing on Instagram to enhance their reach, resulting in significant sales growth and increased brand loyalty.

Pay-Per-Click (PPC) advertising is a compensated marketing approach in which enterprises incur costs for each click on their advertisements, guaranteeing prompt visibility and quantifiable profits. Platforms such as Google Ads and Facebook Ads provide exact targeting based on demographics, interests, and search activity. PPC campaigns provide insights into KPIs such click-through rates (CTR), conversion rates, and return on investment (ROI), allowing advertisers to enhance performance. As reported by WordStream (2022), businesses generate an average return of \$2 for each \$1 invested in Google Ads^[15]. In India, enterprises like as Flipkart and BigBasket implement PPC strategies during festival periods to attract high-intent consumers and optimize sales.

Email marketing continues to be an economical instrument for e-commerce enterprises to cultivate leads, maintain clientele, and stimulate conversions. Brands cultivate enduring relationships with their audience through targeted ads that use user behavior, preferences, and purchase history. Strategies such as cart abandonment emails, newsletters, and loyalty awards enhance engagement and facilitate repeat

purchases. Campaign Monitor's research (2021) indicates that email marketing yields a ROI of \$42 for each dollar invested. Indian e-commerce platforms such as Snapdeal and Ajo employ tailored email marketing to disseminate discounts, product suggestions, and updates, hence enhancing client retention and lifetime value^[3].

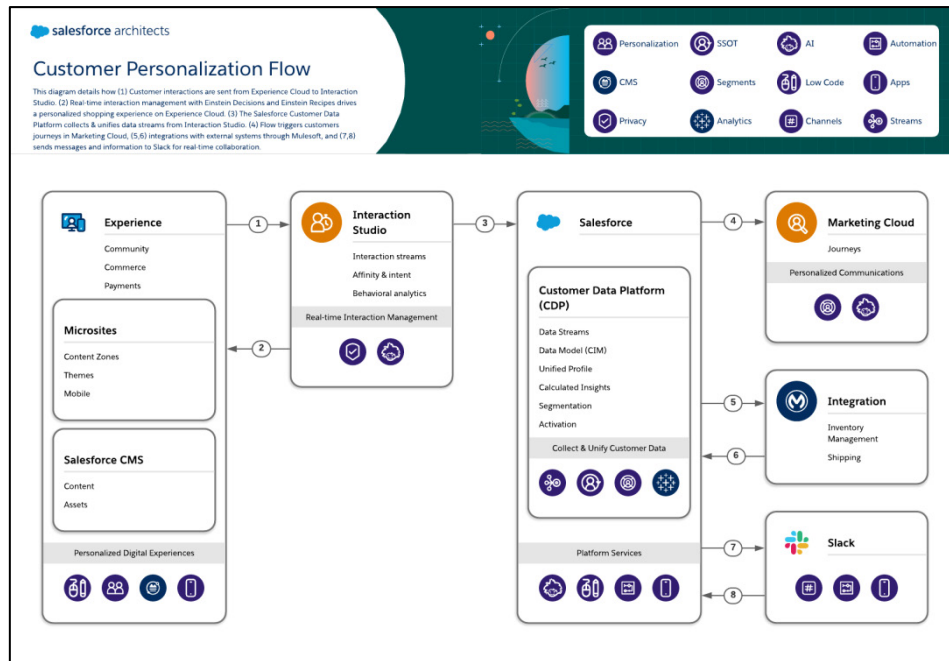
4. Trends in Digital Marketing for E-commerce

Data-driven decision-making is revolutionizing digital marketing for e-commerce by allowing firms to leverage insights from extensive datasets. Predictive analytics, driven by machine learning (ML) algorithms, facilitates the forecasting of trends, consumer behaviors, and purchase patterns. E-commerce systems gather data from sources such website activity, consumer transactions, and social media interactions to tailor marketing efforts and enhance return on investment.

Amazon's recommendation engine use predictive analytics to propose goods based on prior searches and purchases, hence enhancing conversion rates. A Forbes Insights survey (2022) indicates that 66% of e-commerce enterprises employing predictive analytics get enhanced marketing ROI and improved client targeting^[6].

Personalization is a vital element in contemporary e-commerce, with AI significantly contributing to the provision of customized experiences for consumers. Businesses utilize AI algorithms and machine learning to evaluate user behaviour, preferences, and interactions, hence generating highly tailored content and suggestions. Salesforce (2023) reports that 84% of consumers believe individualized treatment is essential for securing their loyalty^[12].

Indian e-commerce sites such as Myntra and Flipkart employ AI-driven algorithms to suggest items, dispatch targeted email campaigns, and enhance customer experiences. Instruments such as chatbots and virtual assistants augment consumer encounters by delivering immediate help. These technologies provide enhanced interaction, less cart abandonment, and increased revenues.



Source: Salesforce, 2023

Figure 1 : AI Personalization Process

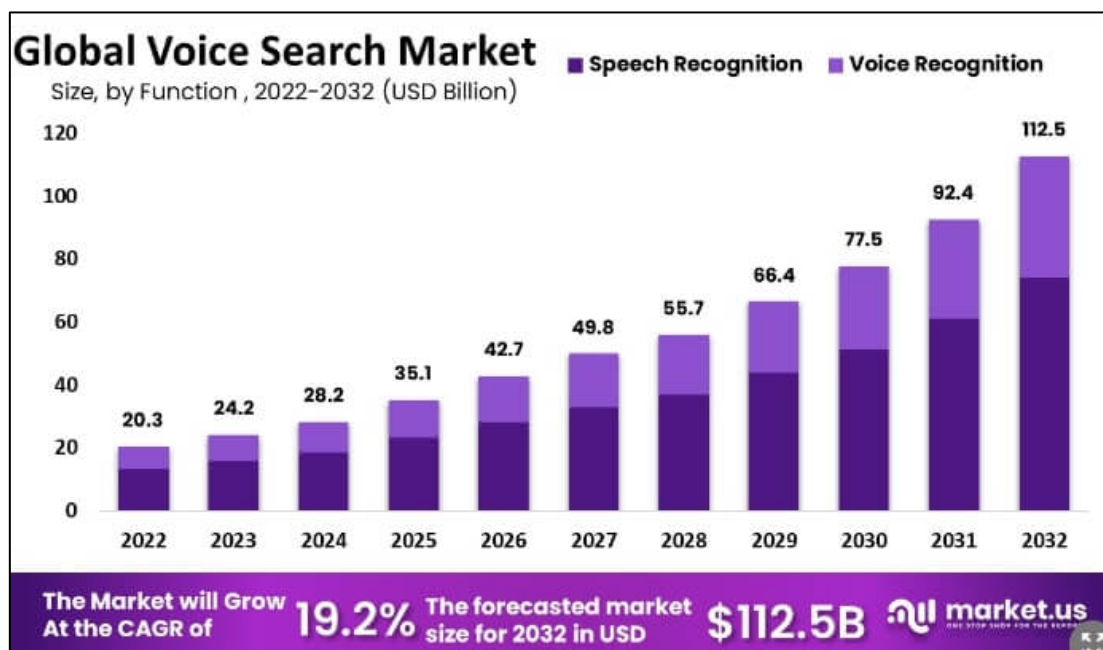
Video marketing has emerged as a predominant method for e-commerce enterprises, allowing firms to visually showcase items and establish emotional connections with their viewers. Platforms such as YouTube, Instagram Reels, and TikTok have transformed the manner in which businesses present items via captivating video content. Wyzowl (2022) reports that 88% of consumers are influenced to buy a product after viewing a video^[14].

Influencer marketing enhances video marketing by utilizing credible figures to endorse things to specific audiences. In India, platforms such as Instagram and YouTube dominate influencer-driven commerce, particularly affecting the cosmetics, electronics, and fashion sectors. Mamaearth partnered with micro-influencers to enhance product visibility, resulting in a substantial boost in brand recognition.

Voice search and mobile-first techniques are becoming vital elements of e-commerce digital marketing. The proliferation of voice assistants such as Alexa, Siri, and Google Assistant has resulted in an increase in voice-activated product searches. Businesses are enhancing their websites and content for long-tail keywords and natural language inquiries to attract voice-driven traffic. ComScore (2022) anticipates that by 2025, 50% of all worldwide searches will be voice-based^[4].

Mobile-first initiatives are crucial, given that more than 70% of internet buying in India occurs via smartphones^[13] (Statista, 2023). Businesses are already emphasizing mobile-optimized websites, progressive web applications (PWAs), and in-app

experiences to ensure fluid navigation, expedited load times, and enhanced customer satisfaction.



Source: ComScore, 2022

Figure 2 : Growth in Voice Search Usage Globally

5. Challenges in Implementing Digital Marketing Strategies

The implementation of digital marketing tactics frequently encounters substantial obstacles owing to elevated expenses and resource constraints, especially for small and medium firms (SMEs). Implementing technology like as artificial intelligence (AI), predictive analytics, and automation tools necessitates significant investment in infrastructure, a qualified personnel, and software solutions. Platforms such as Google Ads, CRM systems, and social media management tools can be costly for organizations with constrained budgets. In expanding markets like India, small and medium-sized enterprises in cities such as Lucknow have challenges in allocating resources for sophisticated digital solutions. Furthermore, a deficiency of experienced workers intensifies the issue, since organizations require professionals capable of interpreting data and utilizing tools efficiently.

The proliferation of digital platforms has become data privacy a significant concern for both enterprises and consumers. Legislation like the General Data Protection Regulation (GDPR) and India's planned Data Protection Bill mandates that enterprises manage client data with due diligence. Mismanagement or violations may result in legal repercussions, reputational harm, and erosion of consumer confidence. Customers are becoming increasingly cautious about disclosing personal information owing to concerns around abuse or hacks. A PwC (2022) survey indicates that 72% of customers are hesitant to disclose personal data without guarantees of its security.

Businesses must reconcile the necessity for customization and data-driven initiatives with compliance and stringent cybersecurity safeguards, which may be expensive and resource-intensive^[11].

The swiftly changing digital environment presents difficulties in comprehending and adjusting to fluctuating customer habits. The proliferation of social media, mobile applications, and developing technology has led customers to anticipate individualized experiences and immediate satisfaction. This necessitates that organizations always innovate and be abreast of trends. Furthermore, market saturation in the e-commerce industry intensifies competition, complicating the ability of enterprises to distinguish themselves. Platforms such as Amazon, Flipkart, and smaller regional competitors in India vie for the same client demographic, resulting in elevated marketing expenditures and dwindling returns. Businesses must address these problems by prioritizing customer interaction tactics and value-oriented marketing to maintain loyalty.

A significant difficulty in digital marketing is the precise measurement of Return on Investment (ROI) and the assessment of campaign performance. Although digital marketing platforms offer insights like click-through rates (CTR), impressions, and conversion rates, converting these analytics into significant financial results may be intricate. Businesses frequently have challenges in assigning sales to certain marketing channels, particularly when several platforms are engaged in a customer's journey. HubSpot (2022)^[7] reports that 42% of marketers find it challenging to accurately analyze ROI because of fragmented data across several systems. Small enterprises, without access to sophisticated analytics tools, encounter difficulties in optimizing campaigns and substantiating their marketing expenditures.

METHODOLOGY

This study used a descriptive research approach to investigate and assess the role, trends, and problems of digital marketing tactics in e-commerce. This study used a descriptive approach to comprehensively delineate the features and behaviours of e-commerce enterprises, along with their utilization of digital marketing tools and strategies. This method elucidates patterns, trends, and issues related to the implementation of digital strategies across many sectors by providing clear, factual insights.

The research utilizes online questionnaires as its data gathering strategy. Online surveys are used for their convenience, cost efficiency, and capacity to access a wider demographic of respondents across various geographic regions. Structured questionnaires, comprising closed-ended and open-ended questions, are disseminated using platforms such as Google Forms, SurveyMonkey, and email to gather primary data. The study aims to assess the degree of digital marketing

adoption, the methods employed (e.g., SEO, social media marketing, PPC), perceived obstacles, and business results including ROI and consumer engagement. Participants are requested to provide views on anticipated developments in digital marketing, encompassing customization and predictive analytics.

The study's sample size encompasses e-commerce enterprises from many sectors, including retail, fashion, electronics, and FMCG (Fast-Moving Consumer Goods). A target sample size of 150 respondents is designated to guarantee statistical reliability and precision. Businesses are classified as small and medium companies (SMEs) and large-scale organizations to discern variations in their digital marketing strategies, resource limitations, and obstacles. Purposive sampling is employed to identify organizations that are actively engaging in digital marketing tactics.

The gathered data is examined using descriptive statistics to elucidate patterns, correlations, and obstacles in the execution of digital marketing plans, yielding actionable insights for e-commerce enterprises.

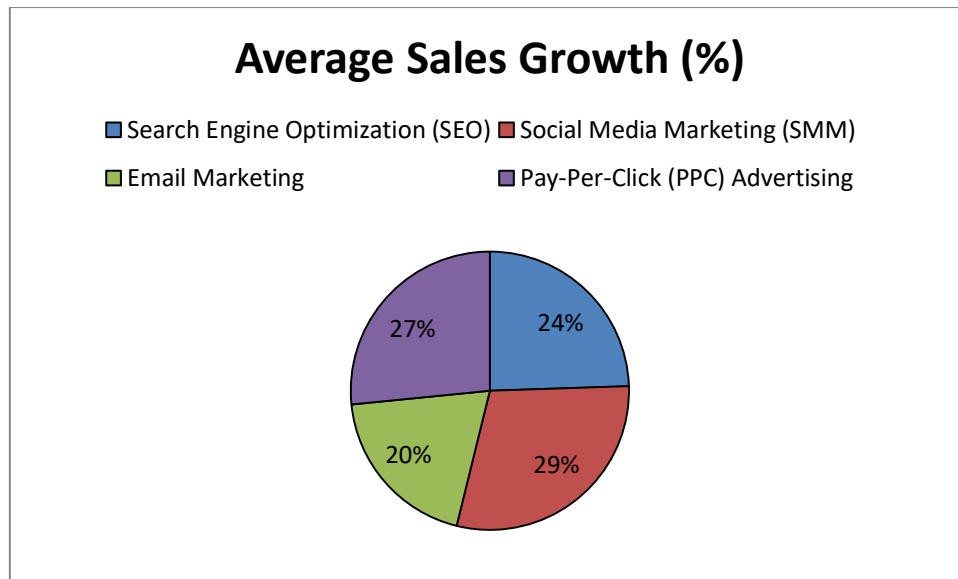
FINDINGS AND ANALYSIS

Impact of Digital Marketing Tools on Sales Growth

The implementation of digital marketing technologies has significantly influenced the sales development of e-commerce enterprises. Instruments such as 'Search Engine Optimization (SEO)', 'Social Media Marketing (SMM)', and email marketing have augmented website traffic, enhanced product exposure, and stimulated direct sales. Companies utilizing these technologies have indicated increased client acquisition and retention rates.

<i>Digital Marketing Tool</i>	<i>Average Sales Growth (%)</i>
<i>'Search Engine Optimization (SEO)'</i>	<i>35%</i>
<i>'Social Media Marketing (SMM)'</i>	<i>42%</i>
<i>Email Marketing</i>	<i>28%</i>
<i>Pay-Per-Click (PPC) Advertising</i>	<i>38%</i>

Table 1 : Impact of Various Digital Marketing Tools on Sales Growth



Pie Chart 1 : Distribution of Sales Growth Contribution by Digital Marketing Tools

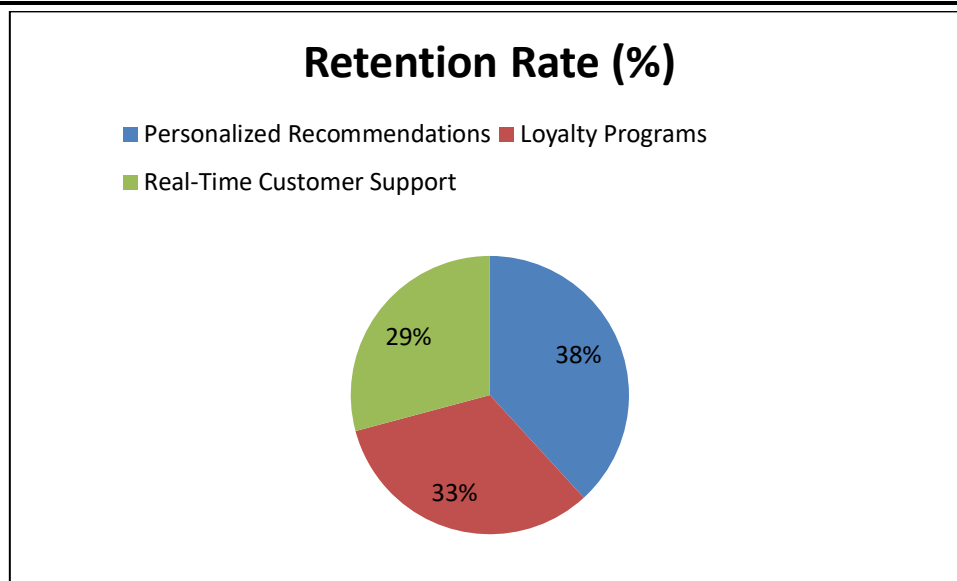
According to the research, social media marketing (42%) has shown to be the most effective strategy, showcasing its capacity to engage consumers and advertise items via platforms such as Instagram and Facebook. SEO (35%) and PPC (38%) greatly helped by improving product visibility and boosting conversions. Simultaneously, email marketing (28%) shown efficacy in cultivating recurring consumers with tailored promotions.

Role of Customer-Centric Strategies in Loyalty and Retention

Customer-centric digital strategies, such as personalization, real-time engagement, and tailored communication, have played a crucial role in fostering customer loyalty and retention. E-commerce businesses that adopted AI-driven recommendation systems and loyalty programs witnessed a substantial improvement in repeat purchases.

Strategy	Retention Rate (%)
Personalized Recommendations	55%
Loyalty Programs	47%
Real-Time Customer Support	42%

Table 2 : Customer Retention Rates Associated with Different Marketing Strategies



Pie Chart 2 : Proportional Distribution of Retention Rates by Marketing Strategy

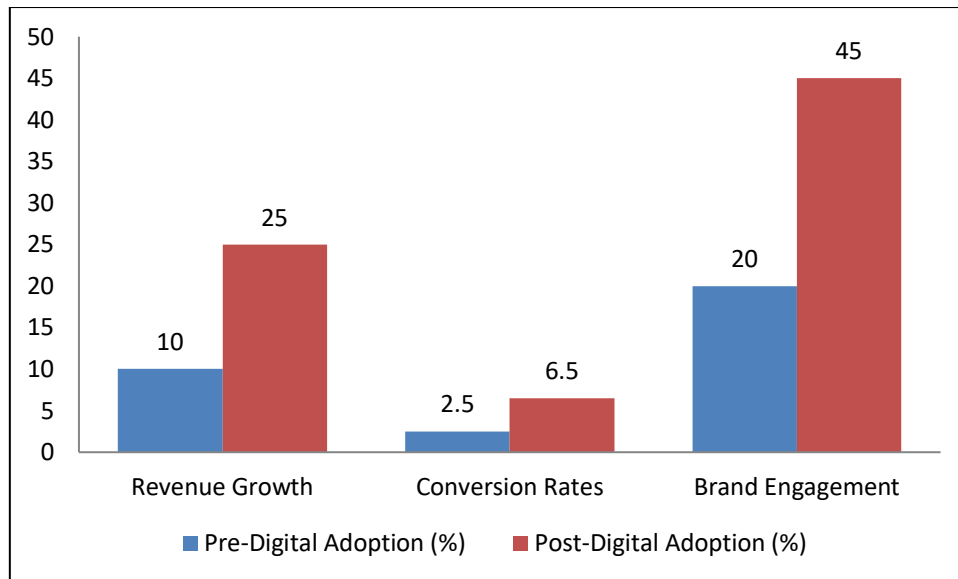
The findings indicate that personalized recommendations have the highest impact (55%) on customer retention by aligning products with individual preferences. Loyalty programs (47%) and real-time support (42%) further strengthen customer relationships, ensuring long-term engagement.

Success Metrics: Revenue Growth, Conversion Rates, and Brand Engagement

Success metrics were analyzed to determine the overall effectiveness of digital marketing strategies in e-commerce. The three key metrics evaluated include revenue growth, conversion rates, and brand engagement.

Success Metric	Pre-Digital Adoption (%)	Post-Digital Adoption (%)	Growth
Revenue Growth	10%	25%	+15%
Conversion Rates	2.5%	6.5%	+4%
Brand Engagement	20%	45%	+25%

Table 3 : Pre-and Post- Digital Adoption Performance Metrics and Growth



Graph 1 : Graphical Representation of Pre- and Post Adoption

After adopting digital marketing strategies, businesses experienced a 15% increase in revenue growth and a 4% improvement in conversion rates. Brand engagement, measured through social media interactions and customer feedback, increased by 25%, showcasing the effectiveness of content-driven and targeted strategies.

Managerial Implications

This study's findings underscore several actionable implications for managers in e-commerce to enhance digital marketing tactics successfully. Managers must implement a data-driven decision-making strategy to fully utilize digital technologies. Through the investment in analytics systems and machine learning algorithms, enterprises may observe consumer habits, forecast trends, and distribute marketing resources to high-performing channels. This guarantees that methods are focused, economical, and yield quantifiable results.

The incorporation of customer-centric techniques, including tailored suggestions, loyalty programs, and real-time customer involvement, is vital for improving retention. Managers have to prioritize Artificial Intelligence (AI)-driven solutions to provide customized experiences aligned with user preferences. Recommendation algorithms and automated email marketing can markedly enhance repeat purchases. Moreover, real-time support solutions like chatbots enhance satisfaction, fostering trust and enduring partnerships.

Another significant effect is the necessity for multi-channel marketing tactics. Managers should concentrate on social media channels like as Instagram, Facebook, and YouTube to enhance interaction, cultivate communities, and partner with influencers for product marketing. Concurrently, instruments such as 'Search Engine

Optimization (SEO)' and Pay-Per-Click (PPC) advertising require optimization to improve exposure and draw high-intent clients.

In light of problems including evolving customer behavior and market saturation, managers must always innovate and adjust to rising trends, including mobile-first initiatives, voice search optimization, and video marketing. Businesses must maintain adherence to data protection standards to cultivate consumer trust by emphasizing data privacy and transparency.

Ultimately, managers must establish a comprehensive method to assess Return on Investment (ROI) and the efficacy of campaigns. By employing key performance indicators (KPIs) like as conversion rates, engagement metrics, and revenue growth, enterprises may optimize tactics for optimal effectiveness. Investing in staff upskilling in digital tools and analytics is essential for maintaining long-term success in a dynamic digital environment.

CONCLUSION

This study underscores the revolutionary influence of digital marketing techniques on the expansion and prosperity of e-commerce enterprises. Digital instruments including 'Search Engine Optimization (SEO)', 'Social Media Marketing (SMM)', Pay-Per-Click (PPC) advertising, and email marketing have become essential catalysts for augmenting exposure, upgrading client acquisition, and boosting revenues. The use of customer-centric methods like as AI-driven customization, loyalty initiatives, and immediate help has demonstrated efficacy in enhancing customer retention and sustained engagement.

The results underscore the significance of data-driven decision-making and the use of new technologies, like Artificial Intelligence and predictive analytics, to enhance campaigns, provide personalized experiences, and improve ROI. Nonetheless, obstacles include elevated implementation expenses, evolving consumer habits, data privacy issues, and limitations in assessing ROI remain, necessitating strategic planning and creativity for resolution.

The report emphasizes that managers must implement a multi-channel strategy for digital marketing while adhering to data privacy standards to foster client trust. Businesses must consistently adjust to developing trends such as mobile-first tactics, voice search optimization, and influencer-driven content to maintain competitiveness in an increasingly saturated market.

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