

The Contribution of Digital Advertising on Branding: A Review of Start-Up Companies

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Abstract

The present market environment is very encouraging and attracts numerous entrepreneurs to begin their venture in an economy. However, all start-ups are not able to gain success because of the poor market knowledge, cash burn, unclear vision, market risks, legal challenges, product quality to name a few. Amongst these, the success of a start-up is significantly dependent upon the communication and awareness about the product and service to the prospective consumers. Furthermore, it is not only dependent on communication process but also the cost and technique utilized for building brand and its awareness. Traditional marketing techniques have cost attached and do not allow two-way communication, hence, digital marketing tools have gained momentum in the current market situation. Therefore, present study makes an effort in reviewing the digital marketing techniques which are employed by the entrepreneurs for brand building and the benefits they have generated with minimal cost. The study has also highlighted the impact of different digital marketing tools on the consumer's behavior and brand awareness

Keywords: *Digital advertising, Brand Building, and Start-ups.*

1. Introduction

Digital advertising is the marketing process that is carried out by using internet services and promoting the products and services using different digital platforms such as websites, emails, search engines, social networking sites, blogs, video displays, and others. It is considered as a new way of approaching customers and acquiring learning about their attitude, behavior, purchase intentions, and decision-making attributes (Chaffey & Ellis-Chadwick, 2019). While focusing on the effect of digital advertising on branding, digital advertising can attract a large number of audiences including targeted traffic who are ready to acquire or enquire more information about the brand, product or service. As a result, when effective communication is established with the customers and the products are supplied to them with quality parameters in real-time, consumers are able to associate themselves with the company. It increases engagement of the audiences with the site and provides more recognition to the product resulting in the development of the brand image and reputation of the company. It results in product promotion, increasing sales and receiving a better Return on Investment (ROI) (Chaffey, Ellis-Chadwick, Mayer & Johnston, 2009). Therefore, digital advertising is extensively used by firms and enterprises belonging to different fields and sectors such as retail, FMCG, food, medical, travel, tourism, and others to promote their products to large populations and increase their sales proposition. Moreover, digital advertising in branding is no more limited to large firms but for small startups as it helps in establishment of the firm, acquiring customers and building the brand's reputation (Bresciani et al., 2010).

Skinner had indicated that digital marketing can provide a vast amount of opportunities such as increasing sales, exposure and leads. The effect can be overwhelming because of the presence of numerous channels, techniques, platforms, and media. Survey of Skinner indicated that start-ups are directing their funds and time in digital marketing. Start-ups are taking initiatives to analyze the way their marketing strategies are performing currently. Content marketing and social media were observed to be the most used digital marketing technique among the entrepreneurs to increase their brand awareness and customer acquisition. However, paid media is the least utilized tool as it requires capital investment. Start-ups have proved their potential in the field of digital marketing without any formal training (Patel and Chugan, 2018).

The market orientation of the start-ups has changed drastically because of the disruptions faced by the media industry. The disruptions allow innovation along with adding challenges to start a new venture. The disruptions have changed the consumption patterns, shifts in the budget of the industries along with increase in the competition. These factors further add risk in starting a business in the uncertain environment and conditions. Traditional marketing theories highlighted that customer, competitors' orientation and coordination within the business is crucial to ensure the business success. In turbulent markets, innovations bring success, for example firms like Vox Media, The Huffington Post and BuzzFeed gained significant success in a short span of time (Sommer, 2018). Different types of digital marketing tools play a significant role in affecting the process of every organization however, literature is fragmented in the field pertaining to digital marketing employed by start-ups. So, present study aims to consolidate the fragmented and isolated pieces of literature. The study will highlight the contribution made by digital advertising in branding of start-ups.

2. Digital Advertising Framework

As per the survey conducted by Marketing tech blog in the year 2014, it was found that 99% of marketers use social media site Facebook to market their products, while 97%, 69% and 59% marketers use Twitter, Pinterest, and Instagram to promote their products respectively (Monnappa, 2015). Digital advertising uses different marketing tools such as social media, blogs, email, website, affiliate marketing, native advertising, display ads, Search Engine Marketing (SEM), video ads, and others to reach customers and viewers in a short period. As a result, by using digital advertising, the marketers, companies, firms, and organizations can reach more online consumers, get traffic without making investments, deliver higher returns to investment, saves time and money. It also allows the marketers to reach smartphone, mobile, laptop or computer users that make it easier for the company to reach target audiences. Hence, digital advertising is accepted and increasingly used by different companies belonging to different sectors such as automobiles, food, clothing, retailing, and other industries. For example, companies such as Dell, Toyota, Dominos Pizza, and others use social media strategy to promote their products to large audiences (Ramsay, 2010). In addition to this, digital advertising tools such as websites are used by marketers to enhance the online buying decision behavior of the customers. It is because the digital platform gives enough space to the customers by which they share their needs and grievances related to the product with the manufacturers or retailers. The effective interaction increases the self-esteem of the consumers and motivates them to make decisions regarding the purchase of goods and services (Arnott, 2013). Additionally, the digital advertising tools such as display advertising, Search Engine Optimization (SEO), social networking sites, and others help in establishing a long-term association with the customers, determining buyer persona, and distribution of high-quality content. Hence, it can be said that digital advertising is highly effective in building brand image and reputation in the competitive market.

2.1 Types of digital advertisements

The digital advertisements are defined as the advertisements that are advertised on the digital platform with the help of the internet (Suggett, 2017). It has been classified into different types such as display ads, native advertising, social media, Search Engine Marketing (SEM), and others. It is highly used by marketers to promote their products and services at affordable and scalable prices so that return on investments (ROI) is gained by the businesses. The usage of digital advertising tools is associated with cost and increasing overall sales (Rodgers & Thorson, 2018).

2.1.1 Display ads

Display advertisement is the campaigning process that is used by marketers to attract the audience or users who are using a social media site, website, or other digital mediums to carry out particular activities. The display advertisements are formed of attractive images, videos or texts that influence the users to click through a banner leading them to a landing page and take a specific action such as making purchases. It is sold on a basic Cost Per Mile (CPM), Cost Per View (CPV), Cost Per Lead (CPL), Cost Per Acquisition (CPA) and Cost Per Click (CPC). In a biddable environment, CPCs tend to get more expensive depending on the key word that is being bid for. It allows the enterprises to choose the best format as per their business suitability so that it will help to boost the image and increase the brand value of the company. The digital advertisements majorly use Google Display

Network (GDN) that allows the firms to reach large audiences directly from the Google Ads account. It also helps in reaching the target audiences set by the firm by displaying the advertisements on specific websites that are used by the demographics set by the company. For example, Retargeter was able to generate an ROI of 286% by using the display advertisements.

2.1.2 Native advertising

Native advertising is a promotional technique that is used by advertisers to promote goods and services on the online platform by matching the look, feel and appeal of the means in which they appear. It may function in the form of video, advertorial or article so that brand image positioning is executed effectively in the minds of the consumers (Michael Sebastian, 2014). The native advertising is used to cater to the needs of the tech-savvy consumers who tend to analyze the information that is imparted in the ads. It provides a blended effect to the consumers by camouflaging the marketing messages and content so that the likelihood of advertisement is increased among the customers. For example, native advertising was used by Netflix and WSJ that helped them to promote new shows by developing a storyline for the shows in which viewership was to be increased. In addition to this, native advertisement was also used by CN Traveller to promote tourism in the Maldives. It provided rich site experience to the viewers with added content about the Maldives which highly influenced audiences to visit the Maldives or set it as their travel destination.

2.1.3 Social Media

Social media uses computer-based Web 2.0 internet-oriented technologies to create and share ideas, information, and other forms of expression with the help of virtual networks and communities. It has been classified into different types such as blogs, business networks, forums, photo sharing, social gaming, video sharing, social bookmarking, and others by different organizations and enterprises. For example, SocialDrift is used by McDonalds, Sprint and other industry majors to influence several followers. SocialDrift helps in automating Instagram interactions and increased follower counts by ingraining them through follows, likes, and comments (Mangold & Faulds, 2009). While focusing on the different stages involved in advertising on social media are listening (getting online and listening or observing the online proceedings), identifying goals and objectives of the firm so that the firm achieves a better position in the competitive markets. Social media advertising is also used by government, business, politics, law enforcement agencies, and others. For example, organizations such as Cisco, Staples, Pampers, Poo-Pourri and others use social media to influence consumers and increase commercial business gains.

2.1.4 Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is a digital advertising tool that promotes websites by increasing their visibility in the several search engine results pages by making effective use of keywords and search engine optimization. The tool uses keyword research to ensure that the site is found by the consumers in the search engines. It analyzes the website's saturation and popularity levels of the website by using tools such as Link Popularity, Google Analytics, and others. The back end tools such as HTML validators are used to provide data on a website and consumers so that potential problems and usability issues are identified. For example, Sky News collaborated with Unique Digital to acquire automatically generated keywords. It provides high ranking to the company in several search engines by making it easily accessible to the consumers (Mitchell, 2012). SEO is highly beneficial in attaining a higher ranking in search engines by making effective use of keywords and links. It improves website accessibility, enhances affiliate marketing practices, provides long-term gains and a high competitive edge to the firms. However, it is obstructed by client load, task load, unexpected ranking drops, improper management of client expectations, regular update requirements, overstepping a multi-service approach, and others.

2.1.5 Video ads

Video advertisements are online advertisements that use videos to promote goods and services on the internet-based medium by engaging the consumers on a high digital level. It is present in different formats such as linear video (advertisement presented before, between or after the video content), non-linear videos (advertisement running concurrently with the content), and companion videos

(advertisement in the form of display advertisement, text or rich media). It is created by experts or in-house teams to target the customers on a large scale. Video advertisements are used by the firms to provide the customers with a complete product feel by enriching their experience about the product. It is used by several companies such as Nike, ComforPedic, Adidas, Razer, Reebok, AsRock, and others to promote and influence the consumers to buy their products. For example, Sony uses video ads to promote its products such as PS4 to the audiences so that more awareness is spread about the product.

2.1.6 Email marketing strategies

Email marketing strategies provide the marketers with different tools such as personalization, segmentation, mobile-friendly accessibility, and others which highly influence the consumers and attract them towards the products marketed through it. For instance, the emails that are personalized by the receiver's first name increase the opening rate by 16%. It is because personalization helps in developing a direct communication and association with the customers that develop the trust of the receipts towards the senders of the emails. Email marketing is used to promote several products and services such as commercial products (FMCG, home furnishings, sanitary, and other), services (educational, training, servicing, and others), or charitable activities such as donations. It helps in building loyalty, trust and creating brand awareness among the customers. It develops trade associations with prevailing and new customers, encourages customer loyalty, acquires new consumers, influences the existing consumers to buy products and shares third party advertisements.

3. Brand Building

Brand building is defined as the process through which awareness and promotion of products are executed by using advertisements, marketing, and promotional strategies. Branding is considered to be an important aspect as it visually represents the company by creating its unique image in the market. Brand building helps in providing value-added services by analyzing the needs and demands of the customers. For example, Product brand strategy is used by companies such as Rolex, Adidas, Nike, Ford, Sony to ensure quality products are provided to the customers. It includes providing good quality products, better packaging, warranty, and other services so that the brand image of the company is developed. On the other hand, companies such as Starbucks, McDonalds, Squad, Molly Maid use service brand strategy by providing quality services to the consumers so that customers get immense product and service satisfaction. It includes providing eCommerce, and telecom services to the customers so that they develop trust upon the company resulting in brand building. Additionally, companies such as Walmart, Tesco, Chick-fil-a, Kroger, KFC use retail brand strategy so that high-quality products and services are provided to the customers ensuring good customer experience and building of the brand image. The use of different branding processes such as describing brand, brand differentiation & positioning, brand promotion, personalizing brand, and evaluating the brand is used to estimate the responsive sales gained through that branding.

3.1 Types of brand building

3.1.1 Visual branding

Visual branding provides an individual identity to the products or brand in the crowded competitive market. It uses the logo, typography, shapes, symbols, colors, materials, finish, composition, personality and features, interiors, product styling, promotional styling, and others to provide a unique identity to the brand product or services. Visual branding is used to create an exact reflection of the firm so that the products and services sold by it are positively perceived by the consumers. It is used to promote several products such as FMCG, drinks and beverages, utilities, fragrances, and others. For example, the Coca Cola company uses visual advertisements to promote its product to a large audience. The company is consistent with using the color, images, designs, and texts that are associated with the product for a long time. The use of red color in the product advertisement ensures that all the customers who have been associated with the company for long continue to provide their support and show their loyalty. It also provides a feeling of vibrancy and encourages new customers to associate with the product and company. Moreover, the use of unique features as prescribed in the visual advertising gives a unique image and recognition status or brand value to the product or

company which makes it easily recognizable among different products of the same segment. As a result, it becomes easier for consumers to connect with the product and use it increasingly.

3.1.2 Branding through Social Media

Social media networking works on the mechanisms of Web 2.0 to promote the products and services by using an internet-based medium in the virtual world. It uses different platforms such as content informing, weblogs, talk discussions, social; networking sites such as Instagram, YouTube, Twitter, and others, person to person communication, and photograph sharing to develop association with large audiences in real-time. For example, Facebook is used to attract a large number of customers as it is used by large segments of populations. The companies use video and photo content to attract or engage viewers as these mediums attract maximum number of customers towards the product or brand. On the other hand, Twitter uses hashtags strategically to increase customer participation in product buying activity. The use of hashtags increases the product and brand visibility among the consumers that highly encourages them to purchase the products. Retweeting is also used as an effective tool to increase customer engagement and spreads awareness about product features or services provided by the brand. LinkedIn is a professional networking social networking site that establishes associations and connections with large industries and professionals. The promotions in this segment help to create a product image and are beneficial in connecting with people belonging to similar communities or industries.

4. Use of digital advertisement framework as a branding tool for the start-ups

As the availability of the data at individual level has been ever increasing, the accountability and measurability standards have raised tremendously in digital advertisement. The history of the advertising industry observed for the first time in 2013 that the spending on digital advertisement had overpowered the television advertisement that was conventionally regarded as the most powerful mass medium strategy in the US (IAB US, 2013).

4.1 Impact on consumers

Kodjamanis and Angelopoulos (2013) examined the extent to which the Facebook advertising influenced the purchasing habits and behaviors of the customers.

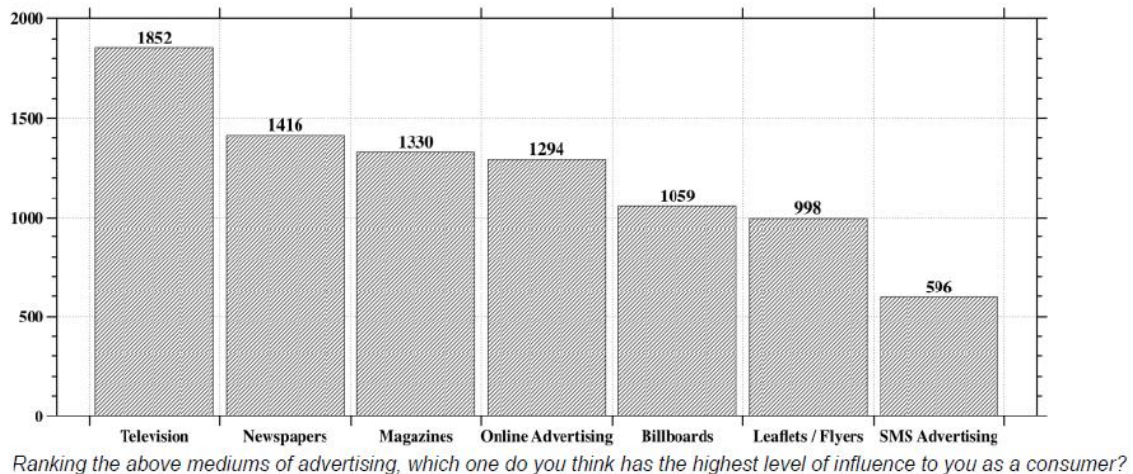
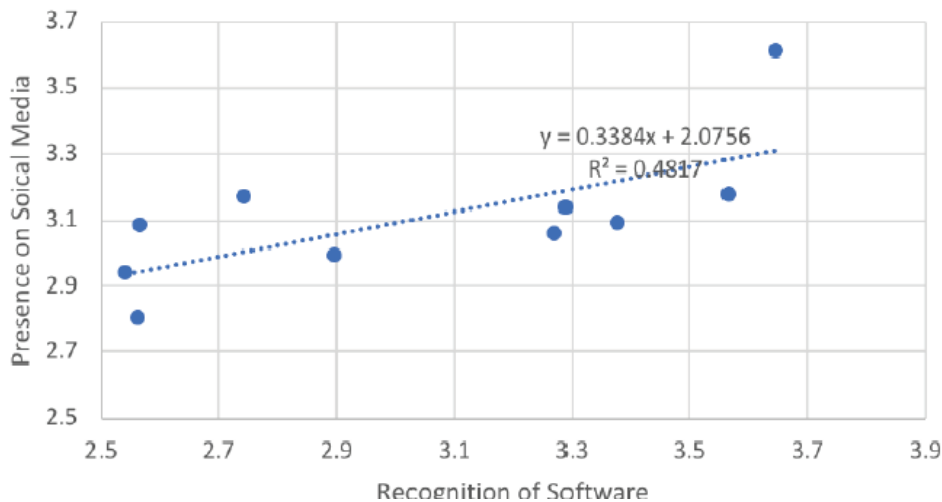


Figure 1: Consumer perception and attitude towards advertising on social networking sites: the case of Facebook. Retrieved from:Kodjamanis, A., & Angelopoulos, S. (2013, May).

The study captured the perceptions of the consumers in context of social pressure and privacy from online groups and tested their impact on the buying behavior of consumers. The findings of the study showed that although the consumers depended more on the internet for information collection, yet eWOM and social pressure are the major methods that provide assistance for success of a brand. While ranking the medium of advertisements, it was observed that online advertisement occupied the fourth place while television was ranked the highest for having an influence on the consumer's mind followed by newspapers, magazines and online advertisements. (Graph 1)

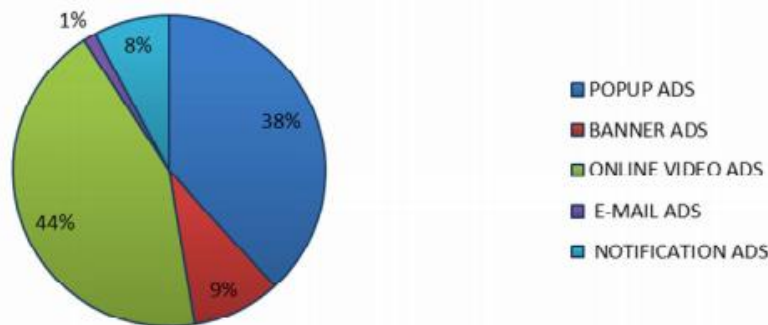
Shcherbakova (2019) in the research study aimed to study the influence of digital advertisements on growth of the startup softwares and brand recognition. It aimed to determine the factors that impact the buying decision of consumers and the most appropriate methods of advertising the goods and services using digital technologies. Various hypotheses were created and survey tests were applied to determine a correlation between the presence of social media and the recognition of the software brands. The results revealed that almost one-third of the participants interacted and noticed the startup's software advertisements on social networking sites. Moreover, it was observed that the brand awareness increases due to digital advertisements, encourages users to search more about the advertised software, grabs potential consumers and enhances the discussions about the products.



Correlation between presence on Social Media and Recognition of Software Brands.

Figure 2: The Impact of the Presence on Social Media Channels on Brand Recognition and Growth of Software Startups. Retrieved from: Shcherbakova, E. (2019).

The concept of digital marketing has gained immense attention and also plays a significant role in the economic development of a nation.

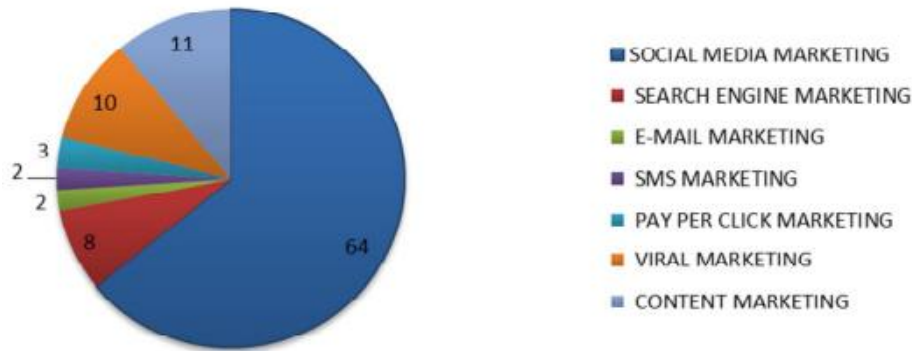


Digital Advertising that annoys the most

Figure3: Youth's Perception Towards Digital Marketing. Retrieved from: Rashika, S. S., &Maiya, U. (2019).

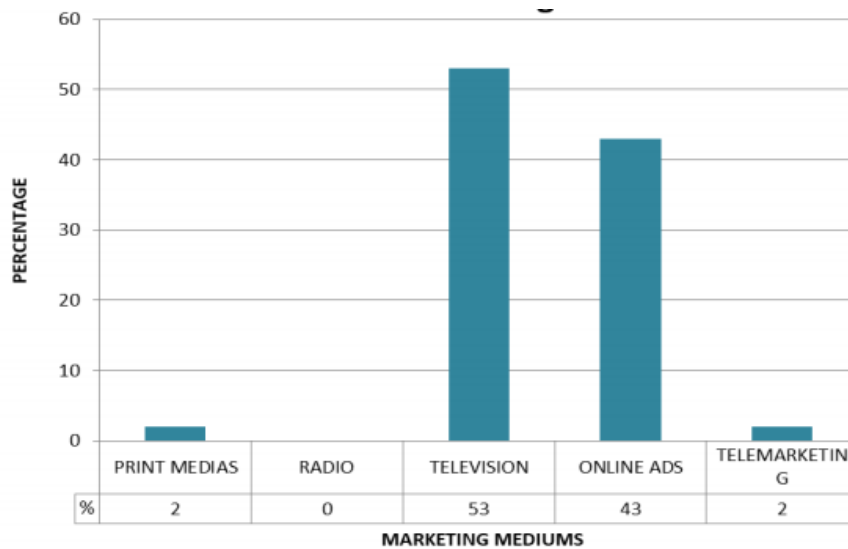
In the present era, digital marketing captures all kinds of users from desktop users to smart phones and users of electronic devices so as to interact with the consumers and boosts their business online. Rashika and Maiya (2019) explored the reasons behind the digital markets growth and further examined the perception of the youth towards digital advertisements. Hypotheses were developed and tested using the Chi square test. The study revealed that excessive digital marketing has a negative impact on the consumers and demotivates a consumer from purchasing the product. Especially the digital ads in the form of online videos were found to annoy the majority of the respondents (Graph 3). Further, customers were found to be more attracted towards Social media marketing (Graph 4).

Also, the advertisement through the medium of television was found to be most suitable which was followed by online advertisements (Graph 5).



Channels of Digital medium that attracts youth

Figure4: Youth's Perception Towards Digital Marketing. Retrieved from: Rashika, S. S., &Maiya, U. (2019).



Effective Marketing Medium

Figure5: Youth's Perception Towards Digital Marketing. Retrieved from: Rashika, S. S., &Maiya, U. (2019).

4.2 Sales graph

The interactions between consumers and businesses, efficient business management and connecting organizations, resources and people can be facilitated through the digital platforms. Thus the startups in the present era use digital innovations in order to enhance their relations within the companies (Ruggieri et al., 2018).

Dash and Sharma (2019) conducted a study on a luxury car brand in India which had adopted the digital advertising strategy along with the conventional marketing strategy in order to improve its sales revenue. The technique of digital marketing was compared with traditional techniques of marketing like advertisements through magazines and newspapers and display events. The results showed that digital media was five times more effective than the newspaper advertisements. Additionally digital marketing also positively impacted the responses of the traditional advertisement techniques.

Thach, Lease and Barton (2016) performed a similar study to comprehend the influence of social media activities on sales in US wineries. A survey was conducted with the managers and owners of winery to know their perceptions regarding the same. The data was analyzed using descriptive statistics and technique of ANOVA. Results indicated that the wine sales had increased drastically with the use of various social media platforms. The study concluded that the winery managers must

begin by interacting with the customers on facebook. The US Wine marketers were found to be benefitted by the adoption of digital advertisements particularly the newly established wineries.

Table 1: Use of social media by four categories of impact on wine sales

	Impact on wine sales			
	None	Low (5–10 per cent)	Moderate (<10–>30 per cent)	High (30+ per cent)
<i>(N =)</i>	48	153	107	67
<i>Major social media practices</i>				
Using Facebook (per cent)	67	95	96	99
Twitter (per cent)	35	60	72	78
Online videos (per cent)	13	39	37	51
Blogs (per cent)	15	19	25	34
Reading blogs (per cent)	21	42	40	52
Writing comments (per cent)	13	10	21	24
Use Google+ (per cent)	4	13	21	25
Online photos, for example, Instagram (per cent)	9	27	38	49
Monitor/respond to TripAdvisor/ Yelp (per cent)	21	47	47	60

Figure 6: Exploring the impact of social media practices on wine sales in US wineries. Retrieved from: Thach, L., Lease, T., & Barton, M. (2016).

Table 2: Goals for social media by four categories of impact on wine sales

	Impact on wine sales			
	None	Low (5–10 per cent)	Moderate (<10–>30 per cent)	High (30+ per cent)
<i>(N =)</i>	48	153	107	67
<i>Reasons to use social media</i>				
Consumer service (per cent)	19	48	64	60
Getting new consumers (per cent)	48	75	88	93
Advertisement for my winery (per cent)	40	69	82	93
Information about events (per cent)	48	72	89	90
Information about wine tasting (per cent)	29	50	68	73
Public relations (per cent)	38	65	80	85
Communication with consumers (per cent)	46	82	88	94
Communication with other wineries/ companies (per cent)	19	29	33	55
It is not exactly defined (per cent)	38	5	3	3

Figure 7: Exploring the impact of social media practices on wine sales in US wineries. Retrieved from: Thach, L., Lease, T., & Barton, M. (2016).

Hokey Pokey, a popular brand of deserts and ice creams followed a process containing seven steps in order to evolve their online marketing strategy. This strategy included monitoring of conversations on social media, identification of individuals that spread information, recruiting, locating and providing incentives to the influencers whose interests coordinate with the campaign. Twitter and Facebook were the main tools used. Presently, the Social Media campaign of Hokey Pokey has assisted in enhancing the brand awareness and the growth rate of sales revenue and social media ROI has grown considerably (K, 2013).

4.3 Cost analysis

The digital advertisements include animations, videos and static images with the objective of promotion of goods, services or products.

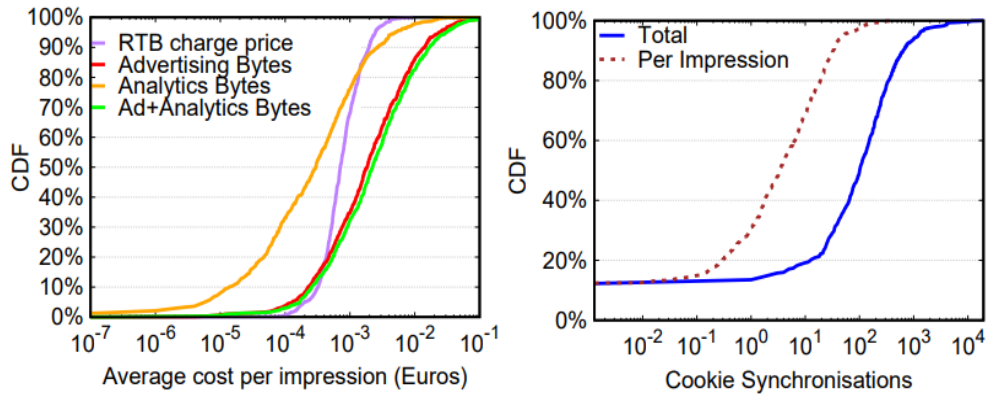


Figure 8: CDF of the average cost. Figure 9: CDF of the average on the user’s data plan and cost paid CSyncs per impression retrieved per ads to the same users.

Source: The Cost of Digital Advertisement. Retrieved from: Papadopoulos, P., Kourtellis, N., &Markatos, E. P. (2018).

The advertiser compensates a cost in monetary terms so as to purchase the advertisement space in the medium of the content provider for instance a website. This ad is then placed by the content provider in the consumer’s display box. However, unlike the conventional ads, like those in radios, TVs, newspapers and magazines, the end users also pay an amount for viewing the advertisement. The cost bared by the end user includes either transferred bytes, network requests or the loss of privacy to the advertising world. Papadopoulos, Kourtellis and Markatos (2018) in their research study aimed to enhance the awareness of the hidden costs, for this purpose, a transparency tool, OpenDAMP, was used to calculate the costs on both ends. The results of the study showed that the advertisers as compared to the end users paid an extremely small cost. Also, a privacy loss was experienced by most of the users due to the personalized ads.

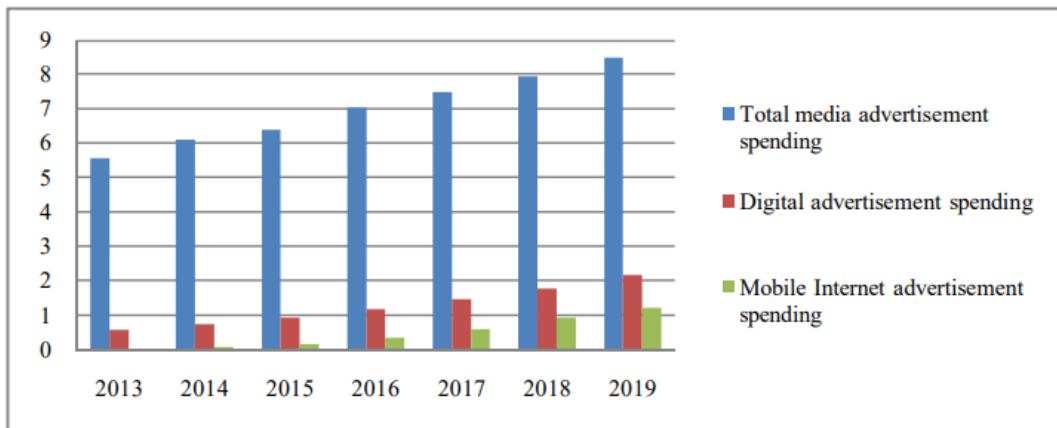


Figure 10: Total media, Digital advertising, and mobile advertising spendings in India. Source: An Empirical Study of Market Potential of Digital Advertisement in the Automation Sector with Special Reference to Pune City (India). Retrieved from: Dahivale, R., & Inamdar, V. (2018).

Dahivale and Inamdar (2018) in their research study examined the utilization of digital advertisement in the Indian Industrial Automation industry with special reference to the medium sectors. Further, it analyzed the capability of digital advertising tools like online advertisements, mailers, SMS promotions, pop ups. The researchers highlighted the challenges faced by medium enterprises and the importance of digital advertising. The results reveal that the automation industry in India urgently

needs to continue using digital channels for its company. It also presents digital media firms with a major untapped audience.

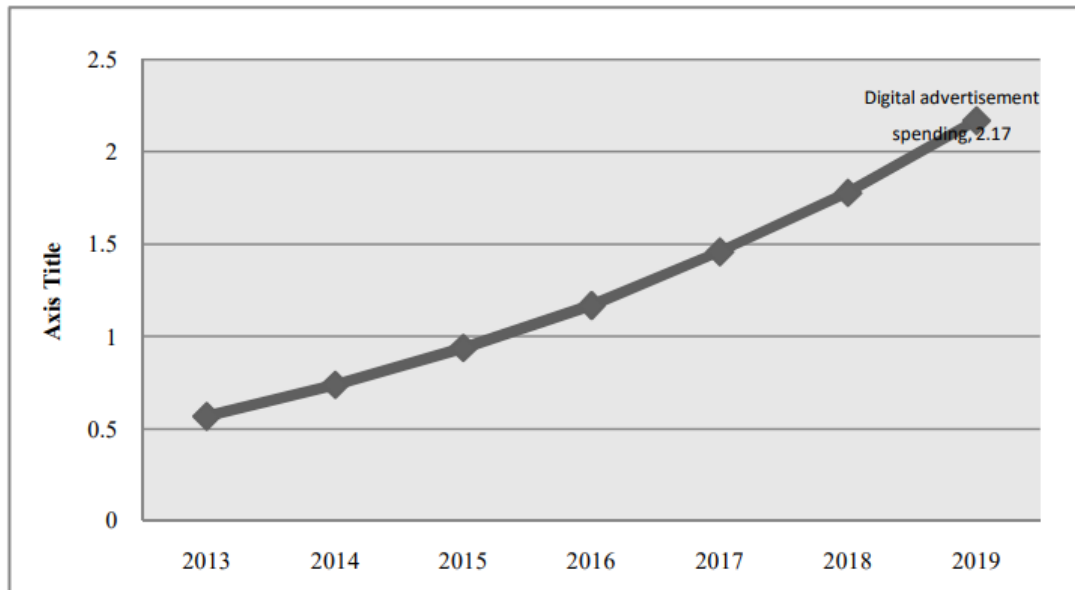


Figure 11: Digital Advertising spending in India (2013-2019). Source: An Empirical Study of Market Potential of Digital Advertisement in the Automation Sector with Special Reference to Pune City (India). Retrieved from: Dahivale, R., & Inamdar, V. (2018).

Shirisha (2018) discussed the various benefits of using digital advertisements rather than the conventional techniques. The main benefit of digital advertisements is its cost effectiveness. This technique of digital advertising can be developed in a limited budget and proves to be inexpensive as compared to television and radio. A well established digital marketing strategy can target a larger audience with a very minimal cost. Moreover, digital marketing provides a chance to develop enormous campaigns using distinct media. Such campaigns go viral on several social media apps thus enabling one to gain social currency. The technique of digital marketing is also time saving. Another important aspect of any business is brand building. Digital marketing assists in building up a brand and also promotes it on various platforms with few resources.

Ma and Du (2018) suggested that in view of the continuing transition in promotional spending in new digital media platforms, the opportunity cost (exempt convergence between new and conventional ads) must be measured against the benefits of digital advertisement (containment adaptability, more effective targeting of customers and greater scope by dollar). The researchers in their report recorded that the digital share that is the ratio of internet ads to conventional commercials has an inverted U relationship to the size of the business. This data was collected from 2001 to 2012 related to 1583 firms. The scientific research offers managers a major effect. If the existing ratios of digital to conventional ads are higher than 15:1, the beneficial effect of rising digital share is negative.

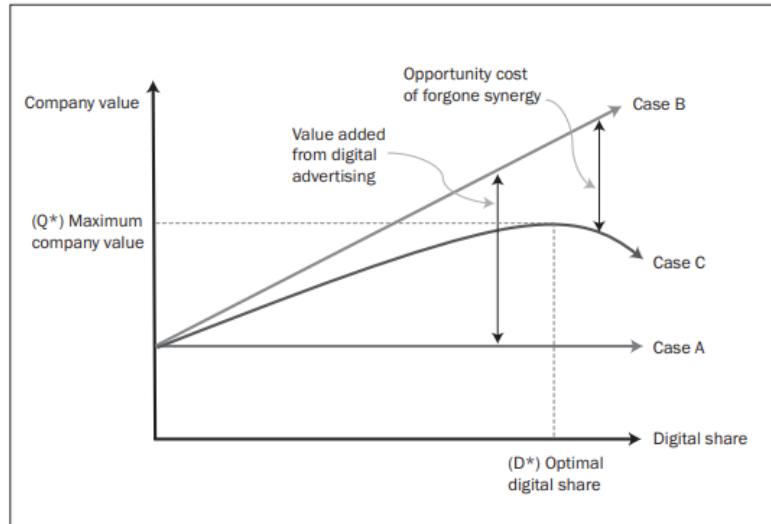


Figure 12: Graphical Illustration of Digital Share and Company Valuation. Source: Digital Advertising And Company Value. Retrieved from: Ma, J., & Du, B. (2018).

Wherein Case A suggests that new media advertisement does not have any benefits nor do modern and conventional media synergistic advertisement benefits. Case B claims that new media advertisement is competitive over mainstream media ads so that both new and conventional media have little synergistic impact on advertisement. Case C claims that advertisement in new media has drawbacks and that ads in print and conventional media have synergistic effects.

5. Findings and discussion

As per the above-discussed literature, it can be said that digital advertising has grown significantly since its inception in the 1990s and provided many streams and platforms to the marketers and firms to promote their products and services to a large number of consumers. The study examined that digital advertisements are classified into different types such as display ads, native advertising, social media, Search Engine Marketing (SEM), and others that are used by marketers/companies to promote their products and services. It was also determined that digital advertising tools such as display ads used attractive images, videos or texts to influence their users and increase conversion rate. The medium helped in targeting audiences set by the firm and achieving specific brand goals. It was also ascertained that native marketing, social media advertising were used by marketers to capture the interest of a large number of consumers and engage them constructively with the product and company. It was also found that the different social media tools such as Facebook, Twitter also help the firms belonging to different sectors such as retail, FMCG, food, medical, travel, tourism, and others to build their brand image and reputation in the competitive market.

The study also examined that digital advertising highly contributed to brand building by increasing the association of customers with the companies. For example, email marketing strategies are used to develop a direct communication and association with the customers. It also includes a segmentation process that helps in reaching the targeted audiences and promoting goods to them effectively. It was also examined that the mobile-friendly aspect of email marketing is highly appreciated by customers and develops a positive attitude towards the advertised product. The facts related to brand building and its importance were also included in the study. In order to develop effective brand building, strategies such as product branding, service branding, and retail branding are used by companies to increase their brand value among the customers. Furthermore, visual branding helped companies to provide identity to their brand.

Literature pertaining to the field of digital marketing in start-ups indicated that online advertisements take fourth place in influencing consumer's behavior and television, newspapers and magazines occupied the first places. A study projected that start-ups' software comes into the notice because of

social media advertising and promoted brand awareness. Presence on social media is positively related to brand awareness. However, excessing advertising annoys the youth as highlighted by a study. Online video ads were categorized as the most annoying form of advertisement among youth and they were more attracted towards the social media platforms. Furthermore, digital advertising tools were proved to be 5 times more effective in comparison to traditional marketing to enhance the sales. Social media advertising tools were observed to be the most effective tool in increasing sales, especially while introducing new products in the market. Costs associated with advertisement and branding are of crucial importance for a start-up as they have limited funds in the beginning. Therefore, the study reviewed the cost associated with digital advertisement and indicated that optimum utilization of digital marketing tools along with innovation will bring minimum cost and reach to untapped markets. However, most advantages can be brought in by an entrepreneur if they are able to create synergy by combining digital and traditional marketing techniques.

6. Conclusion

The review of literature indicated that digital marketing is an efficient tool of branding and maintaining market reputation. It helps start-ups to make easy entry in the market while it presents several challenges at the same time. Entrepreneurs were able to mark their presence in the competitive market with the help of social media advertising. However, the effectiveness of digital marketing tool kits depends on several external factors such as consumer's behavior on digital platforms, keeping in pace with the changing trend, and creating synergies with traditional marketing techniques. The problem of availability of limited funds can be resolved with the help of digital marketing techniques as success with the digital technologies can be assured if innovation in content is incorporated. Previous literature has indicated the success achieved by different types of firm and its impact on the consumers by employing digital marketing. Hence, it can be concluded that digital advertising helped in developing the brand image and reputation that increased their sales propositions to optimized levels.

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