

A Study on Client's Perception on Digital Marketing Strategy at a Machine Tool Manufacturing Company

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Abstract - In the small-scale manufacturing industry, making the best use of existing financial and human resources is critical. The focus in MSMEs is on core operational areas such as manufacturing, maintenance, logistics, and so on. Because marketing is often the last thing on people's minds, this study recommends a cost-effective digital marketing strategy that requires little upfront investment. There isn't much scope given to marketing in the machine tool manufacturing industry, even though it can bring a computable difference in lead generation and sales. This project focuses on understanding the client's perspective on marketing activities specifically the digital part and also tries to understand different strategies that can be employed on its way. This study tries to understand a suitable digital marketing strategy to attract potential customers. The study is carried out in a small-scale machine tool manufacturing company having more than 100 employees and a global footprint. The project envisages Identifying a novel comprehensive digital marketing strategy to increase the inbound and outbound leads. The planned strategy includes the use of different platforms for maximizing the company's outreach to the potential customer base.

Keywords: Digital Marketing, Online Marketing, Manufacturing, Machine Tools

I. INTRODUCTION

The advent of the internet has reshaped the dynamics of marketing. The new-age marketing practices emphasize the optimal utilization of available resources for digital marketing. For a business to grow and prosper in the digital era, the business must be updated with the latest innovations. For manufacturers, the ability to connect with modern buyers depends on their digital marketing strategy. The extensive use of the internet for manufactured product promotion constitutes the schema of digital marketing. The internet has become an integral part of our lives and is a useful tool for doing business. Digital marketing is one of the best methods for marketing your business. Currently, several advanced digital marketing tools are available and are opted to amplify the reach. An online presence helps businesses reach more potential customers and may increase conversion rates. The main goal of digital marketing is to maximize return on investments. In addition to monitoring the strategies of competitors, the online presence of marketers can also help them reach niche customers. A business's website is the key to its success, and it is a way to promote its products and services online. In this Project, the efficient use of such

marketing techniques is enumerated and validated. The major hindrance the Micro, Small & Medium Enterprises (MSMEs) face in generating orders is the limited reach to the potential customer base. The plight of Indian machine tool manufacturers (IMTMs) is the massive competition from similar emerging economies (China, Vietnam, Taiwan, etc.), which offer similar solutions at a much more competitive price. Digital marketing is among the available means that help these small businesses outrank the effects of cost-based competition.

II. LITERATURE REVIEW

Digital marketing is playing a very important role in b2b marketing as [1]. Justina Setkute and Sally Dibb (2022) believes nuanced understanding of the practices in digital marketing in an industry primarily focused on relationship building and traditional business development. They also talk about how the internal and external factors play a vital role in SMEs' digital marketing and also shows that these small to medium-sized businesses use digital marketing to a relatively limited extent and explains about the major obstacle to its successful implementation is the very low level of importance assigned and also the lack of resources available to supports its use [2].

E. M. Olson, K. M. Olson, A. J. Czaplewski, T. M. Key (2021) explains that Marketing managers must choose where to best deploy promotional budgets because, of course, this is seldom the case. Although there isn't one set of digital marketing strategies that will work best for every business, marketing managers should be able to gain some insight from the responses to our poll. It would seem that a marketing manager cannot go wrong by investing in content marketing and search engine optimization when we take into account the measured efficacy rates for each of the seven digital marketing methods [3].

Kyung Hoon Kim and Hakil Moon (2021) says with new potential and problems, the emergence of digital technology has brought important topics to the attention of academics and practitioners. They think that this special issue makes the following contributions to research and practice. First off, the vast bulk of current research on digital marketing has focused

on the function of digital marketing in a B2C configuration, despite the fact that this structure is very different from the B2B setup. It assists in defining a new function for digital marketing in B2B markets and acts as a launchpad for novel B2B digital marketing management theories. additionally, this special issue assists marketers in developing fresh digital marketing plans, enhancing the value offered to business customers and will assist practitioners in developing a successful digital B2B marketing strategy because it covers a wide range of B2B market-related subjects [4].

N. Pandey, P. Nayal, A. S. Rathore (2020) believes a few B2-B companies use digital marketing, the majority are unable to take full advantage of its advantages due to the lack of thorough research on the topic. The review shows that while decision support systems, important success elements, electronic marketing orientation (EMO), etc., were less studied, a few sectors, such as digital marketing communication and sales management, have seen consistent progress [5].

B. Rugova & B. Prenaj (2016) tells us The benefits to SMEs can differ in terms of value and volume depending on whether an SME is building its social media presence on a number of platforms or just on a few of them. But the key advantages identified in this paper include better brand recognition and reputation management, more focused traffic and SEO, the production of leads and word-of-mouth recommendations, as well as market insights about the target market and the competition. It is important to note that although many SMEs in developing nations have already begun using social media marketing and experimenting with different techniques, their social media footprint is still much below that of SMEs in wealthy nations.

III. RESEARCH METHODOLOGY

This study uses a qualitative approach and analytical tools for collecting material. In order to show evidence of how Digital Marketing and the impact of its components, this project is focused on the application of those tools in a machine tool manufacturing company. The proposed methodology involves the collection of data from primary and secondary sources of information.

The primary data is associated with the data collected from the questionnaire that was sent out to the customers of the machine tool manufacturing company where the project was carried out to understand their perspective on digital marketing strategies.

A census was conducted by sending a questionnaire containing 18 questions for 50 clients and the responses were collected and were then analyzed using spss software.

The main objective of the study is to understand the perception of clients regarding the digital marketing strategies that has been carried out till now, and to know what

their expectations in the near future are on the same. Chi square hypothesis testing was carried out to understand the relation between several variables.

IV. DATA ANALYSIS AND RESULTS

Hypothesis testing was carried out using chi-square tests to understand the relation between several variables.

A. For the Test Purpose let us Assume the Following Hypothesis

H₀: There is no significant relationship between the size of the company and having a marketing/Digital marketing team.

H₁: There is a significant relationship between the size of the company and having a marketing/Digital marketing team.

TABLE I CHI-SQUARE TEST

Variables	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.315 ^a	4	.054
Likelihood Ratio	9.68	4	.046
N of Valid Cases	50		

a - 5 cells (55.6%) have expected count less than 5
The minimum expected count is .36

Interpretation: From the above tables, we can see that the test value is 0.054 is more than 0.05 at a 95% confidence level. Hence, we fail to reject the Null hypothesis (H₀).

Inference: From the test conducted, we can see that there is no significant relationship between the size of the company and having a marketing/Digital marketing team.

B. For the Test Purpose let us Assume the Following Hypothesis

H₀: There is no significant relationship between understanding the content we are offering and our content being language clear and free of jargon.

H₁: There is a significant relationship between understanding the content we are offering and our content being language clear and free of jargon.

TABLE I CHI-SQUARE TEST

Variables	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.505 ^a	4	<.001
Likelihood Ratio	14.485	4	.006
N of Valid Cases	50		

a - 7 cells (77.8%) have expected count less than 5
The minimum expected count is .50

Interpretation: From the above table, we can see that the test value is < 0.001 and is less than 0.05 at a 95% confidence level. Hence, we fail to accept the Null hypothesis (H_0).

Inference: From the test conducted, we can see that there is a significant relationship between understanding the content we are offering and our content being language clear and free of jargon.

V. MAJOR FINDINGS OF THE STUDY

The result from analysis of data obtained from the responses of the questionnaire sent out, gives us a positive note on digital marketing on each and every question concerned.

The hypothesis testing that has been done with reference to several variables also gives us positive results. On that note, it is said to be that the clients of a machine tool manufacturing company tend to look for digital spaces when they are looking for anything concerned with their industry and sector.

From the results we can know that the clients think it is very much necessary to have yourself online which gives you a global exposure in everything you try to do. Thus, the study ends on a positive note that digital marketing is very much essential for each and every company including the manufacturing sector to have that cut over the edge advantage.

Although going digital is nothing new, it is now more crucial than ever to have a solid online presence. More people are turning to the internet for their fix as long lines and restricted store hours continue to plague consumers. Quality email marketing that is pertinent and on-topic aids in maintaining regular contact with the audience boosts brand awareness, draws in new business, and eventually helps to capture more of the target market. So, it is very much important to have a good email marketing strategy. Without a question, a website is an excellent marketing tool. Review the website every now and then to make sure it accurately portrays your company before launching a web marketing advertising campaign. An excellent website has a straightforward hierarchical structure, is quick, and is mobile-friendly.

Social media enables genuine interaction and two-way conversations. Customers can be spoken to directly, and you can query them, pay attention to their worries, and receive immediate feedback. Only social media offers that kind of connection, especially in this day and age when face-to-face interactions are few. Being active on social sites like LinkedIn can help a lot with leads and customer engagement. The promise of perfect content marketing is a huge one. However, if you comprehend how content fits into your whole digital marketing plan, it is doable. When executed properly, content marketing will not only draw potential customers to your company but also guide them through a marketing funnel to increase sales and expand your company.

Writing related blogs, articles, newsletters help in page ranking and SEO.

VI. CONCLUSION

The accomplishment of this study demonstrates that digital marketing is the wave of the future. SMEs should focus on digital marketing now, as it may bring them a fortune. Digital marketing includes integrated services and platforms in addition to adverts on the portal. To reach consumers and build brands, Companies aim to make use of these elements. In the digital age, consumers connected through digital platforms are the companies' gatekeepers rather than marketers. SMEs aim to strengthen their standing on the internet. Customers do indeed favor digital media more than other types. Many people are requesting information from this client, and the sole two-way avenue for consumer connection is through digital media. The ideal platform for building a brand around a good or service in SMEs is digital media. It does, in fact, cost less and gives advertisers numerous points of contact. Through digital channels, firms may communicate with the public successfully. Digital media is not only appealing, but brands may grow their consumer base or keep their current ones. Target groups are more significantly affected by brand recalls thanks to the internet platform. The significance of having a digital presence grows as digital agencies, which make money from online advertising, promote digital marketing.

VII. IMPLICATIONS AND FUTURE SCOPE OF STUDY

Since the results have shown a positive sign towards the digital marketing in the machine tool manufacturing sector it is very much evident to practice the above positive results obtained from the responses. Future scope of how this study can be continued - This study only focuses on the client's perception on digital marketing but doesn't account for what are the spaces they are looking for or what type of the content are they looking. That can be studied to have an idea what might work and what may not.

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