

## **A study on Sustainable Digital Marketing Strategies with Reference to Assam, India**

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### **Abstract:**

Digital marketing has transformed the way people communicate in recent years. New businesses based on bidirectional communication between businesses and Internet users have evolved with their customers worldwide as a result of the rising use of social networks and how consumers engage with businesses on the Internet. Businesses have begun to regard the digital world as not just their present but also their future in this way. Businesses are concerned about the viability and sustainability of their business models in the long run. On the Internet, we can find new business models that support social causes, new platforms that help social and sustainable businesses, and digital marketing activities that promote sustainability. The primary objective of this article was to examine how these new methods have evolved and their impact on the long-term viability of digital marketing strategies. As a result, the researcher set out to investigate how businesses use new technologies in a digital environment where business models and online operations' long-term viability is becoming increasingly precarious. In this article the researcher is going to study the various digital media marketing strategies adopted in Assam to achieve business sustainability. This research is primarily based on secondary data such as: journal, books, magazines etc.

**Key Words:**Digital marketing, long-term viability, Sustainability.

### **Introduction**

This article includes the use of digital marketing research and long-term growth strategies for firms. Several online campaigns and viable business models have evolved as the foundation of new digital marketing methods in recent decades within this digital environment. These new resource exploitation strategies and digital business models are based on data gathering and extraction from a variety of online sources, such as user-generated content (UGC) or content created through digital strategies like the Electronic Word of Mouth (eWOM). This papers address a wide range of elements which are linked to long-term business development in digital settings. To begin, digital business models are investigated to see how their viability and profitability are sometimes influenced by how well organisations use and analyse information obtained from the Internet. Different digital marketing techniques are also

considered in order to assess the impact of their development on the business level, in terms of departmental organisation or internal problem identification, as well as the benefit of using and developing these strategies in environments such as specialised platforms, electronic commerce, or social networks from the perspective of a company's online reputation. This study also look at the various approaches that fall under the category of knowledge-based analysis. These data-driven solutions allow businesses to evaluate the effectiveness of digital marketing strategies they implement on the internet. The analysis of data generated by digital actions is the focus of knowledge-based approaches. Data mining, sentiment analysis, textual analysis, Big Data analysis, social network analysis, and other approaches relating to online sustainable strategies are discussed in this context. The researcher also learned about social media analytics, which is the study of user behaviour in specialised social networks on certain themes and at specific times in order to discover significant concerns about a company's long-term profitability and strategic development of its digital strategy. The importance of investigating digital approaches or tactics linked to the concepts of digital behaviour and neuromarketingis highlighted by the analysis of this research problem. In order to boost user engagement, both notions are linked to a better understanding of the relationships between users' feelings and reactions to material generated and published by businesses in digital environments. Finally, we evaluated information systems and customer management systems for the proper execution of all of these methods' research, because the most of these systems give data that can be utilised to identify patterns or find implausible relationships. Each contribution of this paper summarizes the key contributions to the literature in the areas of Internet-based sustainable strategies, digital marketing techniques, knowledge-based analysis techniques, social media analytics, digital behaviour and neuromarketing, and customer relationship management systems. Finally, conclusions are reached about the effectiveness of companies' digital growth strategies and their links to digital business models' long-term survivability.

## **Literature Review**

According to numerous studies, businesses who do not fully utilise internet technology are at a disadvantage. Electronic trading is one of the choices they provide (one of the many uses of digital marketing). The majority of clients are searching for this as a new and important feature in businesses, but it will be difficult to spot. Businesses that have taken advantage of them since many leaders lack the human capital or financial resources to do so. comprehend how to put it to use on their website as a result, such businesses lose a lot of customers (Arendt, 2007). Selwyn and Gorard (2002). According to Braun (2002) and Arendt (2007), businesses that do not use technology constitute a threat. Technological breakthroughs and digital marketing as a result, existing societal relationships may be shattered. combines both "online" and "offline" users, resulting in a multi-dimensional socioeconomic picture. Networks and information are essential attributes for ensuring an enterprise's success in this new economic framework. Digital marketing operations have been incorporated by all organisations in all industries to enhance the bottom line. control over their internal business processes and the evolution of their relationships with their surroundings. In this case, it is critical to emphasise and signal that organisations must prioritise innovation as a first step. They can then use internet marketing to advertise their business. Cooke (1996), emphasises in his studies that growth must originate inside a region or state. The term "network-based

innovation," which refers to learning from others and then putting that information to use. When anything is created and implemented in a business, it must be shared with others. A manager who has access to the correct technology will be able to comprehend and apply it to the problem at hand. If the manager understands and effectively applies digital marketing in the organisation, he or she is in command can serve as an example for other leaders who aspire to innovate in this manner. Furthermore, while the main rationale for a market-oriented organisation is the link between consumers and businesses, as well as other factors, it is now possible to dispute the previous assumption. Executive decisions are more supported as a result of the new digital marketing trend. Using these new tools, they can better their relationship with their target market. These ties can be classified into the following categories: They innovate because they are able to take use of new technology made possible by advances in information and communication technology. TICs facilitate communication and information distribution, resulting in more dynamic interactions and an improved quality of life. businesses' assets (See Braun, 2002; Amin, 1999; Cooke, 1996). As a result, the literature emphasises that both adopters and non-adopters' profit from innovations. Furthermore, companies with a competitive advantage based on innovation success will be more closely linked (Kotler & Armstrong, 2008; Steinhoff & Trommsdorff, 2013). In this perspective, Drucker (1954) said that marketing and management are the two most important responsibilities of a business. In today's sophisticated technological environment, creativity is more important than ever, more advanced marketing that can compete with underdeveloped commercialization and marketing competition understanding of the client's requirements (seen in Mohr & Sarin, 2009). Leaders should always look for ways to improve their existing situation, regardless of where the company is at the time. activities and take advantage of the benefits of modern technology, which necessitates the evolution of their business models. marketing strategy, one that is more in line with current industry innovation levels. organisation. Traditional approaches are limited in their ability to fully comprehend the client, which is why they are limited. It is important to have unique, creative, and resourceful solutions which is capable of overcoming such obstacles. This raises the question of how web sites may provide researchers and managers with simple access to a great amount of information, which is one of the primary methods in which consumers or users exchange data, as well as the benefits of using digital marketing in businesses. Similarly, Trivedi (2013) emphasises that new marketing strategies, with a focus on the use of the Internet (digital marketing), help businesses advance in their customers' knowledge process, resulting in more appropriate results.

## **RESEARCH METHODOLOGY**

In this study, the researcher has used secondary sources such as journals, books, magazines, etc. The study is descriptive in nature. An intensive literature review has been done to understand the various strategies of digital marketing adopted by companies to sustain in Assam.

## **BUSINESS MODELS, IN THE DIGITAL AGE**

New business models centred on the adoption of sustainable approaches within their corporate social identity and marketing strategies have begun to emerge in recent years as a result of the impact of new technologies and the expansion of the Internet. As these

technologies advance, the notion of sustainability has broadened to include not just the environment, but also sustainable development, the types of resources used by businesses, and the technology and tools used by enterprises. Many companies have turned to the Internet for long-term growth; now, in order to take advantage of increasingly ambitious and global e-commerce strategies, these companies must adapt their business models to allow for product and service sales 24 hours a day, seven days a week, as well as global shipments. These new business models tries to analyse how Internet users interact in social networks, which requires an examination of user-generated content and the tools they utilise.

### **DIGITAL MARKETING TECHNIQUE**

Many digital marketing strategies can be related to a company's sustainability plan. However, persuading individuals that companies are developing these methods over time and presenting positive messages that keep Internet users happy is difficult. Search engine optimization, search engine marketing, social media marketing, programmatic advertising, and influencer marketing are the most common digital marketing tactics utilized by businesses. Algorithms that track people's feelings about how firms convey their messages through the Internet are increasingly being combined with digital marketing strategies. Without a doubt, digital marketing methods must convey a message of support for sustainability, and the long-term health of business models.

### **SOCIAL MEDIA ANALYTICS**

Social networks have evolved into a platform or ecosystem where people may share their thoughts and opinions on a variety of issues. As a result, social networks may be used to develop themes on digital platforms, classify those subjects into indicator groups, and then connect them to how businesses use them . Simultaneously, social networks serve as meeting places for a diverse group of people who share a common purpose and communicate with one another through social media. As a result, as various studies have shown, analysing user-generated content using key metrics like hashtags on Twitter can be helpful.

### **DIGITAL BEHAVIOR AND NEUROMARKETING**

Understanding the function of bidirectional information between companies and users is one of the most crucial components of understanding user behaviour in a digital environment. In this context, learning more about how consumers think about sustainable projects and environmentally friendly business models requires a thorough understanding of digital behaviour and neuromarketing. Neuromarketing is a way of learning how Internet users think and make decisions, as well as analysing their online behaviour. By analysing impulses or reactions to specific information, relevant approaches can be utilised to understand where users stare as well as quantify the micro-expressions of user faces or their engagement in digital ecosystems. Systems for Customer Relationship Management In a digital environment where new channels of communication and dissemination of digital material develop on a daily basis, applied information systems have become critical to data management and administration. In this context, it is evident that applying data management solutions helps firms conserve and maintain the resources they need to analyse, obtain, and download data. As a result, new business models may be able to boost the profitability of their strategies by lowering the number of personnel involved in data analysis.

## CONCLUSIONS

The term "sustainability" has emerged to describe a wide range of issues during the previous few decades. There are many different sectors in the business world. With the growth of the Internet and new digital business models, firms' positioning strategies and digital reputations have grown increasingly reliant on sustainability. The use of user-generated content (UGC) or electronic word-of-mouth (eWOM) by businesses to connect with users over the Internet has become a significant component in the formulation and implementation of social strategies and actions that businesses seek to distribute online. The information obtained as a result of these tactics has been used to create and evaluate indicators or variables that add value, identify trends and patterns, and raise the value of know-how in firms that have adopted new digital business models using an exploratory approach. Companies' commercial strategies and management, as well as data collecting and analysis, have improved as a result of a better understanding of user behaviour, emotions, and reactions to their messages, as well as the management of the data generated as a result of these actions. These new approaches can be used by businesses to promote their sustainable projects and to inform the public about such promotions or activities. To summarise, digital marketing has grown in importance as a tool for promoting and promoting sustainable business practises. It's the most efficient way to learn how people use the Internet and interact with businesses. The practicality and proliferation of new digital business models based on sustainable development are dependent on data, data management, and the objectivity of company-launched sustainable communications.

## RECOMMENDATIONS FOR FUTURE RESEARCH

More research into digital marketing in other states is needed soon. Despite the fact that we live in the same nation, we have different perspectives about adoption. As a result of geographic differences, such as the impact of northern versus southern countries, digital marketing is becoming more popular. In order to offer a more realistic picture, the primary survey can be done to understand the current scenario of digital marketing.

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