



Impact of Digital Marketing Strategies on the Performance of Startups

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Abstract: Digital marketing has revolutionized startup growth by offering low-cost and high-impact techniques. The aim of this study is to explore how the performance of startups in the Durg and Raipur districts of Chhattisgarh is affected by the effect of five essential digital marketing channels: social media, search engine optimisation (SEO), email marketing, content marketing, and influencer marketing. The results, which were obtained via the use of primary data and ordinal regression analysis, indicate that social media and search engine optimisation are the most potent drivers of market share and profit margin. According to the findings, new businesses have the potential to dramatically accelerate their development by giving priority to these channels. This would make smart marketing decisions more crucial than increasing their expenditures or changing the frequency of their campaigns. These realisations provide startup owners with a straightforward road map that will enable them to maximise the potential of digital marketing and achieve success.

Keywords: Digital Marketing Strategies, Startups, Profit margin, Market share

1. Introduction

The rapid digitalisation of the worldwide economy has fundamentally changed how business firms, particularly startups, approach their marketing tactics. Digital marketing involves the strategic application of digital platforms, such as social media, search engine optimisation (SEO), email marketing, and content marketing, to connect with both current and prospective customers. It has become a crucial instrument for startups to strengthen their market position, attract clients, and stimulate growth (Chaffey & Ellis-Chadwick, 2019). The strategies encompass a variety of activities, such as search engine optimisation (SEO), social media marketing, content marketing, and email marketing. Each of these activities presents unique opportunities for startups to improve their visibility, strengthen brand recognition, and foster consumer interaction (Kingsnorth, 2019). Startups, characterised by their constrained resources and significant development potential, are progressively using digital marketing tactics to distinguish themselves in a competitive environment and attain long-lasting expansion (Reis et al., 2020). Digital marketing offers a cost-efficient method to establish brand visibility, expand client base, and enhance the effectiveness of marketing activities. Yet, despite the increasing acknowledgement of its significance, several businesses encounter substantial obstacles in formulating and executing successful digital marketing strategies. The issues include constrained financial resources, insufficient knowledge, fast-changing digital trends, and fierce rivalry, all of which may result in ineffective distribution of resources and worse than ideal results (Blank & Dorf, 2020; Tiago & Verissimo, 2014).

The challenges that startups encounter in implementing digital marketing strategies can have profound implications for their performance. Startups often struggle with limited financial resources and a lack of digital marketing expertise, which makes it difficult to develop and execute comprehensive strategies (Blank & Dorf, 2020). Additionally, the fast-paced evolution of digital marketing tools and platforms presents a significant barrier to optimizing marketing efforts (Tiago & Verissimo, 2014). These challenges can adversely affect key performance indicators, such as customer acquisition rates, revenue growth, market share, and profitability. Existing literature on digital marketing primarily focuses on larger, more established enterprises, leaving a critical gap in understanding how startups can effectively leverage digital marketing strategies to enhance their performance metrics.

1.1 Research questions

RQ1: How do digital marketing strategies affect a startup's overall performance?

1.2 Research objectives

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RO1: To determine the impact of digital marketing strategies on a startup's profit margin.

RO2: To assess the impact of digital marketing strategies on a startup's market share.

2. Literature review

The relationship between digital marketing strategies and startup performance has attracted considerable interest recently. Businesses are increasingly relying on digital platforms, startups have used these strategies to improve visibility, engage consumers, and stimulate growth.

This literature review consolidates current data on essential digital marketing tactics, including social media marketing, search engine optimisation (SEO), content marketing, and email marketing, and their influence on startup performance.

Promotion using social media platforms is now among the most efficient digital marketing tactics for entrepreneurs. The capacity to interact with a vast audience at a comparatively cheap expense has rendered platforms like Facebook, Instagram, and Twitter essential instruments for brand development and client acquisition. Kaplan and Haenlein (2010) assert that social media offers startups a medium to communicate with customers in a personalised and engaging way, therefore improving customer relationships and cultivating brand loyalty. The interactive characteristics of social media enable entrepreneurs to spread content and get direct input from clients, fostering a more dynamic and responsive marketing landscape.

Hajli (2014) further elucidates the function of social media in fostering trust among customers. The research indicates that the trust-enhancing capabilities of social media are especially advantageous for startups, who often face challenges in establishing market credibility. Startups could improve their reputation and acquire customer confidence by using user-generated content and peer recommendations, therefore favourably influencing their performance. The results of Yadav and Rahman (2017) indicate that social media involvement enhances brand recognition and consumer loyalty, both essential for the success of startups.

Search engine optimisation (SEO) is essential for improving the online exposure of startups. According to Jansen and Mullen (2008), SEO includes enhancing a website's content, architecture, and hyperlinks to attain elevated positions in search engine results. For startups with limited marketing costs, attaining a prominent position on search engines is crucial for generating organic traffic to their websites.

Fishkin (2015) underscores the significance of keyword optimisation, backlinking, and superior content in enhancing SEO efficacy. The research demonstrates that firms investing in SEO are more prone to having consistent traffic increases, resulting in elevated conversion rates and enhanced business performance. Research by Chaffey and Ellis-Chadwick (2019) highlights the enduring advantages of SEO, emphasising its cost-effectiveness and the consistent outcomes it yields over time, which is especially beneficial for startups with constrained resources.

Content marketing is acknowledged as a fundamental digital marketing technique that enhances consumer interaction and fosters brand loyalty. In contrast to conventional advertising, sometimes seen as obtrusive, content marketing emphasises delivering quality and relevant material that meets the requirements and interests of the target audience. Pulizzi (2012) characterises content marketing as a strategic method for generating and disseminating material that engages and keeps a specifically identified audience, hence fostering lucrative customer behaviours.

Content marketing enables firms to distinguish themselves from competition by showcasing expertise and delivering value to clients. Patrutiu-Baltes (2016) emphasises that content marketing is especially advantageous for startups since it fosters brand authority and trust, which are essential during the first phases of business development. Research by Holliman and Rowley (2014) indicates that content marketing enhances client retention and loyalty, which are vital for maintaining long-term business success.

Although it is one of the more established digital marketing tactics, email marketing continues to be an effective

instrument for startups. Mohammadi, Malekian, Nosrati, and Karimi (2013) contend that effective email marketing may generate substantial return on investment (ROI) by providing tailored information directly to the intended audience. Email marketing's capacity to segment audiences and customise messages for distinct client groups makes it especially potent for businesses aiming to establish and sustain customer connections.

Chaffey and Smith (2017) assert that email marketing is both economical and quantifiable, enabling entrepreneurs to evaluate the success of their endeavours and make well-informed, decisions based on data. Furthermore, Ellis-Chadwick and Doherty (2012) underscore the need for cultivating an email list organically to guarantee elevated engagement rates. A well-implemented email marketing strategy may enhance client loyalty and foster repeat business for startups, both of which are essential for sustained success.

Although different digital marketing tactics possess distinct advantages, their integration into a unified marketing approach has shown superior outcomes. Tiago and Veríssimo (2014) propose that a cohesive digital marketing approach, integrating social media, SEO, content marketing, and email marketing, results in improved overall performance. This cohesive strategy enables businesses to establish a uniform brand message across all digital platforms, guaranteeing that one strategy supports the others.

Kingsnorth (2019) endorses this perspective, indicating that startups using a cohesive digital marketing approach are more inclined to attain elevated chances of getting new customers and keeping old ones. The integration of many digital marketing methods has a multiplier effect, enhancing the influence of each approach on the startup's performance. Moreover, a cohesive strategy allows startups to swiftly adjust to alterations in the digital environment, therefore maintaining their competitiveness in a fast-changing market.

2.1 Research Gap

Despite extensive studies on individual digital marketing strategies—such as social media marketing, SEO, content marketing, and email marketing—their combined impact on startup success remains little examined. Current research often emphasises short-term results, neglecting the impact of integrated strategies on the long-term development and sustainability of startups. Furthermore, there is little understanding of how resource-limited businesses may refine digital marketing strategies to improve success, especially under varied market situations. By pointing out these flaws, we can get a better picture of how digital marketing tactics affect the success of startups.

2.2 Hypothesis

H₀₁: Digital marketing strategies do not have an impact on a startup's profit margin.

H₀₂: Digital marketing strategies do not have an impact on a startup's market share.

This study holds significant value for both academic and practical domains. For academics, it contributes to the relatively underexplored area of digital marketing's impact on startup performance by providing empirical information and insightful conclusions (Lamberton & Stephen, 2016). For practitioners, especially startup founders and digital marketers, the study provides a framework for understanding which digital marketing strategies are most effective under specific conditions, thereby aiding in better decision-making and resource allocation. For startups, the results provide advice on optimising digital marketing tactics to improve competitiveness and ensure long-term success in an increasingly digital environment.

3. Research methodology

3.1 Research design

This study employed a method of quantitative investigation to examine the effect of digital marketing strategies on the performance of startups in Raipur and Durg. Primary data from startup enterprises were collected using a cross-

sectional survey approach. The research sought to determine the link between various digital marketing methods (independent variables) and overall startup success (dependent variable).

3.2 Population and sample

This study's target audience consisted of all startups working in the Raipur and Durg areas of Chhattisgarh, India. A total of 198 startups were chosen using a non-probability purposive selection approach, ensuring that the sample represented the varied sectors of the startup ecosystem in the specified geographic region.

3.3 Data collection

The primary data was acquired by administering a standardised questionnaire to the chosen startups. The questionnaire has various parts, including demographic information, digital marketing methods used, and important performance metrics. To improve response rates and assure a complete representation of the sample, data was collected both online and offline.

3.4 Data analysis

The data analysis was conducted with SPSS version 27.0. Descriptive statistics were first used to aggregate data on digital marketing strategies, including digital marketing channels, budget distribution, and the frequency of marketing campaigns. Ordinal regression analysis was employed to examine the relationships between the factors that are independent. (digital marketing channels, budget allocation, and marketing campaign frequency) and the performance measures (profit margin and market share). The regression study investigated the effect of these digital marketing strategies on the specified performance metrics. indicators, offering insights into how various aspects affected startup success regarding profit margin and market share.

3.5 Measurements

The variable assessment for this research will be conducted using a structured questionnaire. The questionnaire (refer to the Appendix) will be partitioned into two main sections: the profiles of the respondents and their viewpoints on the following variables:

Analysis of startup performance, based on pertinent research on entrepreneurial achievement (Moses et al., 2013; Joo & Sang, 2013). The next section will specifically address the dependent variables:

Market share denotes the proportion of the whole market in which a startup functions. Profit margins are determined by calculating the proportion of income that remains after deducting costs.

Each aim is associated with the following independent variables:

This paper presents digital marketing strategies adapted from Ayeh et al. (2022) and Moses et al. (2013), with a specific emphasis on:

Digital Marketing Budget Allocation refers to the allocation of financial resources to different digital marketing initiatives.

Utilisation of Digital Marketing Channels refers to the platforms and technologies used in digital marketing efforts.

Marketing Campaign Frequency refers to the frequency with which marketing interventions are carried out.

4. Results and discussion

4.1 Respondents demographic profiles

The demographic profile of respondents indicates that **30.8%** of startups are in the retail sector, **23.2%** in manufacturing, **12.6%** in food and beverages, and **10.1%** in agriculture, with lesser proportions in technology (**7.1%**), e-commerce (**5.6%**), education (**4.5%**), and services (**6.1%**). Regarding size, **51.0%** of startups employ 1–5 individuals, **30.8%** employ 6–10 individuals, **13.6%** employ 11–25 individuals, and **4.5%** employ 26–50 individuals. Concerning the age of startups, **49.0%** are under one year old, **35.9%** are between 1–2 years old, and **15.2%** are 3–5

years old. Furthermore, **60.6%** of companies target a B2C market, **28.8%** focus on B2B customers, and **10.6%** address both B2B and B2C sectors.

Figure 1 depicts the distribution of respondents according to their use of several digital marketing platforms. Social media was the predominant route, with 36.9% of the responses, followed by email marketing at 21.2%. 18.7% of respondents used Search Engine Optimisation (SEO), while 11.1% employed content marketing. Influencer marketing constituted 12.1% of the total responses. The total proportion reveals that 66.7% of respondents supported social media, SEO, and content marketing collectively.

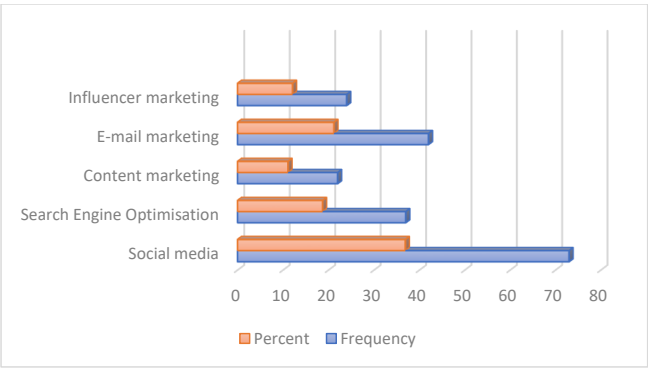


Figure 1: Frequency Distribution of Digital Marketing Channels

Figure 2 illustrates the frequency and percentage distribution of responders based on the fraction of their total budget designated for digital marketing. The classifications include 'Less than 10%', '10-25%', and '26-50%' of the overall budget. A majority of respondents (62.1%) designate less than 10% of their budget to digital marketing, while 33.8% spend between 10-25%, and 4% devote 26-50% of their budget.

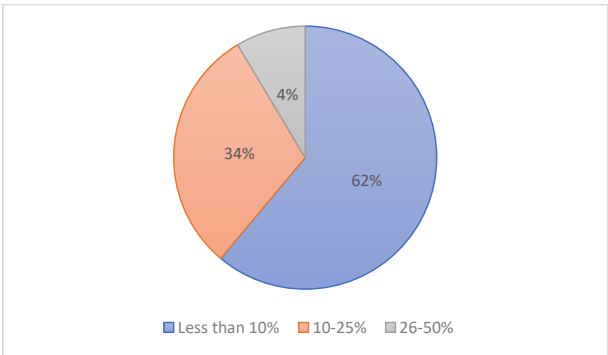


Figure 2: Distribution of Respondents Based on Digital Marketing Budget Allocation

Based on participant responses, Figure 3 illustrates the frequency of various marketing efforts, showing that 11.6% of campaigns ran daily, 52.5% weekly, and 35.9% monthly. This provides a cumulative overview, indicating that most campaigns (64.1%) take place either daily or weekly.

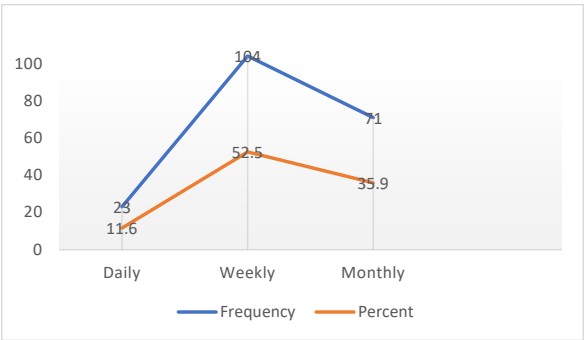


Figure 3: Frequency Distribution of Digital Marketing Campaigns

4.2 Reliability

The assessment of reliability evaluates the internal consistency of the constructs within this study. A construct is considered credible when the Alpha value exceeds 0.70 (Hair et al., 2013). The reliability of the assessment tool in this research was evaluated using Cronbach's alpha, a standard approach for assessing internal consistency. The set including two items, produced a Cronbach's alpha of 0.950, signifying excellent internal consistency since values over 0.80 are deemed very dependable (Nunnally, 1978). Table 1 below demonstrates the reliability assessment for items: "Startup's Performance" using Cronbach's alpha values.

Table 1: Cronbach Alpha

Item Set	Number of Items	Cronbach's Alpha	Interpretation
Startup's Performance	2	0.950	Excellent internal consistency

4.3 Hypothesis testing

H₀₁: Digital marketing strategies do not have an impact on a startup's profit margin.

4.4 Model Fitting Information

The model-fitting findings assess how far incorporating digital marketing variables enhances the model's predictive capacity about fluctuations in profit margin. The reduction in the -2 log-likelihood from 151.996 (intercept-only) to 122.665 (final model) indicates that the inclusion of these factors improves the model's explanatory power. The Chi-Square statistic of 29.331, with 8 degrees of freedom and a p-value below 0.001, substantiates that the incorporation of digital marketing channels, budget, and campaign frequency significantly enhances the model's fit. This indicates that these digital marketing strategies significantly impact profit margin fluctuations. Table 2 below shows the model-fitting information summary.

Table 2: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	151.996			
Final	122.665	29.331	8	< 0.001

4.5Goodness-of-Fit

The goodness-of-fit measures, including Pearson’s chi-square (56.902) and deviation (63.272), provide p-values of 0.659 and 0.431, respectively, both significantly above the standard significance level. The numbers evidence that the model is a good match for the data, indicating that the predictors (marketing channels, budget, and campaign frequency) are suitable for modelling variations in profit margins. The model precisely represents the correlation between digital marketing strategies and profit margin results. Table 3 below shows the goodness-of-fit statistics.

Table 3: Goodness-of-Fit Tests

	Chi-Square	df	Sig.
Pearson	56.902	62	0.659
Deviance	63.272	62	0.431

4.6 Pseudo R-Square

The Pseudo R-Square values—Cox and Snell (0.138), Nagelkerke (0.171), and McFadden (0.090)—imply that, while the model does explain some of the variance in profit margin, other variables outside digital marketing probably influence profit variability. The data indicates that digital marketing factors influence profit margin fluctuations, although they do not entirely include their complexity. Table 4 below shows the Pseudo R-Square values, reflecting the model's capacity to elucidate a segment of the variance in profit margin while implying that other variables account for the unexplained variation.

Table 4: Pseudo-R-square

Pseudo R-Square	
Cox and Snell	0.138
Nagelkerke	0.171
McFadden	0.090

4.7 Test of Parallel Lines

The Test of Parallel Lines evaluates the validity of the assumptions behind the ordinal regression model. The Chi-Square value of 5.894 and a p-value of 0.659 validate that the assumption of proportionate odds is met, indicating that the model is suitable for the data and uniform across response categories. Table below shows the test of parallel lines.

Table 5: Test of Parallel Lines

Test of Parallel Lines				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	122.665			
General	116.771	5.894	8	0.659

4.8 Parameter Estimates of Profit Margin

The parameter estimations elucidate the distinct impacts of digital marketing channels, budget allocation, and campaign frequency on profit margin.

Digital marketing channels: Platforms such as social media and SEO have substantial beneficial impacts on variations in profit margins. For instance, "Increased significantly (more than 15%)" and "Increased moderately (5-15%)" exhibit statistically significant p-values (0.012 and 0.001, respectively), suggesting that startups using these channels are more inclined to achieve favourable profit margins.

Digital marketing budget: The parameter estimates for the marketing budget indicate non-significant impacts (p-values of 0.127 and 0.333 for the first and second budget categories), indicating that budget allocation alone may not significantly influence profit margins.

Campaign Frequency: Estimates indicate that startups executing frequent campaigns (e.g., monthly) may not realize substantial profit margin enhancements relative to others. The p-values of 0.012 and 0.003 for "Daily" and "Weekly," respectively, indicate a negative correlation with profit margins. This indicates that the quality of a campaign may outweigh its frequency. Table 6 below shows the parameter estimates of profit margin.

Table 6: Parameter Estimates of Profit Margin

Parameter Estimates of Profit Margin							
		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval
							Lower Bound Upper Bound
Threshold	[Profit margin = Increased significantly (more than 15%)]	-2.595	0.939	7.645	1	0.006	-4.435 -0.756
	[Profit margin = Increased moderately (5-15%)]	1.343	0.915	2.156	1	0.142	-0.450 3.136
Location	[Digital marketing channel= Social media]	1.281	0.511	6.275	1	0.012	0.279 2.283
	[Digital marketing channel= Search Engine Optimisation]	1.919	0.588	10.631	1	0.001	0.765 3.072
	[Digital marketing channel= Content marketing]	1.057	0.663	2.546	1	0.111	-0.241 2.356
	[Digital marketing channel= E-mail marketing]	1.114	0.561	3.940	1	0.047	0.014 2.215

[Digital marketing channel= Influencer marketing]	0 ^a			0			
[Digital marketing budget= Less than 10%]	-1.210	0.793	2.331	1	0.127	-2.763	0.343
[Digital marketing budget= 10-25%]	-0.780	0.806	0.936	1	0.333	-2.359	0.800
[Digital marketing budget= 26-50%]	0 ^a			0			
[Digital marketing campaign= Daily]	-1.387	0.551	6.335	1	0.012	-2.466	-0.307
[Digital marketing campaign= Weekly]	-1.114	0.370	9.077	1	0.003	-1.838	-0.389
[Digital marketing campaign= Monthly]	0 ^a			0			

H02: Digital marketing strategies do not have an impact on a startup's market share.

4.9 Model Fitting Information

The model fitting results show that the inclusion of digital marketing variables enhances the model's capacity to forecast fluctuations in market share. The decrease in the -2 log-likelihood from 143.280 (intercept-only) to 114.660 (final model) indicates enhanced model performance with the inclusion of these factors. The Chi-Square score of 28.620, with 8 degrees of freedom and a p-value below 0.001, indicates that variables including digital marketing channels, budget, and campaign frequency substantially account for changes in market share. This indicates that digital marketing methods significantly impact market share results. Table 7 below shows the model-fitting information summary.

Table 7: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	143.280			
Final	114.660	28.620	8	< 0.001

4.10 Goodness-of-Fit

Goodness-of-fit tests, such as the Pearson Chi-Square (53.227) and Deviance (56.126), exhibit elevated p-values (0.779 and 0.686, respectively), indicating that the model adequately fits the data. The findings indicate that the actual data closely corresponds with the model's predictions, validating that the chosen predictors (digital marketing channels, budget, and campaign frequency) are suitable for modelling variations in market share. Table 8 below shows the goodness-of-fit statistics.

Table 8: Goodness-of-Fit Tests

	Chi-Square	df	Sig.
Pearson	53.227	62	0.779

Deviance	56.126	62	0.686
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4.11 Pseudo R-Square

The Pseudo R-Square values, including Cox and Snell (0.135), Nagelkerke (0.170), and McFadden (0.092), indicate that while the model accounts for a significant portion of variation in market share, other variables not included in this model likely affect market share fluctuations. The moderate results suggest that the digital marketing variables have a significant, although partial, influence on market share. Table 9 below shows the Pseudo R-Square values, reflecting the model's capacity to elucidate a segment of the variance in market share while implying that other variables account for the unexplained variation.

Table 9: Pseudo-R-square

Pseudo R-Square	
Cox and Snell	0.135
Nagelkerke	0.170
McFadden	0.092

4.12 Test of Parallel Lines

The Test of Parallel Lines assesses the premise that the impacts of predictors remain uniform across varying amounts of market share. A chi-square score of 3.834 with a p-value of 0.872 indicates that the proportionate odds assumption is satisfied, validating the model's suitability for ordinal regression and ensuring the stability of findings across response categories. Table 11 below shows the test of parallel lines.

Table 10: Test of Parallel Lines

Test of Parallel Lines				
Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Null Hypothesis	114.660			
General	110.826	3.834	8	0.872

4.13 Parameter Estimates of Market Share

The parameter estimations delineate the distinct impacts of digital marketing channels, budget allocation, and campaign frequency on market share.

Digital Marketing Channels: Channels like social media and SEO have substantial positive impacts on market share. The statements "Social media" and "Search Engine Optimisation" exhibit significant p-values (0.012 and 0.004, respectively), indicating that enterprises using these channels are more inclined to achieve an augmentation in market share. The impact is less definitive for "Content marketing" and "E-mail marketing" (p-values of 0.090 and 0.065); however, these estimates are nearing significance, suggesting possible importance.

Digital marketing budget: The digital marketing budget indicates that reduced budget categories adversely impact

market share. The statement "Less than 10%" has a p-value of 0.015, suggesting that enterprises with reduced digital marketing expenditures are less likely to see an increase in market share. The second group ($p = 0.051$) is marginally significant, indicating a comparable though somewhat diminished trend.

Campaign frequency: Campaign frequency significantly influences market share results. Both "Daily" and "Weekly" exhibit a negative correlation with fluctuations in market share, accompanied by significant p-values (0.016 and 0.004). This indicates that organisations with infrequent campaigns (e.g., quarterly or annually) may encounter diminished market share gain relative to those with more regular efforts. Table 10 below shows the parameter estimates of market share.

Table 11: Parameter Estimates of Market Share

Parameter Estimates of Market Share								
		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval Lower Bound Upper Bound	
Threshold	[Market share = Increased significantly (more than 15%)]	-3.360	0.968	12.051	1	0.001	-5.256	-1.463
	[Market share = Increased moderately (5-15%)]	0.804	0.920	0.763	1	0.382	-1.000	2.607
Location	[Digital marketing channel= Social media]	1.299	0.517	6.305	1	0.012	0.285	2.312
	[Digital marketing channel= Search Engine Optimisation]	1.699	0.597	8.105	1	0.004	0.529	2.869
	[Digital marketing channel= Content marketing]	1.147	0.676	2.879	1	0.090	-0.178	2.471
	[Digital marketing channel= E-mail marketing]	1.045	0.567	3.396	1	0.065	-0.066	2.156
	[Digital marketing channel= Influencer marketing]	0 ^a			0			
	[Digital marketing budget= Less than 10%]	-1.946	0.800	5.914	1	0.015	-3.514	-0.377
	[Digital marketing budget= 10-25%]	-1.587	0.813	3.812	1	0.051	-3.180	0.006
	[Digital marketing budget= 26-50%]	0 ^a			0			
	[Digital marketing campaigns= Daily]	-1.357	0.566	5.749	1	0.016	-2.467	-0.248
	[Digital marketing campaigns= Weekly]	-1.128	0.387	8.498	1	0.004	-1.887	-0.370
	[Digital marketing campaigns= Monthly]	0 ^a			0			

5. Conclusions

The results indicate that digital marketing channels, particularly social media and SEO, are essential for enhancing profit margins and expanding market share. Although digital marketing budget allocation and digital marketing campaign frequency have little influence on profit margins, they are more pertinent to market share, where reduced budgets and infrequent campaigns adversely effect growth. This underscores the need for carefully prioritising appropriate marketing channels, since the efficacy and precision of digital initiatives seem to surpass the benefits of just augmenting money or campaign frequency. The model fitting and goodness-of-fit assessments validate the reliability of these insights, offering a significant foundation for startups to enhance their digital marketing strategies for profitability and market growth.

6. Practical implications

This study's findings provide significant insights for entrepreneurs in the Durg and Raipur districts of Chhattisgarh, emphasising the need to choose appropriate digital marketing platforms. We identified social media and SEO as the most impactful channels in enhancing market share and profitability among the five examined channels: social media, SEO, email marketing, content marketing, and influencer marketing. This indicates that companies have to prioritise these channels in their digital marketing efforts. Email marketing, content marketing, and influencer marketing are significant; nevertheless, their effectiveness may be contingent upon certain corporate objectives, such as consumer engagement or brand exposure. Startups with limited funds may optimize returns by concentrating on high-impact channels such as social media and SEO while carefully incorporating other avenues. Moreover, enterprises should not excessively prioritise campaign frequency, since quality and focused initiatives seem to provide superior results compared to sheer numbers. The study's conclusions provide a pragmatic framework for entrepreneurs to optimise resource allocation, hence enhancing overall performance.

7. Limitations

This research, while providing significant insights, is constrained by various constraints. The coverage is confined to the Durg and Raipur districts, thereby limiting the application of the results to other places with distinct digital environments and consumer behaviours. Secondly, the data is contingent upon self-reported inputs from entrepreneurs, which may result in response bias, either via the inflation of marketing efforts or the miscalculation of results. Third, although five significant digital marketing channels—social media, SEO, email marketing, content marketing, and influencer marketing—were evaluated, other crucial channels like paid advertising and mobile marketing were omitted, potentially offering a more comprehensive perspective on digital strategies. Moreover, the research overlooked the potential influence of external variables, such as regional rivalry, economic fluctuations, or changes in customer preferences, on the interplay between digital marketing techniques and startup success.

8. Scope for future research

A future study may investigate the effects of digital marketing methods on startups in various geographies, allowing comparisons across urban, semi-urban, and rural markets. Extending the research to other digital marketing channels, like paid advertising and mobile marketing, might provide a more thorough insight into how businesses can effectively integrate these channels with the five already examined. Longitudinal studies would be especially beneficial in evaluating the evolution of the efficiency of various marketing channels as companies expand their operations. Furthermore, further study might investigate the interplay between digital marketing techniques and external variables like competition, technological advancements, and consumer behaviour patterns, yielding a more dynamic and multifaceted analysis. Qualitative methods, such as comprehensive interviews with startup founders, might elucidate the practical obstacles and possibilities related to the implementation of these techniques in real-world contexts.

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