

Digital Marketing And Branding: Building A Strong Online Presence For Marketers

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ABSTRACT

Introduction: This study explores the digital marketing and branding. It discussed the background, rationality, and problems towards building strong online presence. Additionally, all of the data are presented with graphs and numerical data. At the same time research, question, and objectives are presented in the introduction part. In order to analyse and make the researcher's own opinion, the authentic literatures has been taken for review. The entire past research is mentioned appropriately with the findings and relevancy with our study. Exploratory methodology has been used in the study. In order to assess the topic primary quantitative method of analysis was followed. Primary data collection has been done through survey method and analysis of data has been done on SPSS software. Proposed findings are presented with appropriate table and charts resulted in the explaining the importance of digital marketing helps in building strong online presence for branding of any product or service. Additionally, for a better understanding, all of the data are discussed accordingly. At the end, the overall study is concluded and a recommendation is presented at the end. This study will helps businessman in developing strategic digital marketing strategies to presents their product or service online in a better manner to build a strong brand.

Keywords- Digital marketing, online presence, Brand reputation, Customer retention, E-commerce

Introduction

Over the past years, India has emerged as a fast-growing economy that has an adaptive to new changes. As per the opinion of Desai & Vidyapeeth(2019), with the high growth rate in the number of businesses, it is believable that Indian businesses have an adaptive nature. Primarily, old businesses that are backed by huge revenue are adapting to changes like making an online presence. Modern start-ups and businesses are more likely to adopt changes like online presence. As per the opinion of Olson et al. (2021), new Indian start-ups are pioneering the online model of business. It has been noted that businesses are rising at a rate of CAGR 32.1% (Statista, 2023), thus it can be estimated that Indian businesses spend more on their online presence.

However, some problems are hindering the process of building a strong online presence. As per the opinion of Purwanti (2021), a lack of knowledge is a major issue in making a strong online presence. At the same time, the lack of skilled employees is a huge problem in India

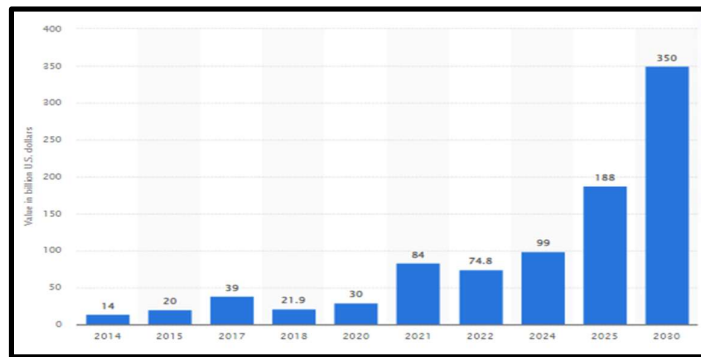


Figure 1: Market size prediction of the e-commerce industry till 2030

(Source: Statista, 2023)

The above graph highlights the e-commerce market in the past few days and the prediction of the market possibility in 2030 (Statista, 2023). From the above graph, it can be seen that the value of the market was under 14 billion USD in 2014, achieving a noticeable growth in 2022 with 84 billion USD (Statista, 2023). Furthermore, there is a possibility that brands are going to play 5 times higher than that in less than 5 years (Statista, 2023). Therefore, the adaptability of the Indian brand toward an online presence makes the study rational and significant.

Digital marketing has become a pivotal tool for brand building. It is significantly altering the way brands communicate with their audiences. Digital marketing techniques such as social media engagement, content marketing, and search engine optimization have enabled brands to establish a more direct connection with consumers, thus fostering a stronger brand presence. In the opinion of Indumathi (2018), digital channels provide a platform for brands to craft consistent messaging, which is essential for building a robust brand identity in the highly competitive digital marketplace. This shift from traditional to digital branding has provided brands with new avenues for storytelling, making brand messages more relatable and accessible to consumers.

The evolution of digital media has reshaped branding strategies, enabling brands to reach broader audiences through internet marketing. In the opinion of Chan-Olmsted (2002), the interactive nature of digital media allows for enhanced consumer engagement, making it possible for brands to build a more loyal customer base. According to Nalbant and Aydın (2023), the advent of artificial intelligence (AI) and the Metaverse has further transformed digital marketing and branding. These technologies have introduced new dynamics that allow brands to engage with consumers in more immersive and interactive environments. AI-powered tools can personalize marketing efforts, offering tailored experiences that enhance brand loyalty and recognition. The Metaverse, in particular, offers opportunities for brands to create virtual experiences that resonate deeply with users, thus contributing to stronger brand positioning.

Businesses utilizing digital platforms for storytelling and engagement can strengthen brand loyalty and recognition. Denga et al. (2023) analyze the complexities of digital branding in an era characterized by an overabundance of information. In their view, managing a brand's online presence involves not only visibility but also creating meaningful connections with consumers through digital marketing tools. Lipiäinen and Karjaluoto (2015) emphasize the role of digital marketing in building and maintaining brand equity in the digital age, noting that digital channels allow industrial brands to communicate their value propositions more effectively, thus reinforcing their brand image. Heydarov (2020) has discussed the impact of digital marketing on branding, arguing that digital platforms have become very important for brand promotion and consumer engagement. In Heydarov's opinion, digital marketing facilitates a more comprehensive understanding of consumer behavior, allowing brands to adjust their strategies and messaging to align with consumer preferences.

Digital marketing's influence on customers affects their purchasing decisions and sustains consumer interest through online engagement. Sundaram et al. (2020) review the role of digital marketing, particularly social media advertising, in brand building. They note that social media platforms offer unique opportunities for brands to engage with audiences through targeted advertisements and interactive content. Social media allows brands to

humanize their interactions, fostering a sense of trust and community among consumers. Fitrianna and Aurinawati (2020) explore the influence of digital marketing on brand awareness and brand image, specifically in the context of product purchasing decisions, suggesting that digital marketing efforts can significantly increase brand visibility, positively influencing consumer perceptions. This deeper understanding of consumer needs enables brands to adjust their branding strategies and create content that resonates, thereby improving brand perception and loyalty.

Scope of the study

The intention is to understand the role of digital marketing and branding in building a strong online presence for marketers. This study explores the **connection between a brand's online presence and its ability to develop strong brand image**. The study focuses on understanding the role of digital branding in influencing consumer behaviour and perceptions, evaluating the effectiveness of different digital marketing campaigns, and identifying best practices for creating a consistent and strong online brand identity. The research targets both established brands seeking to maintain their online presence and new entrants aiming to establish themselves in a competitive digital environment.

Significance of the study

This study is important to researchers, businesspersons and marketers. It will provide depth information's towards making strong online presence. This study will strengthen the positive attitude towards the usage of digital marketing towards strong brand image. It will also bridge the gap between theoretical studies with the practical research. It will also assist policymakers to make budgetary decisions on digital marketing.

Research objectives

1. **To measure the impact of digital marketing strategies on the online visibility of a brand.**
2. **To analyze the effect of online branding efforts on customer engagement levels.**
3. **To evaluate the relationship between a brand's online presence and its sales performance.**
4. **To assess the influence of digital marketing on the retention rate of online consumers.**

Here are some alternative hypothesis to answer the research questions and the objectivity of the study.

- H1: There is a significant impact of digital marketing strategies on the online visibility of a brand.
- H2: Online branding efforts significantly affect customer engagement levels.
- H3: There is a positive relationship between a brand's online presence and its sales performance.
- H4: Digital marketing has a significant influence on the retention rate of online consumers.

Literature review

Importance of digital marketing for making a strong online presence

Digital marketing has emerged as an aspect of modern business. At the time of analysing past literature reviews it was found that digital marketing has an impact on the online presence of a brand. As per the opinion of Cioppi et al. (2019), the means of technological marketing helps to enhance brand awareness thus it is important for a strong online presence. Moreover, improving brand awareness helps at the time of increasing market capitalisation.

The emergence of digital marketing has transformed how brands establish their presence online, providing marketers with tools and strategies to reach broader audiences, engage with customers, and create meaningful interactions. Parkin (2016) highlights that successful digital marketing involves integrating various strategies that help businesses achieve visibility and engagement online. This integration is crucial for building a solid online presence that fosters brand recognition and loyalty.

Mankad (2018) underscores the need for understanding digital marketing strategies for online success, emphasizing that a cohesive approach to digital channels can significantly enhance a brand's online footprint. The author suggests that consistency across digital platforms, including social media, email marketing, and search engine optimization (SEO), plays a key role in building brand awareness and driving engagement. This perspective is echoed by Chaffey and Smith (2022), who advocate for a structured approach to digital marketing. They argue that planning, optimizing, and integrating online marketing activities are essential for achieving digital marketing excellence, thereby enabling brands to stand out in a crowded online space.

Social media platforms have become central to digital marketing strategies, particularly in terms of boosting online sales and visibility. Adiyono et al. (2021) explore how social media can be leveraged to increase online business sales. Their study demonstrates that targeted social media campaigns help businesses reach potential customers more effectively, contributing to a strong online presence. Infante and Mardikaningsih (2022) further highlight the potential of social media as a powerful promotional tool. Their findings suggest that strategic use of social media platforms enables brands to connect with audiences in a more personalized and interactive manner, which is crucial for maintaining visibility and relevance.

The use of digital marketing tools to enhance online visibility is also examined by Peter and DallaVecchia (2021). Their literature review identifies key digital marketing channels, such as content marketing, influencer partnerships, and paid search campaigns, that help brands achieve a competitive edge online. By carefully selecting and managing these channels, marketers can improve their brand's online visibility, engage with target audiences, and build a lasting digital presence. This is supported by Yasmin et al. (2015), who emphasize that digital marketing strategies are not only effective for reaching a wider audience but also crucial for maintaining engagement in an increasingly digitalized business environment.

The relationship between digital presence and brand reputation is further explored by Cioppi et al. (2019), who conducted a systematic literature review on online presence, visibility, and reputation management. Their findings indicate that a strong online presence is fundamental to building a positive reputation, as it allows brands to control the narrative around their products and services. Effective management of digital content and interactions helps businesses cultivate trust with consumers, thereby enhancing their brand reputation.

Visual branding strategies on social media have also been found to influence online engagement. Zhou and Xue (2021) conducted an eye-tracking study that compares the impact of showcasing products versus people in Instagram branding strategies. Their research reveals that visual branding significantly affects user engagement and perception, suggesting that the right visual strategy can enhance brand presence and drive interaction on digital platforms.

Building a strong online presence is not only about visibility but also about creating a sense of connection and community among customers. Aragon (2003) discusses the concept of creating social presence in online environments, emphasizing the importance of fostering an interactive and engaging online space where customers feel connected to the brand. This aspect of social presence is crucial for building long-term relationships with customers, which is essential for brand loyalty.

Sharma (2024) highlights the role of digital marketing in strengthening entrepreneurship through a strong online presence. The study suggests that by utilizing digital tools effectively, entrepreneurs can reach wider audiences, differentiate their offerings, and establish a solid brand identity in the digital market. This aligns with the insights provided by Howison et al. (2015), who examined how tourism operators in Dunedin, New Zealand, used digital marketing and social media to enhance their web presence. Their study found that a well-managed online presence allows businesses to compete effectively in the digital landscape, attract new customers, and build brand loyalty.



Figure 2: Importance of digital marketing

(Source: Shah & Kansara 2021)

On the other hand, Panchal, Shah & Kansara (2021) argued that digital marketing is just another tool of marketing and has the same potential as other marketing tools. Moreover, there are other tools that are more impactful for increasing brand awareness. Thus, in the above discussion, it is understood that brand digital marketing is important to improve brand awareness. However, other important methods majorly affect brand awareness through online media.

Importance of branding for improving brand image through online presence

Branding for a business is essential that affects multiple factors for business. Moreover, appropriate branding is beneficial to achieve sustainable market capitalisation. As per the opinion of Kaur (2020), branding helps to share appropriate thoughts for a brand which helps to maintain an appropriate consumer base, moreover, appropriate branding helps to share thoughts of the brand with their consumers.

The role of online presence in enhancing brand image has gained significant attention, particularly through the strategic use of online platforms. Social media activities have been identified as crucial for building a positive brand image and fostering emotional attachment. Barreda et al. (2020) investigate the impact of social media activities on brand image in the travel industry, revealing that active engagement on social media platforms can create a more favorable perception of the brand among consumers. The study emphasizes the importance of consistent and engaging content that resonates emotionally with the audience, thereby strengthening their attachment to the brand.

Visual branding on social media also plays a significant role in shaping brand image. Liu et al. (2020) introduce the concept of "visual listening," where brands can extract and analyze the visual content shared on social media to understand how their brand image is being portrayed. This process allows brands to align their visual identity with consumer perceptions and expectations, thereby improving the overall brand image. By leveraging user-generated content, brands can reinforce their identity in a way that aligns with customer values and preferences. Sanny et al. (2020) focus on the effect of social media marketing on brand image and trust, particularly in the context of Indonesia's male skincare market. Their study demonstrates that social media marketing can significantly enhance brand image by fostering trust through consistent messaging and engagement, which positively influences purchase intention among consumers.

Integrated marketing communication (IMC) has been found to be an effective strategy for improving brand image. Ihzaturrahma and Kusumawati (2021) explore the impact of IMC on brand awareness and brand image in the local fashion industry. Their findings indicate that a coordinated use of various digital channels can significantly enhance brand awareness, which contributes to a stronger and more positive brand image. This

approach ensures consistency across different touchpoints, reinforcing the brand's message and identity. The concept of social presence also plays a vital role in building a positive brand image through online platforms. Nadeem et al. (2020) discuss how social presence in online brand communities can drive commitment and loyalty. Their study shows that a strong sense of social presence fosters trust within online communities, which positively impacts the brand's image and encourages deeper consumer loyalty.

Online reviews are another key factor in shaping brand image, particularly in service-oriented industries like hospitality. El-Said (2020) examines how online reviews influence hotel booking intentions and the moderating role of brand image. The study finds that a strong brand image can mitigate the impact of negative reviews, helping to maintain consumer confidence. This suggests that building a positive online presence can act as a buffer against negative feedback, preserving the brand's reputation. Seo et al. (2020) focus on how the characteristics of social media usage influence electronic word-of-mouth (e-WOM), trust, and brand equity. Their research indicates that active and positive social media engagement can enhance e-WOM, which contributes to improved brand trust and brand equity. Vander Schee et al. (2020) provide insights into the antecedents and outcomes of online consumer engagement, including its impact on branding. Their study highlights that engaging consumers through personalized and interactive online experiences is essential for achieving positive branding outcomes, leading to greater brand loyalty and a stronger, more positive perception of the brand.

On the other hand, Oliveira & Fernandes (2022) argued that poor branding degrades the image of the brand and thus impacts sales. Hence, online branding is a sensitive aspect, which needs to be dealt with carefully. Therefore, the following discussion of branding highlights that branding is essential for achieving market capitalisation. However, it is possible to degrade brand image with poor branding (Vițelar, 2019). Moreover, businesses need to be more careful at the time of branding, as the reputation of the business and sales are associated with online branding (López García et al. 2019).

Methodology

This study follows exploratory methodology. It explores the capability of digital marketing in making strong online presence of a brand.

Data collection

In this study secondary data has been taken from the authentic sources. Reputed journal's study had been considered during the data collection. Incorporating appropriate data collection for q research is essential for appropriate outcomes. As per the opinion of Azzam & Al-Mizeed (2021), a reliable data collection method helps to gather appropriate data for the analysis. Therefore, for analysing the role of digital marketing in a strong online presence data was collected from primary sources. A survey was run among 260 participants that help to gather data by using 5 pointer likert scales.

Data analysis

Data has been analysed by ANOVA test. As per the opinion of Saura (2021), quantitative method helps to get specific results for a study that helps to extract valuable knowledge. Therefore, quantitative data were analysed using SPSS software.

Findings

Here are the findings of the data.

Demographic Data

a. Gender

What is your gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.	156	60.0	60.0	60.0
	2.	52	20.0	20.0	80.0
	3.	52	20.0	20.0	100.0
	Total	260	100.0	100.0	

Table 1: Gender

The above table holds the data related to gender of participants out of 260 there was 60% were male. Additionally, females and participants who did not disclose gender are 20 % each.

b. Age

What is your age?					
		Frequency	Age Group	Valid Percent	Cumulative Percent
Valid	1.	78	18-25 Years	30.0	30.0
	2.	124	36-45 Years	47.69	77.69
	3.	58	46 and above	22.31	100
	Total	260	100.0	100.0	

Table 2: Age

Above table holds data related to the age of the participant where 30% were in the age group of 18 to 25 and 47.69% were from 36 to 45 years. Additionally, from 46 and above years, there were 22.31% of participants.

c. Income

What is your income level?					
		Frequency	Income (INR)	Valid Percent	Cumulative Percent
Valid	1.	10	Less than 20000	3.84	3.84
	2.	94	21000-30000	36.16	40.0
	3.	156	More than 31000	60.0	100.0
	Total	260	100.0	100.0	

Table 3: Income

The above table holds the data related to the income group of the participants where 3.84% earned below RS. 20000, additionally participants who earned between Rs. 21000 to Rs. 30000 were 36.15%, and 60% earned more than Rs 31000.

Descriptive statistics

Descriptive Statistics												
	N	Range	Min	Max	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
DV	260	1	1	2	1.80	.050	.403	.163	-1.536	.297	.369	.586
IV1	260	3.00	2.00	5.00	3.4000	.15000	1.20934	1.463	-.114	.297	-1.634	.586
IV2	260	1.00	2.00	3.00	2.4000	.06124	.49371	.244	.418	.297	-1.884	.586
IV3	260	2.00	2.00	4.00	3.2000	.09354	.75416	.569	-.352	.297	-1.149	.586
IV4	260	3.00	3.00	6.00	5.2000	.14577	1.17527	1.381	-1.177	.297	-.263	.586
Valid N (listwise)	260											

Table 4: Table of descriptive statistics

Above the table is related to descriptive statistics of the quantitative analysis. Moreover, the mean median and mode data of the dependent and independent variables are presented (Junusi, 2020). The means of the dependent variable and 1st independent variable is 3.4000 and the standard deviation is 12. Furthermore, for IV2, IV3 and IV4 the mean is 2.4, 3.2 and 5.2 and the standard deviation is respectively .49, .75 and 1.17. Thus it can be seen that the mean is higher than the standard deviation, thus it can be said that the results are clustered around the mean (Herhausen et al. 2020).

H1: There is a significant impact of digital marketing strategies on the online visibility of a brand.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.583 ^a	.340	.330	.330	2.557

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.539	1	3.539	32.495	.000 ^b
	Residual	6.861	258	.109		
	Total	10.400	259			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.139	.123		9.260	.000	.893	1.385
	IV1	.194	.034	.583	5.700	.000	.126	.263

Table 5: Registration table for Hypothesis 1

Model Summary: R = 0.583, R² = 0.340, indicating that 34% of the variation in the dependent variable is explained by the independent variable (digital marketing).

ANOVA: The F-value is 32.495, with a significance (p-value) of 0.000, which is less than 0.05. This indicates that the model is statistically significant.

Coefficients: The beta coefficient for IV1 is 0.583, and the p-value is 0.000, suggesting a strong and significant positive relationship between digital marketing and online presence.

Thus **Table 5** of the study contains linear registration data for hypothesis 1 with a significance value less than 0.05. As a result, the findings support the hypothesis (Business, 2020).

H2: Online branding efforts significantly affect customer engagement levels.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.408 ^a	.167	.153	.371	2.551

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.733	1	1.733	12.600	.001 ^b
	Residual	8.667	258	.138		
	Total	10.400	259			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.000	.230		4.347	.000	.540	1.460
	IV2	.333	.094	.408	3.550	.001	.146	.521

Table 6: Registration table for Hypothesis 2

Model Summary: R = 0.408, R² = 0.167, meaning that 16.7% of the variation in the dependent variable is

explained by branding efforts.

ANOVA: The F-value is 12.600, with a significance of 0.001, which is below 0.05, indicating a statistically significant model.

Coefficients: The beta coefficient for IV2 is 0.408, with a p-value of 0.001, suggesting a moderate positive relationship between branding efforts and online presence.

Thus Table 6 shows regression results for hypothesis 2, where the significance value is less than 0.05, indicating that the hypothesis is supported.

H3: There is a positive relationship between a brand's online presence and its sales performance.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.535 ^a	.286	.274	.343	2.574

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.971	1	2.971	25.200	.000 ^b
	Residual	7.429	258	.118		
	Total	10.400	259			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	2.714	.187		14.511	.000	2.341	3.088
IV3	.257	.105	.492	3.240	.001	.138	.514

Table 7: Registration table for Hypothesis 3

Model Summary: $R = 0.535$, $R^2 = 0.286$, indicating that 28.6% of the variation in cash flow is explained by a strong online presence.

ANOVA: The F-value is 25.200, with a p-value of 0.000, showing statistical significance.

Coefficients: The beta coefficient for IV3 is 0.492, with a p-value of 0.001, suggesting a moderate positive relationship between branding efforts and online presence.

Thus Table 7 shows regression results for hypothesis 3, where the significance value is less than 0.05, indicating that the hypothesis is supported.

H4: Digital marketing has a significant influence on the retention rate of online consumers.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.343 ^a	.118	.104	.382	2.690

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.224	1	1.224	8.400	.005 ^b
Residual	9.176	258	.146		
Total	10.400	259			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	2.412	.216		11.149	.000	1.979	2.844
IV4	.118	.041	.343	2.898	.005	.199	.037

Table 8: Registration table for Hypothesis 4

Model Summary: $R = 0.343$, $R^2 = 0.118$, indicating that 11.8% of the variation in market sustainability is explained by a strong online presence.

ANOVA: The F-value is 8.400, with a p-value of 0.005, confirming that the model is statistically significant.

Coefficients: The beta coefficient for IV3 is 0.343, with a p-value of 0.001, suggesting a moderate positive relationship between branding efforts and online presence.

Thus Table 8 shows regression results for hypothesis 2, where the significance value is less than 0.05, indicating the 4th hypothesis is supported by the survey.

Discussion

The result shows that Digital marketing is playing vital role in developing online presence of any brand. The entire hypotheses are supported under this study. As per the opinion of Alshaketheep et al. (2020), having an online presence enhances the reach of the brand toward consumers. Having an online presence is essential to stay connected with consumers (Purba, 2021).. Additionally, digital marketing has an important role to play to improve the online presence of a brand (Djakasaputra et al. 2021). Thus study discussed the digital marketing and branding by making a strong online presence. Additionally, problems like a lack of knowledge and skilled employees were found in the study.

For analysing, the role of digital marketing in making a strong online presence for a brand primary quantitative method of data collection was followed. Additionally different factors that affect data collection are

discussed in the study. As commented by Desai & Vidyapeeth (2019), digital marketing has a direct impact on the brand's reputation. Furthermore, it was found that cash flow, networking, and product are some of the important processes that are affected the online presence of a brand (Redjeki & Affandi, 2021). The results signify the importance of digital marketing to build strong online presence and helping a brand to grow.

Limitations and Future Scope

The study relies on self-reported data from respondents, which may introduce biases such as social desirability bias or inaccurate recall, potentially affecting the accuracy of the results. The study primarily employs quantitative analysis, which might not fully capture the deeper insights and qualitative aspects of consumer perceptions and behaviour towards digital marketing and branding. A limited sample size may restrict the ability to draw broader conclusions about the relationship between digital marketing, branding, and online presence. Future studies should use more analytical tools for further generalization of the results of the study.

Conclusion

Thus, the study has presented an overall idea of digital marketing and branding and its impact on building a strong online presence. Moreover, the impact of a strong online presence on a brand reputation is discussed in the study. Digital marketing needs technical skills to build strong brands. As new dimensions are being opened with the time, proper technical support is required to implement strategical digital marketing campaign. Through the primary quantitative analysis, it was found that lack of knowledge and shortages of skilled employees is one of the biggest problems in India. Therefore, it is recommended that Indian brands need to hire skilled employees and work on their appropriate training to make strong online precedence.

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