

# CREATION AND IMPLEMENTATION OF RELATIONSHIP MARKETING PLAN USING BY DIGITAL BUSINESS TECHNOLOGIES IN PRESENT SCENARIO

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## ABSTRACT

Relationship marketing is a sales plan of attack that emphasizes on developing long lasting relationships with the customers that benefit both the customer and the business. Business used some strategies and implemented them in relationship marketing, which include delivering excellent customer service on a regular basis, getting to know the person and anticipating their future needs, and discounts and special incentives, for repeat customers. Including offers through loyalty programs. The evolution of the Internet allows small businesses to establish relationships and work with them by inviting customers to browse their websites and comment on blogs and maintain interaction on Facebook, Twitter, YouTube and LinkedIn to provide them rich opportunities.

**Key Words:** - - SEO, SEM, Website analysis, Internet advertising, Email marketing

### Introduction

The development of relationship marketing is primarily concerned with the various methods of marketing that have to be restored to economies of scale for standardization and large-scale adaptation. The products were sold on the basis of reciprocal relations. In the past few decades, with increasing competition, the focus has shifted to differentiation. To achieve this differentiation it is important to understand the needs and requirements of the consumer. Thus marketing moved from mass appeal to the customer and focused on marketing.

### Concept of Relationship Marketing

The main focus of relationship marketing is to retain customers and make them ordinary buyers. Presented customer relationships are the main spotlight of marketing. The reason we target the proposed customer stand is because there is no customer benefit cost, low key points, discounts or vouchers, bargaining cost compassion, increased transfer potential and profit or assured growth of revenue and selling price. This is a good dilemma display for most companies. With limited resources, it is good to try to acquire new customers and capture them to buy the product. No business or company can grow and survive in the absence of good and regular relationship marketing with its customers. The majority companies separate the two functions and give their marketing departments different areas to work on one or the other. They are considered as one transactional customer for the purpose of buying a product for new different customers. Businesses regularly engage in relationship marketing strategies to focus on repeat business sales and retain existing customers. While both types of customers should be recognized and respected, in the end the objective is to convert each new customer into a returning customer.

Relationship marketing can involve modifying most of the aspects for conducting business activities for the company. This can be high cost, time consuming, and have varied consequences for both customers and employees. Following a comprehensive marketing plan is the only way to accomplish a relationship marketing strategy.

Demographic and historical data is very important for a business to know the customer's level of understanding and who they are about, what they buy, and how to get it for them over the long term. The business must look at why customers come to the business to make purchases again and again. It is a nature to understand that customers come back because of the satisfactory good service of the company and are courteously present with their needs met on time. But sometimes customers will prefer the shop near their home as it is the only item and product in that area that they need to buy. Analysis of customer loyalty trends is one of the best techniques for creating a working relationship marketing strategy. With the identification of customer data collection, the company can begin to segment these customers and create a different marketing strategy for each segment. A customer who prioritizes the value of a product has different qualities than a customer with a supportive customer service experience. These customers are determined for a variety of reasons, and they need made-to-order relationship marketing plans.

When the marketing strategy has been implemented, it requires regular testing for the success of the plans. There are a lot of hard metrics that businesses can apply to measure whether they are keeping up on their customers

### Relationship Marketing Using the Internet

Internet is using extensive data analysis today is the age of computer and internet these are playing an important role in every walk of life without internet computer is breathless.

Every type of organization has been able to employ relationship marketing and database mining as a strong marketing tool. Relationship marketing is defined as the architecture of Internet, ICT and technology and is also known as customer relationship management. The customer relationship marketing strategy uses online marketing that applies direct marketing to inform relationship marketing and database mining. Customers directly obtain the product and information through direct marketing as well as communicate with them. Customer relationship management gets its foundation through relationship marketing. Database marketing provides platform to customer related information about customer likes dislikes and brand information.

Interactivity is one of the biggest benefits of Internet to Relationship Marketing. Through e-mail and online chat, companies can build relationships and collect data from their chat service as the basis for a future product and other personalized services.

Now within a defined existing customer base, companies need to develop strategies to maximize return on relationship investment. Companies are divided into three broad categories of its customers as given below.

- **Most Valuable Customers:** - The most valuable customers, as the name suggests, are frequent buyers and have the highest loyalty to the company. So companies have to develop strategies to catch them.
- **Most Potential Customers:** - Most potential customers require companies to develop strategies under which they become frequent buyers.
- **No Value Customer:** - That is, treat the customer like a normal person.

Relationship marketing is in direct contrast to the various older transactional marketing approaches, which emphasize maximizing the number of personal sales. In a transactional model, the return on customer learning costs can be low. When a customer has confidence he/she chooses a one-time branded product, but in the absence of a powerful relationship marketing plan, the customer is suspicious of returning to that brand in the future. Customer relationship marketing is starting to play its important role for various companies when organizations are united in the more important part of both relationship and transactional marketing. Effective and efficient relationship marketing includes quality embedding plans and technologies that help nurture a prosperous, long-term relationship with current and future customers.

The belief of management customer experience is the foundation of relationship marketing which focuses on improving customer core interactions to further improve brand truthfulness. While this type of interaction can still happen in person or with other types of technology modes

such as mobile, phone, practically relationship marketing and customer experience management have aggregated through websites.

“Relationship marketing is affecting towards proposing customer constancy, interface and continuing obligation. It aims to expand difficult relationships with customers, seeing that they are matched to their needs and benefits from open and cohesive communication promote it.”

#### **Apparatus of Internet Marketing**

- **Exposure Information:** -The main function of the company's advertising department is to provide the right information about the goods and services at the right place at the right time to the right and needy person.
- **Through Website Banner:** -We can also call it as Banner Ads which are usually graphical advertisements shown within a web page. Banner ads can be engaging media spends to include video, audio, animations, buttons, forms or other interactive multimedia systems using Java applets, HTML5, Adobe Flash, CorelDraw and other such programs.
- **Write Ad:** - Call it a Frame Ad Also known as web banners. Website publishers frame ads by setting a wide space on the web page which is the traditional banner used mostly in social events as well.
- **Pop-up/Pop-Under:** -A pop-under advertisement displays a new browser window within the website visitor's first browser window.
- **Drifting Ads:** -This is a type of media advertising that appears to cover the content of the requested website. Drifting ads may disappear or become less noticeable after a predetermined time period.
- **Fast moving ads:** -Fast moving ads are high media web advertising. It frames ads that change dimensions at a prefixed position, such as a predetermined amount of time a visitor spends on a webpage, a user's mouse movement over the ads.
- **Interstitial advertising:** -This type of advertising mainly focuses on business to business highlighting ads. In this the user can access the content as requested, sometimes while the user is waiting for the content to be loaded. Interstitial ads are a form of interrupt marketing.
- **Text Marketing:** -This is a form of creating communication between the business and the customers. These ads display messages on hyperlinks in the form of text. The message and the latest information about the business can also be delivered to target customers through e-mail marketing or text message marketing.
- **Search Engine Based Marketing (SEM):** - It is a type of system software which is designed to give high rich

visibility to search anything in the search engine result page. This engine returns sponsored results and non-sponsored results for a web searcher's query.

- **Search Engine Optimization (SEO):-**It is a method which distressing the online visibility of a website. It is designed to improve the website's non-sponsored search rankings in search engine result pages by greater than the relevance of the website content to search terms.
- **Sponsored Search:** - Sponsored search (also called sponsored links or search advertising) allows advertisers to include selected keywords in the sponsored results of searches.
- **Social Media Advertising:** - Social media advertising tends to the procedure of attracting traffic and attention through social media sites. It is known as a business promotion website for any business organization.
- **Mobile Marketing:** - Mobile marketing is also known as a form of promoting a business's products and services. Companies provide information about their products through wireless mobile devices such as smart phones, feature phones, or tablet computers, etc.
- **E-mail Marketing:** - In the Internet age companies often use e-mail marketing to reach their target customer. This is an advertising copy that contains an intact e-mail or part of an e-mail message. E-mail advertising may not be solicited, in which case the sender may provide the recipient with the option to copy-out future e-mails, or it may be sent with the recipient's prior approval.

#### **Other Values to the Customer and Business Relationship Marketing**

When a business employs a valuable relationship marketing strategy, it becomes more rewarding – because the center is repeatedly to become more appreciative of the behaviors, needs, and desires of achievable customers in order to acquire new customers. With 1-to-1 relationship marketing, the company focuses on uncovering a symbiotic relationship with traditional customers, successfully building a foundation of mutual trust so that customers can consider a personal relationship to be the diversity of the company.

#### **Below are some of the common benefits of relationship marketing.**

- **Feedback:** Customers likely benefit from the company's background by contributing feedback on their experiences as well as any complaints or suggestions. Knowledgeable marketing professionals will employ this information as an invaluable resource to improve the customer experience by addressing these concerns and suggestions. Quick resolution to an off-putting customer experience can improve a customer's fulfillment level and nurture a relationship of trust with the company.

- **Sponsorship:** Happy customers become successful promoters who contribute to their experiences with individuals in their field. This purely shared promotion can create new customers for the business.
- **Offer:** Companies that offer balance to their regular people further strengthen their relationships with these individuals.
- **Internal Area:** Businesses that request their customers to be part of the internal sector of their company traditions, engage in optimistic, extended-reputation interactions with them. These companies understand that by giving their customers the opportunity to innovate with them by presenting inventive ideas for products, services, and customer reimbursement they will establish a solid relationship, and the customer will feel like a valuable resource to the organization.

#### **Levels of Relationship Marketing**

Given below are the three main types of relationship marketing shows.

- **Transaction Selling:** - Goods and services are sold to the customers and re-contact with them is not taken into account.
- **Sales Relationship:** - Seller makes contact with his customers by providing after sales service to them.
- **Partnership:** - The seller works regularly to improve the operations, sales and profits of his customer.

#### **OBJECTIVE OF THE STUDY**

To gives the new digital business technologies and its implications for marketers and its customer.

#### **HYPOTHESIS OF THE STUDY**

In the light of the above objective, the following hypothesis may be formed:

##### **Null Hypothesis (H0):**

Online marketing does not give new digital business technologies and its implications for marketers and its customer.

##### **Alternate Hypothesis (H1):**

Online marketing give new digital business technologies and its implications to marketers and its customer.

#### **DEFINITIONS OF THE TERM USED**

**Search Engine Based Marketing (SEM):-** it is a type of internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages through paid advertising.

**Search Engine Optimization (SEO):-** it is a process of improving the quality of website traffic to a website or a web page from search engines.

#### **Website analysis**

The decisive purpose of website analysis is to recognize the commencement comprehension on a monthly basis which can assist in achieving positive changes in the website step

by step. This is the highlight of the ultimate guide to good profits in the long run sequentially.

**Internet advertising**

Internet marketing presents advertisements in a crisp, simple and attractive form on websites to attract the attention of customers and generate their interest in the product or service. This includes building a business brand's profile on social media platforms and other business sites like Apps, YouTube, Google Plus, LinkedIn, Twitter, Facebook etc. It also checks whether the rest of the people associated with the expected and existing customers are aware or not.

**Email marketing**

Interacts with customers to solve their problems by using automated responders and enhances the customer experience with the website. The company offers options such as sign-in to be taken to the newsletter.

**POPULATION OF THE STUDY**

A population is the totality of an object under consideration the population for the purpose of this study has been defined to analyze the field data of Meerut district (UP).

**SAMPLE TECHNIQUE**

The observation in this research paper basically based on field survey conducted on (200 samples 100 male and 100 female).

**TOOL USED**

The researcher used self made questionnaire.

**STATISTICAL ANALYSIS**

The following statistical techniques will be used for analysis of data

- Classification
- Tabulation
- Chi-square test

**ANALYSIS AND INTERPRETATION OF DATA**

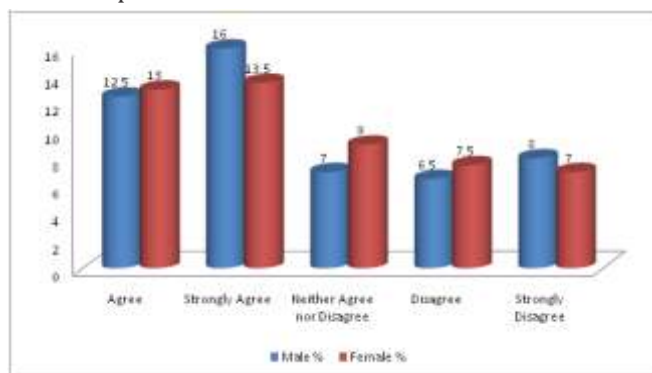
Online marketing give the new digital business technologies and it's Implication for marketers and its customer

Response	Male		Female		Total Respondents	% of Total Respondents
	No.	%	No.	%		
Strongly Agree	25	12.5	26	13	51	25.5
Agree	32	16	27	13.5	59	29.5
Neither Agree nor Disagree	14	7	18	9	32	16
Disagree	12	6.5	15	7.5	28	14
Strongly Disagree	16	8	14	7	30	15
<b>Total</b>	<b>100</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>200</b>	<b>100</b>

**Source:-Field Survey**

The above table shows analysis of online marketing give the new digital business technologies and it's Implication for marketers and its customer. Here, with the help of Chi-square test, researcher tested the hypothesis.

Online marketing give the new digital business technologies and it's Implication for marketers and its customers.



**Calculation of Chi-square Values**

D.F.	At 5% and 1% Level of Significance The Table Value	( $\chi^2$ )
04	9.488, 13.277	19.75

It is found that, the calculated value of chi-square ( $\chi^2$ ) is 19.75 whereas for 4 degree of freedom at 5% and 1% level of significance the table value is 9.488 and 13.277. Since, the calculated value of  $\chi^2$  is more than the table value.

Hence, the null hypothesis is rejected and alternative hypothesis is being accepted.

Here, Null Hypothesis (H0) - online marketing does not give new digital business technologies and it's Implication for marketers and its customers. Alternative Hypothesis (H1) - online marketing give new digital business technologies and its Implication for marketers and its customers.

Hence the present hypothesis i.e. online marketing gives new digital business technologies and its Implication for marketers and its customers is accepted.

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