

Original Article

# The Effectiveness of Social Media and Content Marketing for Startups in Nagpur

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**Abstract** - The awareness of the companies about internet marketing trends need is not similar to the awareness of consumers or third-party agencies. Consumer awareness could perform a significant part in their interests to follow internet marketing. It would be valued for companies and third-party agencies to comprehend the attention of the consumers, as consumers are the ones who would finally drive internet marketing in a big way.

Additional buyers mean additional goods to sell and additional goods to sell, which means additional marketing to be completed by third-party marketing agencies. This will help to appreciate whether all the third persons recognized developments in internet marketing in a similar method or there are changes in their understanding. Instead of reviewing these objects in separation, the similar usual of queries to companies, customers, and third-party agencies would be desirable. This will aid in recognizing whether there are changes at all in their perception and if there are, then useful proposals to these objects to positively affect the internet marketing trend can be recommended.

**Keywords** - Internet marketing, Content Marketing, Social Media Marketing, and Start-ups

## I. INTRODUCTION

Internet marketing forms a division of electric trade. With the eruption of internet growth, internet promotion has started flattering very general. It is said that Internet marketing first started in the opening of 1990 with fair text-based websites which existing goods information. With the growth of the internet, it is not fair to sell products alone, but in adding to this, information about products, advertising space, software programs, and auctions, stock exchange, and matchmaking. A limited business has transformed the way the internet can be utilized for promotion, like Google.com, Yahoo.com, Amazon.com, Alibaba.com, and Youtube.com. Internet promotion has transported out so numerous policies such as associated promotion which contains pay each click, pay each view, pay each call, pay per click advertising. The associate promotion also includes banner advertisements. In addition to this, e-mail marketing, viral marketing, collaborating publicity,

blog, or object-founded promotion are also general. There are fresher promotion methods being developed all the time. It is significant to distinguish how the trend would be. Companies are creating new methods to find improved conduct to make income and found their product on the internet.

Consumers are flattering smarter by the day. They don't need to be a part of the internet promotion movements made by businesses, except they get around motivation in doing so. They would be fairly strong in contributing to movements provided they are rewarded somehow by the businesses. There are typically 2 or 3 parties convoluted in internet marketing. It is Businesses and Final users or Companies, Internet marketing companies, and End-users. If it is a two-party model, then companies themselves directly get revenue from the end-users. If it is a three-party model, then internet promotion facility providers act as intermediate revenue providers for companies. In order to invite end-users, they can share a part of the revenue which they obtain from the companies with them. Internet marketing aids three business prototypes viz. B2B model, B2C model and P2P model.

- The B2B model compacts with complex business-to-business contacts, and internet publicity helps bring revenue to both.
- The B2C model contains direct communication between the business and the customer.
- The P2P model includes disseminated calculating, which exploits individual exchange of goods and services. This model was typically valuable for the circulation of video and data. But due to copyright problems, these models have had troubles.

Internet publishers try to increase their assistance and expand their sales strategies to contain the requirements of advertisers. The growth of new online marketing layout continues as the improved model of communication medium, which has obtainable publishers and advertisers more potentials to receive richer and convincing essentials in making advertising messages. From the unique banner advertisements to big rectangles, pop-ups, skyscrapers, flash animations, interstitials, streaming videos, and search-engine



sponsored links, advertisers, advertising agencies, Internet publishers are trying a great assortment of different formats to attract Internet users' attention.

## II. OBJECTIVES OF STUDY

This study has the following objectives:

- To find out what are the limiting factors for the success of the start-ups in Nagpur.
- To study the effect of limiting factors on the success of digital marketing of start-ups in Nagpur.

## III. RESEARCH HYPOTHESIS

Following is the null hypothesis of this study:

H01: There is no effect of limiting factors on the success of digital marketing on planning to spend more money on digital and content marketing.

## IV. RESEARCH METHODOLOGY

Type of Study: Descriptive

Nature of Study: Qualitative and Quantitative

Type of questionnaire: closed-ended question and self-administrated questionnaire

Type of questions: Limited probing

Type of analysis: Statistical

Primary data collection technique: Survey

Contact method: Personal as well as through the internet

Research instrument: Questionnaire

Population: consists of individual founders or entrepreneurs who have recently (before 1 year or 2) started their new venture.

Universe of the study:

A) Definition of Nagpur City - Nagpur is a city in the central part of India in Maharashtra State.

The population of this research consists of individuals

The division of the Nagpur city as per zones is as follows:

North Nagpur – Koradi Road, KT Nagar, Sadar, HazariPahad, Godhni, Gorewada and ZingabaiTakli.

South Nagpur – Besa, Hanuman Nagar, Manewada, Sakkardara, Somalwada, Trimurti Nagar, Pratapnagar, Narendra Nagar, Chinchbhavan.

East Nagpur - Nandanwan, Pardi, Surya Nagar, Wardhaman Nagar.

West Nagpur – Bajaj nagar, Laxminagar, Dharampeth, Ravi nagar, Shivajinagar, Amravati road, Jaitala, Swavalambinagar, Hingna road.

Central Nagpur – Central Avenue, Civil lines, Dhantoli, Mahal, Ramdaspath, Sitabuildi.

B) Startups - A startup or start-up is a company started by individual founders or entrepreneurs to hunt for a repeatable and accessible commercial model. More precisely, a startup is a recently materialized business scheme that aims to grow a feasible business model to encounter a market need or problem.

Sample element: Startups in Nagpur city

Sample frame: individual founders or entrepreneurs

Sample size: 50 startups from Nagpur city have been selected for this study

Sample extent: Nagpur

Sample duration: nearly it will take 4-5 months to collect primary data

Sampling procedure: stratified and cluster sampling method

There are various methods for calculating the compulsory sample size based upon whether the data composed is to be of a definite or quantitative nature. These methods need knowledge of the alteration or proportion in the population, and a purpose as to the maximum wanted error, as well as the acceptable Type I error risk (e.g., confidence level); it is imaginable to use one of them to construct a table that proposes the optimal sample size – given a population size, the exact margin of error, and anticipated confidence interval. This can help the research scholar to avoid the formulas completely. Many researchers and research texts suggest that the Confidence level =95%, Margin of Error = 5%. There is an inverse relationship between sample size and the Margin of Error; smaller sample sizes will yield larger Margins of Error.

### Data collection:

The secondary data to be collected will be based on personal interviews, expert opinions, and also published data in newspapers, journals, and magazines.

The primary data will be collected through the structured questionnaire prepared for the research study in which all the questions are programmed before leading the survey. The form of query is of both closed and open type.

Hypothesis testing:

H01: There is no difference among planning of startups to spend more money on digital and content

marketing and their limiting factors on the success of digital marketing.

This hypothesis was tested by using the Kolmogorov Smirnov Test

This test is used in circumstances where a judgment has to be made between an experiential sample distribution and theoretical distribution.

This test is performed on SPSS.

This test is used as a test of goodness of fit and is ideal when the size of the sample is small. It compares the cumulative distribution function for a variable with a specified distribution.

<b>One-Sample Kolmogorov-Smirnov Test</b>				
		Currently, the amount spent on digital and content marketing	Planning to spend money in the current year	Limiting factors on the success of digital marketing
N		50	50	50
Normal Parameters,b	Mean	2.90	2.54	3.36
	Std. Deviation	1.111	.579	1.638
Most Extreme Differences	Absolute	.204	.367	.177
	Positive	.204	.245	.177
	Negative	-.176	-.367	-.142
Kolmogorov-Smirnov Z		1.444	2.592	1.250
Asymp. Sig. (2-tailed)		.031	.000	.088
a. Test distribution is Normal.				
b. Calculated from data.				

**V. INTERPRETATION**

If the p-value is less than 0.05, we reject the null hypothesis, but in this case, we can see that the p-value is greater than 0.05 ( $p > 0.05$ ) = 0.088, so we can accept the null hypothesis H01: There is no difference among planning of startups to spend more money on digital and content marketing and their limiting factors on the success of digital marketing and reject alternate hypothesis H11: There is a difference among planning of startups to spend more money on digital and content marketing and their limiting factors on the success of digital marketing.

**VI. CONCLUSION**

Content marketing and social media are major growth areas in digital marketing. Therefore it is not astonishing even if they plan for getting more investment. It was observed that many marketing consultants and agencies are preparing to spend more on content marketing.

Everybody in business criticizes a lack of time, money, and resources, but still, given that a major percentage of our respondents had their own businesses, this is perhaps a justified restriction. It is also true that lack of time and resources are limiting the success of many startups.

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