



## The Study Impact of Digital Marketing on Effectiveness of Sales and Promotional Activities at the Connects Magazine in Hyderabad

Janvi Bagthariya<sup>1\*</sup>, Jignesh Vidani<sup>2</sup>

LJ University

Corresponding Author: Janvi Bagthariya [janvibagthariya2@gmail.com](mailto:janvibagthariya2@gmail.com)

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### ABSTRACT

In the fast-evolving digital landscape, businesses are becoming increasingly aware of the critical role that digital marketing plays in driving sales and enhancing promotional efforts. This research specifically investigates the impact of digital marketing on TheCconnects Magazine's sales and promotional activities in Hyderabad. TheCconnects Magazine, a non-profit publication by TheCconnects, is tailored to meet the needs of C-suite executives, founders, and entrepreneurs, providing them with exclusive content such as success stories, interviews, industry insights, and updates on emerging trends. The study delves into key digital marketing practices, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and pay-per-click (PPC) advertising, all of which contribute to boosting the magazine's visibility, engagement, and overall success. Given Hyderabad's status as a growing hub for technology and business innovation, the research highlights how effective digital marketing strategies can significantly impact promotional efforts within this vibrant city. Furthermore, the study explores the specific digital marketing tactics employed by TheCconnects Magazine, analyzing their effectiveness in driving sales, attracting a broader audience, and improving the magazine's reach. It also addresses the unique challenges and opportunities that digital marketing presents for a non-profit publication operating in the publishing industry, where building connections with a discerning audience is crucial. By examining these factors, the research provides actionable insights into how digital tools and platforms can enhance audience engagement, streamline content distribution, and foster deeper relationships with readers. Ultimately, this analysis contributes to a better understanding of the intricate relationship between digital marketing and business performance, offering valuable strategies to elevate TheCconnects Magazine's competitive edge in an increasingly digital world.

## INTRODUCTION

In today's rapidly evolving digital landscape, businesses are increasingly recognizing the paramount importance of digital marketing in enhancing their sales and promotional activities (Ajudiya, Patel & Vidani, 2023). TheCconnects Magazine, a newly launched business publication by TheCconnects, is no exception (Alkhizar & Vidani, 2024). As a non-profit organization dedicated to facilitating networking among business leaders and C-suite executives globally, TheCconnects leverages its extensive network, supported by retired IT professionals, to publish insightful interviews with prominent figures and share inspiring success stories (Bansal, Pophalkar & Vidani, 2023). TheCconnects Magazine aims to cater specifically to C-suite executives, founders, and entrepreneurs by providing exclusive content such as success stories, interviews, industry news updates, and information not available elsewhere (Bariya & Vidani, 2023). The primary objective of this research is to study the impact of digital marketing on the effectiveness of sales and promotional activities at TheCconnects Magazine in Hyderabad (Bhatt, Vadher & Vidani, 2023). Given the competitive nature of the business magazine sector, where attracting and retaining readership is crucial, understanding how digital marketing strategies can influence sales and promotional outcomes is essential (Bhatt, Patel & Vidani, 2017). This study seeks to uncover the key digital marketing practices that significantly contribute to the magazine's visibility, engagement, and ultimately, its commercial success (Biharani & Vidani, 2018).

Digital marketing encompasses a wide array of strategies, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and pay-per-click (PPC) advertising (Chalplot, Jagetiya & Vidani, 2024). Each of these strategies plays a vital role in enhancing the online presence of a publication, driving traffic to its digital platforms, and converting visitors into loyal readers and subscribers (Chaudhary, Patel & Vidani, 2023). For a magazine targeting high-level executives and business leaders, the precision and effectiveness of digital marketing efforts can be a game-changer (Chourasiya, Zala & Vidani, 2023).

TheCconnects Magazine,

with its unique focus on the stories and experiences of successful business figures, has the potential to carve out a niche in the market (Devani, Gandhi & Vidani, 2024). However, reaching this discerning audience requires a well-crafted digital marketing strategy that not only highlights the magazine's unique content but also builds a strong brand presence online (Dhere, Vidani & Solanki, 2016). This involves creating engaging content that resonates with the target audience, optimizing the magazine's website and social media profiles for better search engine rankings, and leveraging data analytics to refine and personalize marketing campaigns (Dinodiya & Vidani, 2023).

In the context of Hyderabad, a burgeoning hub for technology and business innovation, the implementation of effective digital marketing strategies is particularly relevant (Dodiya, Dudhat & Vidani, 2024). The city's dynamic business environment provides a fertile ground for TheCconnects Magazine to expand its readership and influence (Doshi, Gajera & Vidani, 2023). By examining the specific digital marketing tactics employed and their impact on

the magazine's sales and promotional activities, this research aims to provide actionable insights that can help TheCconnects Magazine enhance its digital marketing efforts and achieve its business objectives (Ghoghabori, Maheshwari & Vidani, 2023).

Furthermore, this study will explore the challenges and opportunities associated with digital marketing in the publishing industry (Gohel, Yadav & Vidani, 2023). It will investigate how TheCconnects Magazine can leverage digital tools and platforms to foster deeper connections with its audience, improve content distribution, and increase overall engagement (Gohel, Yadav & Vidani, 2023). By delving into these aspects, the research will contribute to a better understanding of the intricate relationship between digital marketing and business performance in the context of a business magazine (Gosiya, Parekh & Vidani, 2024).

In conclusion, the research on the impact of digital marketing on the effectiveness of sales and promotional activities at TheCconnects Magazine in Hyderabad is not only timely but also critical for the publication's growth and sustainability (Gupta, Patel & Vidani, 2024). Through a comprehensive analysis of digital marketing practices and their outcomes, this study aims to offer valuable insights that can drive strategic decisions and enhance the magazine's competitive edge in the market (Hansora, Khokhra & Vidani, 2023).

### **Contribution of Business Magazine Industry in World Economy**

Business magazines play a crucial role in the global economy by serving as a bridge between the corporate world and the public (Jha, Bhatt & Vidani, 2023). They provide valuable insights, in-depth analyses, and up-to-date information that aid decision-making processes for business leaders, investors, policymakers, and entrepreneurs (Joshi, Saxena & Vidani, 2023). Here are some key contributions of business magazines to the world economy (Joshi, Saxena & Vidani, 2024):

**Information Dissemination:** Business magazines offer timely and accurate information on market trends, economic policies, and industry developments (Joshi, Saxena & Vidani, 2024). This helps businesses stay informed about the latest opportunities and threats in the market (Joshi, Saxena & Vidani, 2024).

**Educational Resource:** They serve as an educational tool for professionals and students by providing case studies, success stories, and expert opinions (Joshi, Memon & Vidani, 2024). This knowledge transfer fosters a more informed and capable workforce (Kaneria, Shah, Gautam & Vidani, 2024).

**Market Influence:** By covering emerging trends and technologies, business magazines can influence market dynamics (Ladhava, Patadia & Vidani, 2024). They highlight innovative products and services, driving consumer interest and investment in new sectors (Lodhiya, Jangid & Vidani, 2023).

**Networking Platform:** Many business magazines facilitate networking among business leaders through interviews, events, and conferences (Mala, Vidani & Solanki, 2016). This networking can lead to collaborations,

partnerships, and investment opportunities, further stimulating economic growth (Mer, Gothadiya & Vidani, 2024).

**Policy Advocacy:** Business magazines often discuss regulatory changes and advocate for policies that benefit the business community (Modi, Harkani, Radadiya & Vidani, 2016). This advocacy can lead to more favorable business environments and stimulate economic activity (Niyati & Vidani, 2016).

**Investor Confidence:** Providing detailed analyses and expert opinions can boost investor confidence (Odedra, Rabadiya & Vidani, 2018). Well-informed investors are more likely to make sound investment decisions, contributing to financial market stability and growth (Pandya, Skhereliya & Vidani, 2024).

**Brand Building:** For companies, being featured in reputable business magazines enhances their brand image and credibility (Patel, Chaudhary & Vidani, 2023). This recognition can attract customers, investors, and talent, contributing to a company's growth and, by extension, the economy (Pathak & Vidani, 2016).

## Research Objectives

### Primary Objective

- The study impact of digital marketing on effectiveness of sales and promotional activities at TheCconnects Magazine in Hyderabad.

### Secondary Objective

- To study the awareness about various business magazine brands among consumers
- To identify the source of brand awareness among customers
- To study the overall opinion about the brand among customers
- To study the level of satisfaction towards the brand among customers

## LITERATURE REVIEW

### Impact of Social Media on Sales Activities of Small Businesses in Hyderabad [Marwan Ali Alsebeaie, R. N. Rao (2023)]

Social media can be a powerful tool to help businesses in any size to reach their sales targets. This study attempts to investigate the impact of social media on sales activities using a quantitative approach to obtain a profound view of this phenomenon (Patel, Chauhan & Vidani, 2024). An online questionnaire was distributed to the listed small businesses in Hyderabad, Telangana State, India via their emails (Kadvani, Ghasadiya & Vidani, 2024). Data were collected from small businesses through self-administered questionnaire (Kalal, Odedra & Vidani, 2024). 197 participants were accomplished. Descriptive and inferential statistics are applied to the measured variables under study (Shah, Detroja & Vidani, 2024). Brand Awareness, Sales Transactions, Sales Revenue, Engagement Tool, Customer Relations and Product/Service Improvement are used as determinants of Sales Activities in this study (Mansinh & Gunvantbhai, 2024). Confirmatory Factor Analysis, Discriminant Validity and Hypothesis testing are used in the practical analysis to examine the impact of social media on the determinants of sales activities (Bhatt, Vadher & Vidani, 2024). The results show that social media has a positive significant impact on the all involved variables

(constructs) i.e., Brand Awareness, Sales Transactions, Sales Revenue, Engagement Tool, Customer Relations and Product/Service Improvement (Vaishnav, Rathod & Vidani, 2024). Apparently, small businesses should focus on social media to incorporate sales performance into their marketing tactics (Dinodiya, Jodoun & Vidani, 2024).

**Investigating the Impact and Effectiveness of Digital Marketing on Brand Awareness, Sales and Customer Engagement [Yuxuan Wan (2023)]**

Digital marketing strategy is an important strategy in the current business field, which leverages digital technology and various digital platforms and tools to interact and communicate with target audiences, in order to enhance brand awareness, increase sales, and promote customer engagement (Rakholiya, Ramani & Vidani, 2024). With the rapid development of internet technology and the increasing demand for digital content, the significance of digital marketing strategy has become increasingly important (Gandhi, Devani & Vidani, 2024). However, along with the many opportunities brought by digital marketing, there are also challenges. Enhancing brand awareness, addressing sales issues, and increasing customer engagement have become difficult problems for businesses (Dinodiya, Jodoun & Vidani, 2024). By using quantitative and qualitative research methods, combined with empirical data and case analysis, this paper explores in-depth the impact of digital marketing strategy on brand awareness, sales growth, and customer engagement, analyzes the role of digital platforms and tools in brand promotion, as well as the effects of personalized marketing and interactive activities on sales and customer engagement. The results demonstrate that digital marketing strategy has a positive impact on enhancing brand awareness, promoting sales growth, and increasing customer engagement. Through digital platforms and tools, businesses can more accurately target their customers, provide personalized content and interactive activities, and thus expanding their brand influence and attracting consumers attention, improving purchase rates and customers loyalty. This study provides practical guidelines for businesses to develop more effective digital marketing strategies.

**Analysis of the Role of Digital Influencers and Their Impact on the Functioning of the Contemporary On-Line Promotional System and Its Sustainable Development [Janusz Wielki (2020)]**

Along with the increasingly high level of digital media consumption, organizations' expenditure on online promotional activities is constantly and dynamically growing. At the same time, together with the growing expenditures on digital promotion, it can be clearly seen that the effectiveness of activities carried out in the electronic space in its current form is decreasing. Therefore, in the new market situation, when the promotion of products and services has never been so difficult, organizations have started to look for other methods of influencing consumers. One of the most important trends is the use of the influencer marketing concept. In this context, the aim of this article is to analyze the role, place and significance of digital influencers in the overall functioning of the online promotional system, and the impact of the influencer marketing concept on its sustainable development. In order to implement it, a literature analysis was carried out on the origins of this phenomenon, and its scale, causes

and impact on the functioning of the digital promotion system. After the completion of this stage of the research, a questionnaire survey was conducted on a group of individual Internet users in order to obtain primary data. The results of the research indicate that there is a great potential for activities involving digital influencers. This potential relates primarily to the effective transmission of information about a product or service, the impact on increased brand awareness, and the impact on the sales level of products and services offered by companies. The study also identified the most important threats that may affect the future development of the concept of influencer marketing.

**Hypothesis**

H1: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing initiatives effectively attract new readers and subscribers.

H2: There is a significant association between years of experience in the media/publishing industry and the perception that digital campaigns help in increasing sales of magazine subscriptions or copies.

H3: There is a significant association between years of experience in the media/publishing industry and the perception that social media platforms effectively promote TheConnects Magazine and its content.

H4: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing efforts enhance the visibility of promotional events.

H5: There is a significant association between years of experience in the media/publishing industry and the perception that email marketing campaigns effectively communicate promotional offers and updates to readers/subscribers.

H6: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing initiatives contribute to brand awareness and recognition for TheConnects Magazine.

H7: There is a significant association between years of experience in the media/publishing industry and overall satisfaction with the impact of digital marketing on sales and promotional activities at TheConnects Magazine.

## Validation of Questionnaire

Table 1. Validation of Questionnaire

Digital marketing initiatives effectively attract new readers and subscribers.	Marwan Ali Alsebeaie, R. N. Rao, 2023
Digital campaigns help in increasing sales of magazine subscriptions or copies.	D. Wuisan, T. Handra, 2023
Social media platforms effectively promote TheCconnects Magazine and its content.	Arthur S. Budagov, R. Molchanova, 2023
TheCconnects Magazine's digital marketing efforts enhance the visibility of promotional events (e.g., launches, events, offers).	Risa Ratna Gumlilang, 2019
Email marketing campaigns effectively communicate promotional offers and updates to readers/subscribers.	Wei Lin Wang, E. Malthouse, B. Calder, Ebru Uzunoglu, 2017
Digital marketing initiative contribute to brand awareness and recognition for TheCconnects Magazine.	Les Dolega, Francisco Rowe, Emma Branagan, 2021
Overall, how satisfied are you with the impact of digital marketing on sales and promotional activities at TheCconnects Magazine?	N. Hamdani, Rio Muladi, G. Maulani, 2022

## METHODOLOGY

### Research Design:

The study uses descriptive research design to collect data.

### Sampling:

A non-probability convenient sampling technique is used to ensure representation from different socio-economic backgrounds.

The target population consists consumers of TheCconnects Magazine living in Ahmedabad.

Sample size = 150

### Data Collection:

Primary data is collected through structured questionnaires distributed to the selected participants.

The questionnaire consists of demographic questions and other related questions

### Data Analysis:

Descriptive statistics (e.g., frequencies, percentages) is used to summarize demographic characteristics.

### Tools Used

Excel

Spss

### Demographic Summary

The majority of respondents were youth is below 25 (63.2%). The respondents were as Male (60.5%), Female (39.5%). Nearly Half the Respondents are employed in the field related to Digital Marketing such as Marketing/ Advertising, Sales, Editorial/Content Creation, and Digital Marketing. This data reveals that the majority of respondents (82.3%) have 3 years or less of experience, with very few (2.5%) having over 10 years of experience.

### Crombach Alpha

Reliability is the measure of internal consistency of the constructs in the study. A construct is reliable if the Alpha value is greater than .70 (Hair et al., 2013). Construct reliability was assessed using Cronbach's Alpha. The results revealed that the Questionnaire scale with five items (Alpha = .885) and the Age scale with two items (alpha = .648). Reliability results are summarized in the below table.

Table 2. Reliability Statistics

Constructs	No. of Items	Alpha
QE	5	.885

### Hypothesis Analysis

Table 3. Hypothesis Analysis

Sr. No	Alternate Hypothesis	Result P =	>/< 0.005	Accept/Reject Null Hypothesis
1	H1: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing initiatives effectively attract new readers and subscribers.	0.004	<	Null Hypothesis Rejected
2	H2: There is a significant association between years of experience in the media/publishing industry and the perception that digital campaigns help in increasing sales of magazine subscriptions or copies.	0.003	<	Null Hypothesis Rejected
3	H3: There is a significant association between years of experience in the	0.008	>	Null Hypothesis

	media/publishing industry and the perception that social media platforms effectively promote TheConnects Magazine and its content.			Accepted
4	H4: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing efforts enhance the visibility of promotional events.	0.000	<	Null Hypothesis Rejected
5	H5: There is a significant association between years of experience in the media/publishing industry and the perception that email marketing campaigns effectively communicate promotional offers and updates to readers/subscribers.	0.017	>	Null Hypothesis Accepted
6	H6: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing initiatives contribute to brand awareness and recognition for TheConnects Magazine.	0.000	<	Null Hypothesis Rejected
7	H7: There is a significant association between years of experience in the media/publishing industry and overall satisfaction with the impact of digital marketing on sales and promotional activities at TheConnects Magazine.	0.000	<	Null Hypothesis Rejected

## DISCUSSION

### Digital Marketing Initiatives Effectively Attract New Readers and Subscribers

The data shows that 69.7% of respondents either agree (40.3%) or strongly agree (29.4%) that digital marketing initiatives effectively attract new readers and subscribers. This indicates a strong positive perception of digital marketing's role in reader and subscriber acquisition. However, a notable portion of respondents remains neutral (21%), and a small fraction disagree (9.3%), suggesting some room for improvement in these initiatives.

## **Digital Campaigns Help in Increasing Sales of Magazine Subscriptions or Copies**

A combined 64.7% of respondents agree (37%) or strongly agree (27.7%) that digital campaigns help increase sales of magazine subscriptions or copies. This majority opinion highlights the effectiveness of digital campaigns in driving sales. However, with 26.1% remaining neutral, it is crucial to explore ways to further enhance the impact of these campaigns to convert neutral perceptions into positive ones.

## **Social Media Platforms Effectively Promote the Cconnects Magazine and Its Content**

According to the data, 61.4% of respondents agree (30.3%) or strongly agree (31.1%) that social media platforms effectively promote TheCconnects Magazine and its content. This shows that social media is a valuable tool for promotion. Nevertheless, with 28.6% of respondents being neutral, there may be untapped potential in social media strategies that could be leveraged to increase engagement and positive perception.

## **The Connects Magazine's Digital Marketing Efforts Enhance the Visibility of Promotional Events**

The majority of respondents (65.5%) agree (36.1%) or strongly agree (29.4%) that digital marketing efforts enhance the visibility of promotional events. This reinforces the importance of digital marketing in promoting events such as launches and offers. However, the presence of 23.5% neutral responses indicates that further optimization could increase the perceived effectiveness.

## **Email Marketing Campaigns Effectively Communicate Promotional Offers and Updates**

A significant majority (63%) agree (36.1%) or strongly agree (26.9%) that email marketing campaigns effectively communicate promotional offers and updates. While this showcases the effectiveness of email marketing, the 26.1% neutral responses suggest that improving email content or targeting could further enhance communication effectiveness.

## **Digital Marketing Initiatives Contribute to Brand Awareness and Recognition for the Connects Magazine**

The data reveals that 63.9% of respondents agree (33.6%) or strongly agree (30.3%) that digital marketing initiatives contribute to brand awareness and recognition. This indicates a strong positive impact of digital marketing on brand visibility. Nonetheless, the 26.1% neutral responses point to opportunities for strengthening brand awareness efforts.

## **Overall Satisfaction with the Impact of Digital Marketing on Sales and Promotional Activities**

Overall, 74.8% of respondents are satisfied, with 42% agreeing and 32.8% strongly agreeing, with the impact of digital marketing on sales and promotional activities. This significant majority underscores the success of digital marketing strategies. However, the remaining 25.2% includes neutral and disagreeing respondents, indicating potential areas for improvement in digital marketing approaches to achieve even higher satisfaction levels.

The Cronbach's Alpha for the questionnaire scale is 0.885, indicating high internal consistency and reliability. This suggests that the constructs measured

in the study are reliable and can be confidently used for further analysis.

The correlation between years of experience in the media/publishing industry and the perception that digital marketing initiatives attract new readers and subscribers was weak and statistically insignificant ( $r=0.186$ ,  $p>0.05$ ). Therefore, H1 is rejected, indicating that these perceptions are not significantly influenced by industry experience.

A positive and statistically significant correlation ( $r=0.190$ ,  $p<0.05$ ) was found, leading to the rejection of H2. This signifies a significant relationship between industry experience and the perception that digital campaigns increase sales.

The correlation was weak negative and statistically insignificant ( $r=-0.172$ ,  $p>0.05$ ), resulting in the rejection of H3. Thus, industry experience does not significantly influence perceptions of social media effectiveness in promoting the magazine.

A significant positive correlation ( $r=0.256$ ,  $p<0.05$ ) was found, leading to the rejection of H4. This indicates that industry experience positively influences perceptions of digital marketing's effectiveness in enhancing event visibility.

The correlation was weak negative and statistically insignificant ( $r=-0.155$ ,  $p>0.05$ ), resulting in the acceptance of H5. Thus, perceptions of email marketing effectiveness are not significantly influenced by industry experience.

A significant positive correlation ( $r=0.225$ ,  $p<0.05$ ) was found, leading to the acceptance of H6. This suggests that industry experience positively influences perceptions of digital marketing's impact on brand awareness.

A positive and statistically significant correlation ( $r=0.268$ ,  $p<0.05$ ) was found, leading to the acceptance of H7. This indicates that industry experience positively influences overall satisfaction with the impact of digital marketing on sales and promotional activities.

The findings suggest that digital marketing initiatives are generally perceived positively by respondents, particularly in attracting new readers, increasing sales, promoting the magazine, enhancing event visibility, and contributing to brand awareness. However, the varying degrees of neutrality and disagreement indicate opportunities for further optimization and targeted improvements in these strategies. Additionally, the hypothesis testing reveals that years of experience in the media/publishing industry significantly influence certain perceptions, highlighting the importance of considering industry experience when evaluating digital marketing effectiveness.

## CONCLUSIONS AND RECOMMENDATIONS

The research conducted on the impact of digital marketing on the sales and promotional activities of TheCconnects Magazine in Hyderabad highlights the significant role that digital marketing strategies play in enhancing the magazine's commercial success. In today's digital age, where the business magazine sector is highly competitive, the ability to effectively leverage digital marketing tactics is crucial for attracting and retaining a discerning readership.

Our findings indicate that digital marketing initiatives, such as SEO, social media marketing, content marketing, and email campaigns, have a positive

influence on various aspects of the magazine's performance. A substantial portion of the respondents, particularly those below the age of 25 and employed as digital marketers, strongly believe in the effectiveness of these digital strategies in attracting new readers and subscribers, increasing sales, and promoting the magazine's content and events. The data reveals that a majority of respondents perceive social media platforms as powerful tools for promoting TheCconnects Magazine, while email marketing campaigns are seen as effective in communicating promotional offers and updates.

Moreover, the study underscores the importance of digital marketing in enhancing brand awareness and recognition for TheCconnects Magazine. The positive feedback from respondents regarding their satisfaction with the impact of digital marketing efforts indicates that these strategies are essential for building a strong online presence and fostering deeper connections with the audience.

In the context of Hyderabad's dynamic business environment, TheCconnects Magazine is well-positioned to capitalize on the opportunities presented by digital marketing. By refining and personalizing marketing campaigns through data analytics and continuously optimizing the magazine's website and social media profiles, TheCconnects Magazine can further expand its readership and influence.

In conclusion, the research provides valuable insights into the intricate relationship between digital marketing and business performance in the publishing industry. For TheCconnects Magazine, the strategic implementation of digital marketing practices is not only timely but also vital for achieving its business objectives and maintaining a competitive edge. The findings of this study offer actionable recommendations that can drive strategic decisions, ultimately contributing to the magazine's growth and sustainability in the ever-evolving digital landscape.

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