

# A STUDY ON Digital Marketing at Autus

Miss Sneha, Mr. Yashwant Kumar

(Research Scholar, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi

Email: snehachrs0511@gmail.com

(Assistant Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi

Email: yashwant.kumar@bhartividyaapeeth.edu)

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## Abstract

Digital marketing has emerged as a critical business function in today's interconnected world, redefining customer engagement, brand awareness, and sales performance. Organizations like Autus have been leveraging digital channels to establish brand identity, reach wider audiences, and drive measurable business results. This study investigates the strategies, tools, and performance analytics that drive digital marketing success at Autus. By examining Autus' integrated approach involving SEO, content marketing, social media, email campaigns, and performance metrics, the research aims to showcase how mid-sized firms can effectively use digital marketing to compete in the evolving marketplace.

**Keywords** — Digital Marketing, SEO, Social Media Marketing, Autus, Content Strategy, Email Campaigns, Marketing Automation, Google Analytics, Lead Generation, Branding, ROI, Customer Engagement, Website Optimization, CRM, Marketing Funnel, Target Audience, Omnichannel Strategy

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## I. INTRODUCTION

Digital marketing represents a fundamental transformation in the way businesses communicate with customers. Platforms such as Google, Meta (Facebook/Instagram), LinkedIn, and YouTube now play a central role in how companies build visibility, generate leads, and measure performance. Autus, a growing digital solutions firm, provides services in IT products, consultancy, and digital transformation. Recognizing the strategic value of digital outreach, Autus has built an internal digital marketing framework aimed at lead generation, brand positioning, and service diversification.

The digital marketing division at Autus blends modern tools (SEO, SEM, analytics) with creative content strategies to drive engagement and conversions. Through automation, real-time performance tracking, and a client-centric approach, Autus ensures that digital marketing remains not only measurable but also scalable. This research sheds light on how digital marketing functions as a strategic tool for business development at Autus.

## Role of Digital Marketing in Modern Business

Digital marketing ensures measurable outreach, personalized communication, and cost-effective targeting. By using SEO, social media, email campaigns, and paid advertising, businesses like Autus optimize brand reach and lead nurturing. The ability to track each interaction through analytics allows continuous improvement, maximizing ROI while adapting to user behavior patterns.

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## II. OBJECTIVE

The primary goal of this study is to examine how digital marketing is conceptualized, executed, and optimized within Autus. The objectives include:

### A. To explore how digital marketing drives business growth at Autus

- Identifying key channels used by Autus for lead generation
- Mapping the role of content marketing in brand building
- Understanding funnel management and conversion tracking

### B. To analyze the effectiveness of SEO and paid campaigns

- Exploring keyword strategy, domain authority, and backlinking
- Evaluating Google Ads and Meta Ads performance
- Comparing organic vs. paid traffic contributions

### C. To examine Autus' use of data and analytics for marketing decisions

- Tools used: Google Analytics, CRM integration, heatmaps
- Metrics tracked: bounce rate, session duration, cost per lead
- How reports influence decision-making and strategy shifts

### D. To assess the content and email marketing approach

- Content calendar development and distribution tactics
- Email automation tools (e.g., Mailchimp, Zoho Campaigns)
- Newsletter performance and lead nurturing sequences

### E. To create a model for SMEs to build effective digital marketing strategies

- Lessons learned from Autus' practices
  - Recommendations for startups and small agencies
  - Bridging theory with practical, resource-bound execution
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## III. SCOPE & LIMITATION

### Scope

The study explores the internal digital marketing operations at Autus.

- **Subject Focus:** Digital marketing strategy, tools, performance analytics
- **Geographic Focus:** India, with emphasis on B2B marketing channels

- **Time Period:** Analysis of digital marketing trends and outcomes from 2021 to 2024
- **Platform Focus:** Google, Facebook/Instagram, LinkedIn, email campaigns, company website

### Limitations

- **Internal Data Access:** Proprietary client data and internal budgets may not be available
  - **Sample Size:** Study limited to the digital marketing division of Autus
  - **Tool Constraints:** Analysis limited to publicly available insights and basic analytics
  - **Rapid Tech Changes:** Marketing tools evolve quickly, making some insights short-lived
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## IV. STATEMENT OF PROBLEM / NEED OF THE STUDY

Despite the exponential growth of digital marketing tools and platforms, many SMEs still struggle with consistent brand visibility, lead quality, and marketing ROI. While digital channels offer scale and precision, the implementation gap between knowledge and execution is vast. Autus serves as a relevant case study to understand how structured digital efforts can enhance business development.

### A. To Explore Practical Implementation Challenges

- Limited budgets, content fatigue, and algorithm changes
- Managing multiple campaigns with a small team

### B. To Bridge Academic Concepts with Real-World Execution

- How theoretical frameworks like AIDA or STP apply in practice
- Aligning digital strategy with business goals and tech constraints

### C. To Understand Data-Driven Decision Making

- Using analytics to inform design, content, and ad spend decisions
- Overcoming vanity metrics to focus on revenue-generating KPIs

### D. To Empower Small Enterprises with Scalable Models

- Replicating Autus' playbook with affordable tools
  - Using automation and integrations without overengineering
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## V. SOURCES OF DATA COLLECTION

### Primary Sources

- Interviews with Autus' digital marketing and sales teams
- Google Analytics and Facebook Ads dashboards shared by the company
- Observational data from Autus' public website and social media behavior
- Internal campaign reports on email marketing and conversion rates

### Secondary Sources

- SEO Tools: SEMrush, Ahrefs (public reports and keyword data)
  - Digital Marketing Books: “Digital Marketing for Dummies”, “Contagious: Why Things Catch On”
  - Market Insights: HubSpot reports, Hootsuite social media trends, Google Think Insights
  - Academic Journals: Journal of Interactive Marketing, Marketing Science
  - Case studies from SME Digital Transformation reports by McKinsey, Deloitte
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## VI. TECHNIQUE OF THE ANALYSIS

### A. Qualitative Techniques

- **Content Audit:** Analysis of blog quality, CTA placement, and UX design
- **Campaign Review:** Mapping objectives, creatives, and ad spend allocation
- **SWOT Analysis:** Identifying internal strengths and digital challenges

### B. Quantitative Techniques

- **Traffic Analysis:** Organic vs. paid visitors, bounce rate, average session
- **CTR & CPC Metrics:** From Google Ads and Facebook Business Suite
- **Lead Funnel Breakdown:** Visitors → Leads → Qualified Leads → Sales

### C. Tools Used

- **Google Analytics** – Behavior flow, traffic source tracking
  - **Meta Ads Manager** – Ad frequency, ROI tracking
  - **Ubersuggest/SEMrush** – Keyword growth, domain health
  - **Excel/Google Sheets** – Reporting dashboards
  - **Zoho Campaigns/Mailchimp** – Email open and click-through rates
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