



THE NEED FOR INCORPORATING PILOT STUDY FOR ENHANCEMENT OF FEASIBILITY IN DIGITAL MARKETING

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Abstract:

Digital marketing which is also known as online marketing is a marketing strategy that targets customers through various internet platforms. Like any other marketing tool, digital marketing too requires adequate planning of financial investments needed and the expected response from customers. Thus keeping in mind the foresight of extensive profits, research is necessary to ensure a better launch of digital marketing for which pilot study can be a great rescue. Pilot study is one of the most essential elements of an effective study design. A pilot study which is also known as the Preliminary study or Feasibility study is a kind of tiny version of a full fledged research study as it is performed as a pre-test before the actual research is conducted to ensure reliability and quench the doubts arising in the research process. Pilot studies can be included in diversity, that is, for data that may be in the nature of qualitative or quantitative or both, namely, mixed methods of research. There is always a possibility that our research involved with the start ups or innovations may not work as per we plan, thus to reduce the risk of the unforeseen events and outcomes, one can make use of the pilot study to minimize or avoid the disasters or expenditures that may arise in the course of conducting such research before we undertake digital marketing. It is believed that a successful pilot study may not assure direct success of projects, but it certainly does aid us to acquire and follow corrective measures and techniques that are needed to perform it successfully.

Key Words : *Digital Marketing, Internet Platforms, Online Marketing, Feasibility Study*

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Introduction:

The term Digital marketing is referred to the process of promoting brands by connecting with potential customers with the use of internet and different forms of digital communications like web based advertising, e-mail, social media, multi- media, etc. Precisely, digital marketing is often referred to as

online marketing is simply an outcome of combining digital communication and marketing campaigns. Like any other marketing tool, digital marketing too requires adequate planning of financial investments needed and the expected response from customers. Thus keeping in mind the



foresight of extensive profits, research is necessary to ensure a better launch of digital marketing for which pilot study can be a great rescue. Pilot study is one of the most essential elements of an effective study design. A pilot study which is also known as the Preliminary study or Feasibility study is a kind of tiny version of a full fledged research study as it is performed as a pre-test before the actual research is conducted to ensure reliability and quench the doubts arising in the research process. Pilot studies can be included in diversity, that is, for data that may be in the nature of qualitative or quantitative or both, namely, mixed methods of research. There is always a possibility that our research involved with the start ups or innovations may not work as per we plan, thus to reduce the risk of the unforeseen events and outcomes, one can make use of the pilot study to minimize or avoid the disasters or expenditures that may arise in the course of conducting such research before we undertake digital marketing. It is believed that a successful pilot study may not assure direct success of projects, but it certainly does aid us to acquire and follow corrective measures and techniques that are needed to perform it successfully. Pilot study is a phenomenon that usually refers to two types of social science researches. One of which refers to the study of feasibility, i.e. the tiny version of the main study and the other one refers to the trial and error needed before actually conducting the main research on the large scale, precisely the pre test phase. Pilot study helps in revealing a number of factors such as the practical problems that may arise, unexpected hurdles in the course of research, the expected expenditure that may occur, time requirement, etc. thus one of the major benefits of the pilot study is

that it provides deep rooted ideas about different aspects like, whether the planned research will work as per the mind map, which could be the possible hurdles that may arise in the way of research and moreover warns a researcher as to where the research can fail and whether it is worth taking the research to a large scale. Hence, to improve the quality and efficiency of the research process and outcomes with relation to the launch of Digital marketing campaigns, pilot study is of utmost importance.

Objective:

To highlight the importance and need to include the pilot study for researches in marketing field before underrating a digital marketing campaign at a large scale.

Requirement of Conducting Pilot Study:

- To convince the funding bodies that the digital marketing research is reliable and capable of justifying if funded.
- Helps in having control over the financial crises that may occur if the research crashes on a large scale.
- It helps build a foundation of statistical data in a small size which can be mirrored for the large scale in the future to seek interpretations.
- It helps designing a better research protocol with deep routed ideas and expectations.
- To know the level of assessment of success of the proposed research protocol.
- To know the potential hurdles that may hinder the research process.
- There can be a number of stakeholders connected to an Undertaken research. The outcome of the Pilot study helps inculcating trust among these stakeholders to seek a greater level of support in



the conduction of the main research.

- It helps in better planning with regards to the main study in relation to the arrangements of finance, human resources, facilities, technical aids, etc.
- To access training if required by the researchers to be highly capable of being able to solve unforeseen problems.
- To ensure the assessment of a survey or study so undertaken at a level that is full fledged.

Limitations of a Pilot Study:

- A small scale pilot study does not ensure a guaranteed success at a larger scale.
- Pilot study can only indicate the likelihood of the rate of success because it misses out on a firm statistical foundation which is either nil or may be based on a smaller number.
- Problems related to funding arise if in any case the project seems to be very new in itself.
- Contamination of data at a minor level is a greater threat in a pilot study.
- Assumptions and predictions that are put forth in a pilot study are not 100 % worth.
- Including the participants of pilot study in the main study is a major issue as it hinders the expected outcome.

Types of Digital Marketing:

- 1 • Search Engine Optimization
- 2 • Pay Per Click
- 3 • Social Media Marketing
- 4 • Content Marketing
- 5 • E-mail Marketing
- 6 • Mobile marketing
- 7 • Marketing Analytics
- 8 • Affiliate Marketing

Scope of including Pilot Study in Digital Marketing:

In the recent arena, digital marketing is easiest way to seek for consumers and customers in the present set up. But based on the different types of digital marketing processes that is a wide range of investments needed in terms of resources like finance, human resource, facilitating agents, work set ups, etc at a large scale. Even if we talk about basic inputs needed for respective digital marketing processes in terms of finance, Search Engine Optimization requires around Rs. 60,000 to Rs. 3,00,000 per year; Pay per click would require approximately Rs. 75,000 per month; Social Media Marketing needs about Rs.3,00,000 to Rs. 70,00,000 annually; Content Marketing Requires 25% to 30% of the marketing budget as a thumb rule; E-mail Marketing Requires Rs. 15,000 to Rs. Rs. 4,00,000 per month; Affiliate Marketing needs an investment ranging from Rs. 5000 to Rs. 5,00,000 on monthly basis and so on. With the inclusion of pilot study in digital marketing, the success rates of taking up any of the above marketing strategy for seeking ultimate customers is enhanced at a optimized level and to a larger extent the success too is guaranteed.

Conclusion:

When we talk about a large scale research it involves a number of factors such as mental and physical efforts, finance, time, human resources, etc. although pilot study can sometimes be a bundle of unexpected hurdles, time consuming and also energy drainer at times, but can always be a greater option to deal with these at a handy level than in the full fledged level. Basically there is a need to spread awareness among the market researchers and



encourage them to prioritize a pilot study to seek improvements in the research design and the overall enhanced process of digital marketing. All that a researcher is expected to do is hold on a clean and clear experience withholding an obligation of ethics and authenticity of the role that they play in the field of research. The only areas of concern are the way a pilot study is conducted. If a pilot study is conducted with mere sincerity and a better plan and design, it certainly ensures the likelihood of Success of the digital marketing projects that are to be undertaken.

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