

STUDIES ON IMPACT OF ADVANCED TECHNOLOGY IN MARKETING FOR ENTREPRENEURS IN THANE REGION

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Abstract:

Advanced technology in marketing, also known as online marketing or digital marketing, refers to the use of the internet and digital platforms to promote and sell products and services. It encompasses a wide range of activities, including email marketing, social media marketing, search engine optimization (SEO), content marketing, and online advertising. The rise of digital technologies has fundamentally transformed traditional marketing practices, offering businesses new ways to engage with customers, build brand awareness, and drive sales. Advanced technology in marketing allows for personalized, targeted communication, enabling businesses to reach a global audience with a relatively low investment. This abstract explores the key components of e-marketing, its evolution, benefits, challenges, and the future trends shaping the digital marketing landscape.

Keywords: *Advanced technology in marketing, digital marketing, online marketing, social media marketing, digital advertising, customer engagement, brand awareness, online business, marketing strategies, internet marketing, online sales, digital transformation, targeted advertising, mobile marketing.*

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Introduction:

Advanced technology in marketing, also known as **digital marketing** or **online marketing**, refers to the practice of using the internet and digital technologies to promote products, services, or brands to a global audience. It encompasses a wide range of activities to reach potential customers through digital channels, including websites, social media, search engines, email, and mobile applications.

Literature Review

A Holistic Understanding of a Segment of Informal Enterprises in Mumbai/Thane on an Operational, Administrative and Practical Anish Parcha St. Xavier's College, Mumbai- research paper examines informal enterprises in Mumbai/Thane, challenging the conventional view of the informal sector as a transient phase. It explores the operational, administrative, and

practical challenges faced by these businesses, highlighting their potential as a key driver of economic growth and calling for policy reforms to better support their unique characteristics and contributions.

Demonetization and its impact on small scale traders: a study with special reference to thane region Dr. Sridhara Shetty bunts sangha's Sandesha Shetty bunts Sangha's S.M.Shetty College Of Science, Commerce & Management Studies - Demonetization, a measure aimed at curbing black money and promoting digital transactions, has significantly impacted small-scale traders, who are heavily reliant on cash for their operations. This paper analyzes the challenges faced by these traders due to the cash crunch and explores how the shift to plastic money and e-transactions has affected their businesses.

Objectives of the Study:

- The primary objective of this research is to study the impact of using advanced technology in marketing for entrepreneurs
- The study also outlines the salient features of advanced technology use in marketing for entrepreneurs and analyses how they affect traditional marketing strategies with advanced technology in marketing.

Research Methodology:

- Primary data collection method
- Data collected from Entrepreneurs

I. Key Components of E-Marketing:

1. Website Marketing:

- A business's website serves as a digital storefront, and marketing efforts are aimed at driving traffic to this site, optimizing its content, and enhancing the user experience to convert visitors into customers.

2. Search Engine Optimization (SEO):

- SEO is the practice of optimizing website content to rank higher in search engine results pages (SERPs). The higher a website ranks, the more likely it is to be visited by users searching for related products or services.

3. Content Marketing:

- This involves creating valuable, relevant, and consistent content to attract and engage a specific audience. Content can include blog posts, videos, eBooks, infographics, and more, aimed at educating or entertaining consumers.

II. Advantages of E-Marketing:

1. Global Reach:

- Advanced technology in marketing allows businesses to reach a global audience without the constraints of geographical boundaries, giving small businesses access to markets that were once unreachable.

2. Cost-Effective:

- Compared to traditional marketing methods (TV ads, print ads, etc.), Advanced technology in marketing is generally more affordable and provides a better return on investment (ROI).

3. Personalization:

- Digital marketing allows businesses to gather data about customer preferences and behaviors, enabling them to create personalized experiences and target audiences more effectively.

III. Challenges of E-Marketing:

1. High Competition:

- The digital space is crowded, and businesses need to stand out amidst a large volume of content and competition for attention.

2. Privacy Concerns:

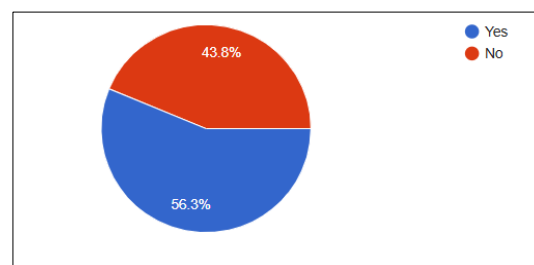
- Data privacy and security are critical issues, as customers are increasingly concerned about how their data is used and shared by marketers.

3. Keeping Up with Technology:

- The digital marketing landscape is constantly evolving, and businesses must stay up to date with the latest trends, tools, and technologies to remain competitive.

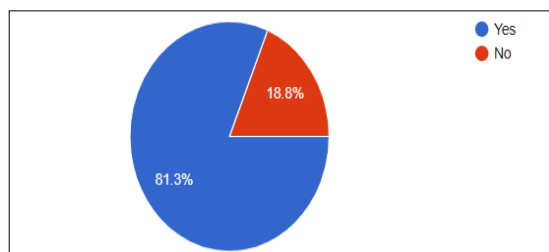
Findings (Results):

1. Do you have a clear digital marketing strategy?



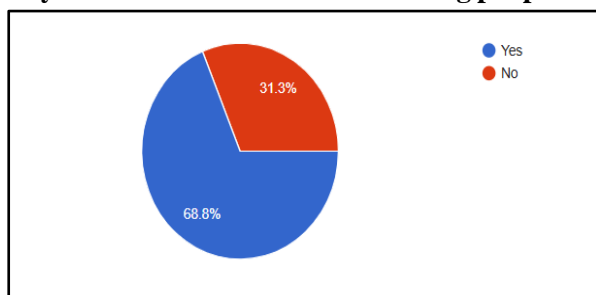
- 56.3% of the participants responded that they have clear digital marketing strategy
- 43.8% of the participants responded that they don't have clear digital marketing strategy

2. Is your website optimised for mobile devices?



- 81.3% of the participants responded, they said their website optimized for mobile devices
- 18.8% of the participants responded, they said their website not optimized for mobile devices

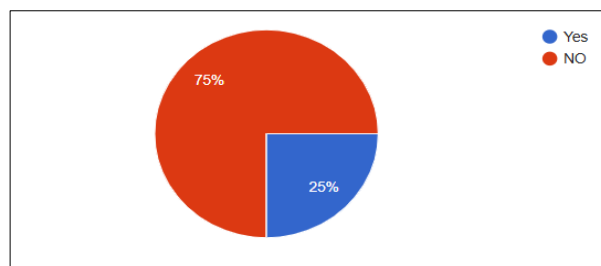
3. Do you use social media for marketing purposes?



- 68.8% of the participants responded that they use social media for marketing purposes
- 31.3% of the participants responded that they do not use social media for marketing purposes

4. Are you running any paid advertising campaigns (e.g., google ads)?

- 75.0% of the participants responded that they paid money for advertising campaigns
- 25.0% of the participants responded that they do not paid money for advertising campaigns



Conclusion:

Advanced technology in marketing is an essential tool for businesses of all sizes looking to thrive in the digital era. With its ability to reach vast audiences, create personalized experiences, and generate measurable results, it offers a competitive advantage to those who effectively leverage the available channels. As technology continues to evolve, the future of Advanced technology in marketing promises even more opportunities for innovation and growth

References:

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3. *Demonetization and its impact on small scale traders: a study with special reference to thane region Dr. Sridhara Shetty bunts sangha's Sandesha Shetty bunts Sangha's S.M.Shetty College Of Science, Commerce & Management Studies*

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