

Impact of digital marketing on consumer acquisition of fashion retail outlets in Colombo

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Abstract

Digital advertising and marketing have passed off in retail developing through many approaches of purchaser desirability. Customers call for a new series weekly and a fresh keep look every time they input. In present-day technology, digital advertising and marketing have revolutionized the way companies interact with purchasers, resulting in a profound impact on consumer acquisition strategies. This summary provides a comprehensive analysis of the outcomes of virtual advertising on consumer acquisition. It researches into the multifaceted aspects of this dynamic discipline, exploring various digital advertising channels, strategies, and their effect on customer behaviour.

The take look starts off evolved via examining the essential principles of patron acquisition, outlining the conventional methods that have been widespread before the virtual age. It then highlights the paradigm shift delivered approximately through the proliferation of digital technology, which has created new opportunities and demanding situations for corporations in achieving their target market. Through a scientific evaluation of existing literature and case research, this summary identifies key virtual advertising and marketing channels, which include social media, search engine optimization (search engine optimization), content material advertising, email advertising and marketing, influencer marketing, and paid advertising. Every channel's particular traits and ability influences consumer acquisition are analysed, illustrates how businesses can leverage them effectively. Moreover, the summary delves into the importance of information analytics and customer insights in optimizing virtual advertising campaigns. It explores the role of big statistics, device learning, and artificial intelligence in information consumer preferences and tailoring advertising and marketing efforts to decorate client acquisition charges.

The abstract additionally addresses the potential challenges and ethical concerns associated with digital marketing practices. The effect of advert fatigue, and the stability between personalization and intrusiveness are evaluated to provide a holistic view of the digital advertising landscape. Finally, the abstract affords a dialogue on future trends and possibilities for virtual advertising in customer acquisition. As the era maintains to enhance, organizations want to adapt their techniques constantly to stay in advance in an aggressive market.

In the end, digital advertising has profoundly transformed the patron acquisition process. The mixing of innovative virtual channels and information-pushed insights gives organizations unheard-of opportunities to engage with their target market efficiently. With the aid of expertise in the various components of digital advertising and marketing and its effect on customer behaviour, corporations can expand properly-informed techniques to thrive within the ever-evolving virtual landscape.

Key words: Digital marketing, consumer acquisition, consumer behaviour