



# Study of Digital Marketing Practices at Growwdigi

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## Abstract—

This research paper studies social media marketing and Meta advertising strategies based on internship experience at Growwdigi. The study focuses on content creation, audience engagement, and performance metrics. It highlights the importance of reel-based content, audience targeting, and consistency in digital marketing. The findings show that strong visual content and proper strategy improve engagement and marketing effectiveness. The research is based on both primary and secondary data. Primary data was collected through observations during the internship and responses from a structured questionnaire, while secondary data was gathered from books, websites, and research articles related to digital marketing. The study adopts a descriptive research design and uses simple analytical tools such as percentage analysis and graphical representation to interpret the data. The findings of the study indicate that short-form video content, especially reels, is more effective in attracting user attention and generating engagement compared to static content. Visual quality, creativity, and consistency in posting are identified as key factors influencing content performance. The study also highlights that audience behavior is largely influenced by relevance, trends, and visual appeal. Additionally, basic understanding of Meta advertising shows that targeted advertising and performance measurement play an important role in improving marketing outcomes. Overall, the research concludes that digital marketing is a dynamic and essential tool for business success, and effective use of social media marketing and content strategies can significantly enhance engagement, visibility, and growth.

**Keywords—** Digital Marketing, Social Media Marketing, Meta Ads, Reels, Engagement



## I. INTRODUCTION

Digital marketing has become an essential part of modern business. With the rise of internet usage and social media platforms, businesses are shifting from traditional marketing to digital platforms. Social media marketing allows companies to directly connect with customers, understand their behavior, and promote products effectively. Meta advertising provides advanced tools for targeting specific audiences and measuring campaign performance. This study focuses on understanding these strategies through practical exposure gained during internship. The concept of marketing has evolved significantly over the years. Initially, businesses relied on traditional marketing methods such as print media, television advertisements, and outdoor promotions. However, with the advent of the internet, a new form of marketing emerged that allowed businesses to reach a global audience at a lower cost.

The evolution of digital marketing can be divided into different stages. In the early stages, businesses focused mainly on websites and email marketing. As technology advanced, search engine optimization (SEO) and pay-per-click advertising (PPC) became popular. In recent years, social media marketing has gained immense importance due to the increasing use of platforms like Instagram and Facebook.

Today, digital marketing is not limited to just promotion but also includes customer engagement, brand building, and relationship management. Businesses are continuously adapting to new trends and technologies to remain competitive in the digital environment.

Social Media Marketing (SMM) is the strategic use of social media platforms and websites to promote a product or service. However, in the modern academic context, it is defined more broadly as the process of fostering "Consumer Online Brand-Related Activities" (COBRA) and leveraging "Electronic Word of Mouth" (eWOM) to drive business objectives.

Unlike traditional marketing, which relies on one-way mass communication, SMM is inherently bidirectional. It allows for a real-time feedback loop between the brand and the consumer, transforming marketing from a monologue into a dialogue. For businesses, this represents a shift from "interruption-based marketing" to "permission-based marketing," where value is created through engagement rather

than just visibility. Meta advertising refers to paid advertising on platforms managed by Meta Platforms.

## II. LITERATURE REVIEW

Various authors have explained the importance of digital marketing. Studies show that social media platforms play a major role in brand awareness and customer engagement. Research also highlights that video content performs better than static content. Meta advertising allows businesses to reach targeted audiences and optimize campaigns using performance metrics.

In the context of this research, the literature review focuses on digital marketing, social media marketing, content creation, audience engagement, and Meta advertising strategies. With the rapid growth of technology and internet usage, digital marketing has become a crucial tool for businesses to communicate with their customers. This section examines the contributions of various researchers and experts in the field and highlights important concepts relevant to the study.

Various research studies highlight that social media marketing is one of the most effective forms of digital marketing. Platforms like Instagram and Facebook enable businesses to connect with their audience in a more interactive way.

Social media marketing has become one of the most important aspects of digital marketing. Platforms like Instagram and Facebook have transformed the way businesses interact with customers. These platforms provide opportunities for businesses to create engaging content, build brand awareness, and connect with their audience in real time.

## III. OBJECTIVES OF THE STUDY

To study the role of social media marketing in business promotion.

To analyze Meta advertising strategies used by organization

## IV. METHODOLOGY

This study is based on descriptive research design. Data is collected through primary and secondary sources. Primary data includes internship observation and content performance, while secondary data

includes books and online sources. Convenience sampling is used for analysis. The study mainly focuses on analyzing social media marketing practices and Meta advertising strategies used by organizations. The information for this project is collected through observation, internship experience, and online research related to digital marketing practices. The research method used for this project is descriptive research method. This method helps in understanding and explaining the digital marketing strategies used by organizations. Research methodology is a systematic framework that guides the collection, analysis, and interpretation of data in a study. It ensures that the research is conducted in a logical, transparent, and reliable manner. In this project, the methodology has been designed to examine digital marketing practices—particularly social media marketing, content creation, and basic Meta advertising—at GrowwwDigi.

## V. RESULTS AND DISCUSSION

The results of the study are based on the analysis of primary data collected through questionnaires and observations made during the internship at GrowwwDigi. The objective was to understand the effectiveness of digital marketing strategies, particularly social media marketing and content creation, in influencing audience engagement and performance.

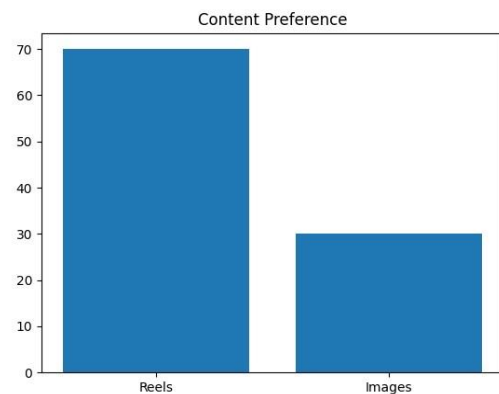
The analysis reveals that a majority of users show a strong preference for short-form video content, especially reels, over static image-based posts. Approximately 70% of respondents indicated that they are more likely to engage with video content, while only a smaller percentage preferred images. This indicates a clear shift in user behavior towards dynamic and visually engaging formats. The growing popularity of short-form videos can be attributed to their ability to deliver information quickly, maintain user attention, and align with current social media trends.

Further analysis of engagement patterns shows that likes constitute the highest form of interaction, followed by comments and shares. This suggests that while users are willing to engage with content at a basic level, deeper engagement in the form of comments and shares is comparatively lower. This may indicate that content needs to be more

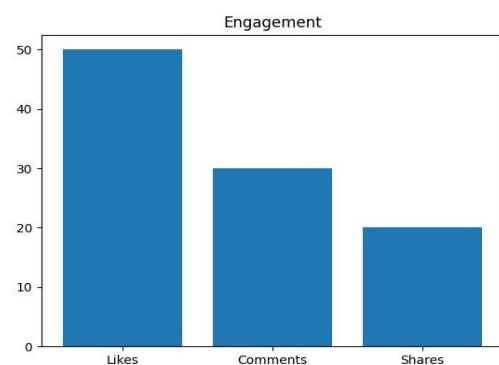
interactive and relatable to encourage higher levels of user participation.

The study also highlights the importance of visual appeal in determining content performance. A significant proportion of respondents identified visual quality as the most influential factor affecting their interaction with content.

**Fig 1 : Content Preference**



**Fig 2 : Engagement**



## VI. MAJOR FINDINGS

The study reveals that short-form video content (reels) receives significantly higher engagement compared to static image posts. Users are more attracted to visually dynamic and quick-consumption content.

The findings of the study indicate that digital marketing strategies, particularly social media marketing and content creation, play a significant role in influencing audience engagement and overall marketing performance.



It was observed that short-form video content, especially reels, attracts more attention and generates higher engagement compared to static image posts.

This clearly shows that users prefer visually dynamic and quick-consumption content. The quality of content also emerged as a major factor, as well-edited and visually appealing videos tend to perform better than basic or low-quality content.

## VII. CONCLUSION

The study on digital marketing and social media strategies at GrowwwDigi clearly highlights the growing importance of digital platforms in today's business environment. With the increasing use of the internet and social media, businesses are shifting from traditional marketing methods to digital marketing techniques to reach a wider audience and improve customer engagement. The analysis conducted in this study shows that social media marketing, especially through platforms like Instagram, plays a significant role in promoting products and building brand awareness.

One of the key conclusions drawn from the study is that short-form video content, particularly reels, is more effective in capturing user attention and generating higher engagement compared to static content.

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