



A Study on Digital Marketing Strategies in Wiztech Automation Solution

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ABSTRACT

Digital marketing has increasingly been used by various companies to create brand awareness, customer engagement, visibility on the web, and to grow businesses. This study has sought to analyze the various digital marketing strategies employed by Wiztech Automation Solutions Company and determine their effectiveness in the respondents' view. Key areas covered in this study include SEO marketing, social media marketing, content marketing, email marketing, and online advertising. In the study, a descriptive research approach was used where the data was collected from 66 respondents using a well-structured questionnaire. Convenience sampling technique was used in collecting the primary data. In analyzing the data collected, methods such as percentage analysis, reliability analysis, descriptive statistics, Pearson correlation analysis, and weighted average analysis have been used. From the data analysis, it is clear that 87.88% of the respondents felt that the digital marketing carried out by the company is either good or excellent. 80.31% of respondents felt satisfied or very satisfied with the efforts made by the company in digital marketing. Instagram emerged as the most utilized digital platform while social media marketing was identified as the most effective form of digital marketing carried out. Reliability analysis was done and it showed that Cronbach's Alpha value of 0.814 has been obtained which shows good internal consistency. The correlation analysis shows that there is a highly significant positive relationship between overall digital marketing effectiveness and overall satisfaction ($r = 0.475$, $p < 0.01$). Weighted average

analysis shows that customer reviews and easy understanding of the information are strong points while responsiveness to online queries is an area which needs improvement.

Keywords: Digital Marketing, Social Media Marketing, SEO, Customer Engagement, Brand Awareness, Online Marketing, Wiztech Automation Solutions.

INTRODUCTION

Digital marketing has emerged as a vital method that organizations employ to increase their awareness, engage customers, be visible online, and communicate well. Through social media marketing, having websites, using SEO, and doing online advertising, organizations are able to reach larger audience numbers to market their products or services. The current research examines the digital marketing practices of Wiztech Automation Solutions especially with regards to customer awareness, use of digital platforms, brand visibility, and customer engagement. A descriptive research design was used whereby data from 66 respondents were obtained using a questionnaire. The findings indicated that Instagram was the most popular digital platform among respondents and social media marketing was the most effective strategy of digital marketing. In general, 87.88% of the respondents gave a good rating for the firm's digital marketing performance.



Review of Literature

Hazzam and Dobson (2026)

Hazzam and Dobson (2026) investigated the relationship between digital marketing capabilities and SME performance. The study showed that digital marketing capabilities contribute to business performance beyond traditional customer relationship management capabilities. Market orientation was also found to support the development of digital marketing capabilities. The study suggests that organizations that understand customer needs and market conditions can use digital marketing more effectively. This provides useful support for studying how Wiztech can improve its digital marketing strategies based on customer and market information.

Zeren, Kara, Grunwald, and Balli (2026)

Zeren et al. (2026) studied social media marketing adoption and performance among micro-enterprises in an emerging market. The study highlighted that social media provides low-cost opportunities for businesses to acquire, retain, and develop customers. It also examined how social media marketing adoption influences marketing outcomes and overall business performance. This study is relevant to Wiztech because social media platforms can be used as cost-effective channels for promoting courses, generating leads, and maintaining customer relationships.

Krowinska and Dineva (2025)

Krowinska and Dineva (2025) examined different forms of social media branded content and their influence on active customer engagement. The study identified informational, entertaining, remunerative, and contextual content as important forms of branded communication. It found that customer engagement is influenced by functional, emotional, and symbolic motivations. The findings suggest that businesses should create relevant and engaging content rather than simply promoting their products or services. This is particularly useful for Wiztech when developing educational and promotional content for social media.

Rizkita, Winarno, Suwono, and Nik Malek (2025)

Rizkita et al. (2025) investigated cultural adaptation in digital marketing strategies among MSMEs. The study found that using local languages, cultural values, traditional symbols, and culturally relevant messages can improve brand loyalty, customer engagement, and market penetration. The research highlights the importance of adapting digital marketing strategies according to the target audience. This is relevant to Wiztech because its digital content can be customized according to the interests, language preferences, and characteristics of its target students and customers.

Spilotro, Secundo, and Del Vecchio (2025)

Spilotro et al. (2025) conducted a systematic literature review on emerging technologies and digital marketing strategies in SMEs. The study identified social media marketing, digital marketing performance, emerging technologies, digital innovation, and e-commerce as major areas of research. The authors concluded that digital technologies can support SME competitiveness, growth, and internationalization. This study is useful for understanding how Wiztech can integrate emerging technologies with its digital marketing activities.

Thy, Binh, and Duong (2025)

Thy et al. (2025) examined the effect of digital marketing on SME performance in an emerging market using data from a large sample of Vietnamese SMEs. The study found strong evidence that digital marketing positively influences sales and productivity. The research also showed that organizational factors can affect the relationship between digital marketing and business performance. This study supports the importance of evaluating whether Wiztech's digital marketing activities contribute to business growth and customer acquisition.

Leo, Sofyan, and Rachman (2025)

Leo et al. (2025) investigated the effectiveness of paid digital marketing campaigns for a small business. The researchers compared single-image, carousel, and video advertisements on Meta Ads. Video content achieved the highest engagement rate and the lowest cost per engagement among the formats studied. The study demonstrates the importance of selecting appropriate digital content formats when planning paid advertising campaigns. This finding can help Wiztech determine which types of promotional content are more effective for advertising its courses and services.

Bashar, Wasiq, Nyagadza, and Maziriri (2024)

Bashar et al. (2024) conducted a bibliometric analysis of social media marketing research. The study identified major research themes and emerging trends in social media marketing. It also highlighted the need for more research on the use of emerging technologies such as artificial intelligence and machine learning and their impact on businesses. The findings provide a broader understanding of the development of social media marketing and its future direction.



Vinodh, Mahendran, Lavanya, Sriram, and Kalpana (2024)

Vinodh et al. (2024) reviewed 41 scholarly articles on social media marketing and consumer behaviour. The study found that influencer marketing, personalized content, and augmented reality can influence consumer-brand relationships, brand loyalty, and purchase intentions. The study also emphasized that social media enables businesses to communicate with customers in a more personalized manner. This is relevant to Wiztech because personalized social media communication can help attract students and improve customer engagement.

Bartoloni and Ancillai (2024)

Bartoloni and Ancillai (2024) conducted a systematic review of 169 articles on social media marketing from a firm's perspective. The study developed an integrated framework connecting the factors that influence social media marketing with its outcomes. The authors emphasized that social media marketing is a multidimensional activity involving adoption, implementation, content strategies, and customer-related outcomes. This provides a strong theoretical foundation for studying the digital marketing strategies followed by Wiztech

Research Gap:

Earlier research have recognized the significance of digital marketing, social media, customer interaction, and visibility on the internet. But there is a lack of emphasis on researching the effectiveness of digital marketing strategies in relation to Wiztech Automation Solutions. The current body of knowledge is unable to provide enough information about how customers perceive digital presence, online interactions, social media interactions, and promotional campaigns of the company. This study tries to fill this gap by studying the effectiveness of digital marketing strategies at Wiztech Automation Solutions from the perceptions of 66 participants.

METHODOLOGY

Research Design

A systematic research methodology is used in this study to explore the digital marketing initiatives of Wiztech Automation Solutions. This involves an assessment of the effectiveness of different digital marketing initiatives. Some of the initiatives examined include social media, online advertisement, website content, and customer engagement. Primary data was obtained from a structured questionnaire. The analysis of the data was done using statistical techniques.

Descriptive Research Design

This study uses a descriptive research approach that seeks to describe the perceptions of respondents. It enables an assessment of how effective digital marketing techniques adopted by Wiztech Automation Solutions are. The study involves digital tools, social media, advertisement, website information, and online communication. Data have been collected from the respondents through a structured questionnaire. The results have been analyzed using descriptive statistics, tables, and charts.

Population:

The population of the study consists of individuals who are aware of or have interacted with Wiztech Automation Solutions. It includes students, professionals, potential customers, and existing customers. The population represents people exposed to the company's digital marketing activities. These activities include social media, websites, online advertisements, and digital content. The study examines their awareness, perceptions, engagement, and satisfaction.

Sample Size: 66 respondents

Data Collection

Primary data: Questionnaires were administered to the selected respondents using google forms to gather information pertaining to the research problem under investigation.

Secondary data: Relevant information was gathered from various existing resources including books, journals, research papers, previous works, and other online material. This information provided background details on the topic and was used to complement the results of the primary investigation.



Measurement Scale

A five-point Likert scale was used for the questionnaires. This scale allowed the respondents to indicate their degree of agreement or disagreement with the items included in the questionnaire. The scale ranged from strongly disagree to strongly agree. This helped the researcher to score the responses and report quantitative results.

Statistical Tools

Statistical Package for Social Sciences (SPSS) was used to analyze the data collected. The following statistical tools were used:

1. Reliability analysis
2. Descriptive statistics
3. Correlation analysis

Reliability Analysis

Reliability Statistic	Result
Cronbach's Alpha	0.814
Number of Items	12
Valid Cases	65
Excluded Cases	1

According to the reliability test results, the Cronbach Alpha value is 0.955 with 25 variables, meaning that the test shows excellent reliability. Of the 54 samples collected, 53 of them (98.1 percent) were validated, while only one sample was rejected due to lack of information. Hence, the test is highly reliable and can be used for subsequent statistical analysis.

Descriptive Statistics

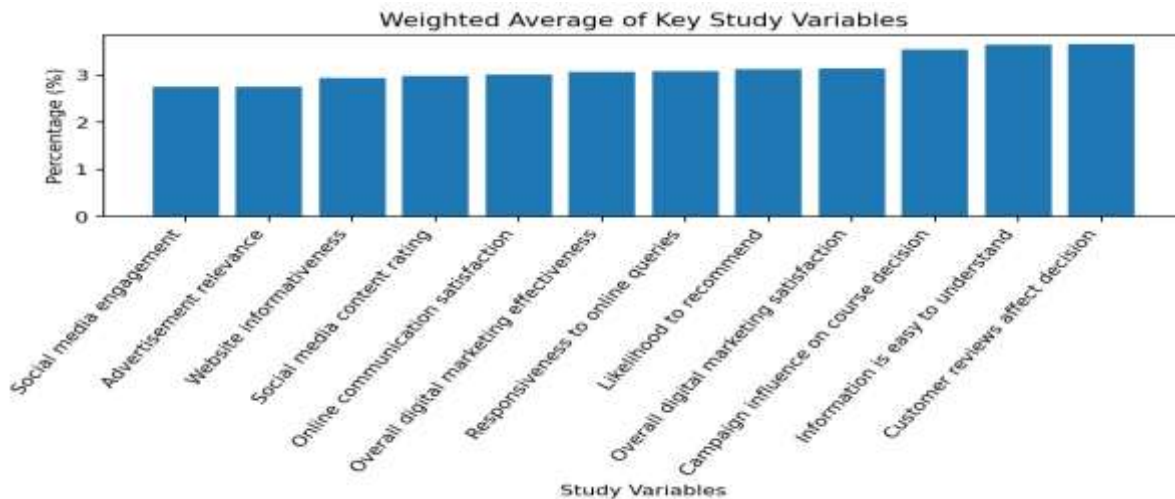
Descriptive Statistics

Item	Variable	N	Mean	Std. Deviation
Q7	Social media content rating	66	2.985	0.668
Q8	Information is easy to understand	66	3.652	0.668
Q10	Social media engagement	66	2.758	0.842
Q11	Campaign influence on course decision	66	3.545	0.727
Q13	Website informativeness	66	2.939	0.677
Q14	Advertisement relevance	66	2.758	0.842
Q15	Online communication satisfaction	66	2.742	0.708
Q18	Likelihood to recommend	66	2.773	0.719
Q19	Customer reviews affect decision	65	3.662	0.853
Q21	Responsiveness to online queries	66	2.091	0.601
Q23	Overall digital marketing effectiveness	66	3.076	0.615
Q25	Overall digital marketing satisfaction	66	2.955	0.643

The descriptive analysis shows that Customer Reviews Affect Decision has the highest mean of 3.662, followed by Information Is Easy to Understand with a mean of 3.652. Campaign influence also records a relatively high mean of



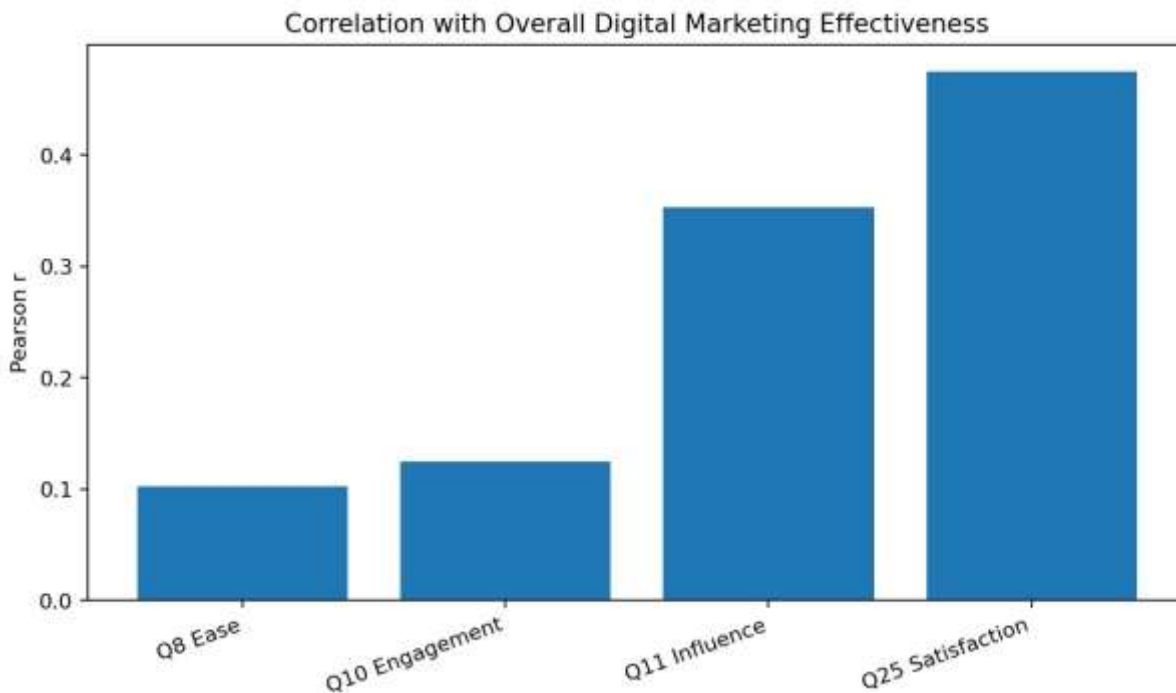
3.545. The lowest mean is recorded for Responsiveness to Online Queries (2.091). This indicates that although respondents generally view Wiztech's digital marketing positively, online-query responsiveness has comparatively greater scope for improvement. The relatively low standard deviations for several variables indicate that responses are reasonably concentrated around their respective means.



CORRELATION ANALYSIS:

Variable	Q8	Q10	Q11	Q23	Q25
Easy to understand	1.000	0.258	0.207	0.103	0.357
Social media engagement	0.258	1.000	0.269	0.125	0.263
Campaign influence	0.207	0.269	1.000	0.353	0.317
Overall effectiveness	0.103	0.125	0.353	1.000	0.475
Overall satisfaction	0.357	0.263	0.317	0.475	1.000

From the above results, it can be observed that all the major correlations are positive, implying that any improvements in one factor related to digital marketing will be accompanied by improvements in other factors. The highest correlation is between digital marketing effectiveness and overall satisfaction where the correlation coefficient is $r = 0.475$ and the probability value is less than 0.01. This implies that there is a moderate positive relationship between the two variables. This implies that when respondents perceive digital marketing of Wiztech to be effective, then the overall satisfaction level will improve. There is a positive correlation between campaign influence and overall effectiveness of digital marketing where the correlation coefficient is $r = 0.353$ and the probability value is less than 0.01. This implies that there is a strong correlation between campaign influence and digital marketing effectiveness.



Findings of the study

- The questionnaire was reliable as its reliability level was 0.814 in terms of Cronbach's Alpha.
- A good reliability value implies that the questions in the questionnaire were fit for measurement.
- Of the seven selected digital marketing variables, customer reviews that affect decisions had the highest mean of 3.662.
- Of the seven selected digital marketing variables, the ease with which information could be understood had the second highest mean of 3.652.
- The mean score for campaign influence on the decisions regarding course selection was 3.545.
- Overall digital marketing effectiveness had a mean score of 3.076, showing moderate effectiveness.
- Overall digital marketing satisfaction had a mean score of 2.955, implying that Wiztech could work on improving customer satisfaction.
- Responsiveness to online queries had the lowest mean of 2.091 of all the seven variables.
- A correlation test was conducted to measure the association between the seven digital marketing variables.
- In general, statistical findings have shown that Wiztech has effective digital marketing elements, but customer communication requires improvement.

Suggestion of the study:

- Consistent digital marketing schedules and timely updates of useful contents on digital platforms should be maintained by Wiztech.
- More educative and informative content about industrial automation, PLC, SCADA, IoT, robotics, and technical training programs should be produced by the company.
- Stronger SEO efforts should be made by the company focusing on keywords related to automation training, technical courses, and software.



- More videos, demonstrations, student projects, industrial applications, and customer testimonials should be made for improving audience engagement.
- Leveraging LinkedIn for connecting with industries, professionals, corporate clients, and educational institutions should be done more effectively by the company.
- Content on social media sites should be made interactive through conducting polls, quizzes, questions, live sessions, and customer feedback activities.
- Performance of digital marketing efforts should be tracked through analytics tools considering website traffic, engagement, leads, enquiries, and conversions.
- Email marketing activities of the company should be improved by sending course updates, newsletters, and other useful content.
- Website of the company should be mobile-friendly, easy to navigate, up-to-date, and having clear information regarding the courses and services.
- Fast replies to online enquiries and social media messages should be made by the company for improving customer satisfaction and chances of turning enquiries into customers.

Future Scope of the Study:

- Future research can be carried out using a large number of samples so that generalized results can be obtained.
- Future research can be carried out in different geographical locations along with different kinds of customers.
- Future research can be conducted by comparing the digital marketing practices being followed by Wiztech and its competitors.
- Future research can be carried out to determine how effective the most recent digital marketing platforms and tools such as AI, marketing automation and analytics are.
- Future research can be carried out in order to determine how effective digital marketing is in terms of lead generation, conversions, customer retention and business growth.
- Research can be conducted in specific areas such as SEO, SMM, content marketing, email marketing and online advertising.
- Future research can be carried out regarding the changing preferences and digital behaviour of customers.
- There are several future opportunities for conducting research regarding the expansion plans of the firm, AI, Industry 4.0 and digital learning platform of the company.

Conclusion:

“A Study on Digital Marketing Strategies at Wiztech Automation Solutions” was carried out to determine the digital marketing strategies of the firm and the success of these strategies. It is evident from the results obtained that digital marketing is of much importance in enhancing brand awareness, customer engagement, and visibility online. Websites, social media, search engines, online advertising, and digital content are used by Wiztech in reaching out to a large number of target customers. From the results, it can be observed that customers are increasingly relying on digital media for information and decision making. Customer reviews and understandable information had positive impacts on the respondents. Responsiveness to the inquiries done online still needs to be enhanced. Regular creation of content, SEO, social media interactions, and online interactions need to be taken into consideration in order to succeed in digital marketing. Digital marketing cannot be viewed as a one-time thing but as an ongoing process which needs constant monitoring and improvements. Through adoption of innovative digital strategies and customer-oriented approaches, Wiztech can enhance its online presence. The company can also generate leads and improve customer relations using digital campaigns.



Reference:

- Hazzam and Dobson (2026)
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