

Strategies for Optimizing the Digital Marketing Campaign of the E-Commerce Industry by Ranking the High-Impact Criteria Using the AHP and TOPSIS Method

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Abstract

The e-commerce industry is expanding rapidly. All offline operations are affected by the pandemic, and the majority of enterprises relocate online. To reach clients on a broad scale from their D2C website, today's businesses must opt for an online store. Industries of all sizes are working hard to expand their businesses. However, simply launching a direct-to-consumer e-commerce website won't help them expand their firm quickly. They will be able to quickly scale up their firm with the aid of strategic marketing. The majority of people in today's society utilize social media, spend a lot of time online, and share their interests. The most effective method for audience targeting is social media. The potential for higher results through the use of digital marketing. Both large and small businesses now have an advantage over their rivals in the market in terms of sales thanks to the development of digital marketing. However, because there are so many competing aims and so many diverse criteria, evaluating digital marketing technologies is quite difficult. Marketing strategies are subject to a wide range of criteria. Project managers face lots of issues while selecting the right marketing tool and selecting the right marketing strategies and optimizing the campaign. This problem can be solved using a multi-criteria decision-making method. Making the best choice in multi-criteria problems will be aided by it. In order to provide marketers with the best marketing strategies for their particular companies, this study will represent the challenge of choosing marketing strategies as an MCDM problem. This paper presents the analysis of different criteria having an impact on digital marketing campaign performance for the e-commerce industry using the AHP & TOPSIS method. So, to overcome this problem, we rank the different criteria with their impact on digital marketing performance.

Keywords

Optimizing, e-commerce, Digital, Marketing, TOPSIS

Biographies

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M. N. Shaikh is currently working as Assistant Professor, Department of Manufacturing Engineering and Industrial Management, College of Engineering, Pune (COEP). He is pursuing his Ph.D. in the area of Rapid Tooling from College of Engineering, Pune (COEP). He has more than 13 years of experience in teaching/industry and Research. He has published 20 papers in various conferences and journal . His area of research is, Electro Discharge Machining, Rapid Tooling, Additive Manufacturing, Digital Marketing, and Data Science.

