# A Survey on Business Profitability for a Music Artist by Advertising on YouTube

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**Abstract:** In present times, youth and elders are focusing on refining their talents with the advancement of technology more artists are getting encouraged to pursue their career in music industry, along with having the talent in the artist, it is required to strategically market these skills. It has been observed that with step-by-step marketing of an artist's talent via a digital marketing platform and then investing money in launching that artist gives better results. It is also observed that YouTube plays a significant role when opted as a means of digital marketing, thus, the current survey finds that YouTube works as a potential medium in promoting the talent and results in an increased number of fans of a new artist. Thus, current study opens the future perspective to conduct more research in the connection of different social media platform and marketing strategy.

**Keywords:** Artist, Digital Marketing, Promotion, Video, YouTube.

## INTRODUCTION

Digital advertising/Digital marketing includes all the inputs that includes the utilization of the internet or an electronic device. Organizations grip digital platforms like searching tools, social platforms, mail, including rest all sites to get in touch with live and interested consumers. A professional inbound marketer may call inbound marketing and digital advertising are virtually one and the same thing, but involve some basic differences.

### 1. Significance of digital marketing:

While conventional marketing may exist in printed ads, phone calling, or physical marketing, digital advertising can happen electronically and online. This shows that there are many more probabilities for brands to connect with customers, involving mail, videos, social media, and search engine tools. At this scenario, digital marketing is significant for your work and brand knowledge. It appears like every another brand has a site. And if they do not have, they are present on social media or have a digital advertisement strategy. Electronic content and marketing are so usual that consumers now assume and rely on it as a means to learn regarding brands. Thus, to be competitive as a business owner, you'll need to embrace some angles of digital marketing. Since digital marketing has multiple options and plans related with it, you can be innovative and test with varied marketing plans on a budget. With digital advertising, you can also make use of tools like analysing dashboards to observe the effectiveness and ROI of your promotions more than you can with a conventional promotional data — such as a board or print advertisement[1], [2].

### 2. Digital marketing(DM) in business:

DM involves using multiple electronic strategies and modes in order to connect to the consumers in which these consumers invest most of the time duration. From website to some work's promotion by means of an online platform, which involve DM, online brochures, email advertising, and many more, here are few tactics that are included under "digital marketing".
The most efficient electronic marketers give a clear idea of how every digital advertising campaign helps their overarching targets. And relying on the goals of their promotional strategy, marketers can help a larger campaign by means of the free and paid passage at their disposal.
A content advertiser, for example, can make a series of blog posts that works to create leads from a current e-book the work recently made. The organizations social media advertiser might then support promote such blog posts via paid and organic publications on the works social media accounts. Maybe the mail marketer make a mail campaign to send content to all those who download the brochure and want more knowledge about the organization[3]

### 3. Types of digital marketing

#### 3.1. Search Engine Optimization (SEO):

SEOs are mechanisms to boost the consistency and volume of internet web traffic and to the site of search engines. Search engine optimization (SEO) seeks not direct traffic or paid traffic, it targets unpaid traffic ("natural" or "organic" outcomes). Different types of searches, including image searching, video searches, scholarly searches, news search queries and vertical search engines unique to industry, can result in unpaid traffic.

SEO believes, as an online marketing strategy, how search engines function, the programmed algorithms that determine search engine behaviours, what people look for and which search engines are favoured for their target audiences. SEO perceives how search engines work. SEO is achieved when more visits to a website are obtained from a search engine as websites show on the results list. These tourists can be turned into customers[4]

Off page SEO: This kind of SEO aims on all of the actions that occurs "off the page" when desiring to optimize your site. "What action not on my own site could alter my ranking?" You may ask. The response is inbound links, also termed as backlinks. The amount of publisher that connect to you, and the associated "authority" of such publishers, alter how greatly you rank for the key strings you desire. By networking with another publisher, writing guest blogs on such websites (and joining to your website again), and making external attention, one may gain that backlinks one desire to change in order to site up on all the right SERPs.

Technical Search Engine Optimization: This type of Search Engine Optimization aims on the end of one's website, and in what way one's information is feeded. Figure compression, organised data, and CSS file organization are all means of technical SEO that can raise your site's browsing speed — a significant ranking element in the view of search engines tools like Google[5]

#### 3.2. Inbound Marketing:

Inbound marketing is essential for the mechanism that allows prospective buyers to locate their companies. This is often achieved before the consumer is even prepared to buy, but contact may become a brand preference at an early stage and leads and sales. Inbound marketing is a technique that uses a range of types of pull marketing, such as content markets, websites, festivals, search engine optimisation (SEO), social networking, and more. Whereas outbound marketing searches for buyers, inbound marketing relies on exposure. Rather than "rent attention", inbound marketing firms rely on a new approach to awareness-raising, growth of partnerships and lead generation.

These approaches make the consumer appealing and consumers don't think like they're sold to them. Inbound marketing material is educational, fun and consumer-friendly. If done well, inbound marketing can offer significantly improved returns than conventional marketing, rather than welcoming them publicly. This will affect your customer decision making and their opinions about your industry in general. As customers find your company in this way. The best thing, inbound marketing consists of fully organic leads, thus focusing instead of on the budget on brains.

Inbound marketing has the influential potential to place consumers in the driver's seat, introducing you to people who really want to know. Inbound marketing will do wonders for social media shares, brand recognition, and search engine optimisation activities, in addition to lead conversions and customer retention. A robust inbound marketing platform encourages consumers to connect at all times with the company. This helps you to produce eligible leads for far less cost. When data are made, we generate 2,6 quintillion bytes of data every day according to IBM.

#### 3.3. Content Marketing:

Marketing content is a marketing form that seeks to create, publish and deliver content for a particular online audience. It is also used by companies to accomplish the following goals: publicity, lead, customer base expansion, online revenue generation or raise, brand recognition or reputation and on-line users' communities. Content marketing targets new clients through useful free content creation and distribution. It lets businesses establish sustainable brand loyalty, provides customers with useful knowledge and makes them prepared to buy goods from the business in future.

Marketing of content begins by defining the needs of the client. Afterwards, the data can be delivered in a range of ways, including news, image, white papers, e-books, email updates, studies, videos, how-to manuals, articles of questions and answers, photographs, websites, etc. The continuous delivery of substantive content is necessary for content marketing ideally through a content marketing strategy

In the golden age of TV, advertisements took over the newspapers from the 1940s to the 1950s. Instead of communicating with the public, businesses concentrated on profits. There have not been enough initiatives and influential campaigns for content marketing [6].

Kellogg's started offering children saucier cereals after the baby boom. Thus, social dogs, vibrant animated publicity shops and the back side were turned into a tailored content promotion system in the business model. During this age, infographics were born. It was a modern way of making a company unforgettable to the public.

In the nineties, for advertisers, something changed. Computers and the Internet have helped websites and blogs grow and businesses have found opportunities for selling content through e-mail.[7]

The marketing plan was based on e-commerce changes and digital delivery. The Internet has also helped marketing content into a mainstream marketing medium. The market has begun to lose its impact in mass media like newspapers, magazines, radio and TV. Companies have begun to digitally advertise and market their products. In 1996 J. F. Oppedahl had a table with media persons at the American Society for Media Editor on the board "content marketing"[8].

• The position of "director of online and content marketing" was held in 1998 at Netscape by Jerrell Jimerson.

• Author Jeff Cannon writes in 1999: "To provide consumers with detailed, information is generated in the marketing of content.

As social networks like Facebook, Twitter, YouTube were developed in the late 2000's, the selling of online information was viewed, shared and available on demand globally. By 2014, the website of Forbes Magazine had been published on the seven most common ways for businesses to sell content. In this paper, the columnist states that the use of digital marketing had risen from 60% a year earlier to 93% in their total Marketing Campaign in 2013 across businesses. While 70 percent of companies produce more content, just 21 percent think that they should track investment returns.

Content marketing has now become an effective marketing strategy. Tales are part of this and must communicate the messages or aims of the businesses to their target customers sans force them only to consume the product or service.[8]

### 3.4. Pay Per Click:

PPC is the online advertisement template which uses an advertiser for driver traffic to sites in case the advertisement is clicked on and is paid by the advertiser. Pay per click is mostly correlated with search engines of first rank (such as Amazon Advertising, Google Ads, and Microsoft Advertising which were earlier known as Bing Ads). Search results usually encourage an advertiser to bid for phrases based on keyword specific to their aimed market and make payment for advertisements (text-based search advertisements or text-combined shopping advertisements). Content platforms, by comparison, typically charge per click a set price instead of bidding.

On websites with similar content, PPC adverts, also known as banner advertising, are displayed that are chosen to view advertisements which are usually not paid advertisements. Social network like LinkedIn, Facebook, Twitter and Pinterest are one of their promotional models with the pay-per-click option. The price that advertisers pay differs on the advertiser and typically depends on the advertiser's two key factors: ad content and the maximum deal would be charged per click. As the ad output is better, the lesser the rate per click, and vice versa[9].

But PPC advertisements will be available on the websites. Websites with PPC advertisements show an ad when a keyword question meets a listing of advertisers' keywords attached to various ad categories, or whether the content of the advertising platform shows the required content. These ads are called paid links or sponsored ads, and they run next to, above or below organic discoveries on websites for searching engines or elsewhere on a contents platform that the web creator prefers.

While Google and others have developed automated programs to protect them from abuse clicks of rivals or dishonest Web developers, the Pay Per Click ads model is open for abuse by means of click fraud. Based on the price point of your goods, if your business is a business-to-consumer company (B2C), your digital marketing campaign would definitely draw consumers to your website and they will become buyers without even talking to a sales manager.

For this clause, you are normally less likely to be focused on 'creation' in its classic context, and more likely to concentrate on having a fast buyer's path, from the moment you access the site to the moment you purchase. This generally means that your article features in your information are better than in the commercial funnel for a B2B firm and you must use good calls for action (CTAs).

The cost-effectivity and viability of the digital marketing is measured with pay-per-click, including printing cost and cost according to order. The advertising company only spends per 1000 impressions of the ad in Cost Per Thousand Impressions (CPM). PPC provides an advantage over printing costs by sharing information about the effectiveness of ads. If an ad has the main goal, or specifically, of production of a click or moving traffic to a mark, so pay-per-click is the chosen calculation tool. Clicking is a means of calculating curiosity and exposure. The consistency and location of the ad determines the rate of clicks and the overall cost of the pay per click[10].

For B2C organizations, channels like Instagram and Pinterest can usually be highly significant than business-aimed platforms LinkedIn. Whereas when the business carrying entity is of small scale or an individual marketing by means of YouTube also works[11]

YouTube is originated in United States of America, it is an internet based video-sharing digital means from San Bruno, California. YouTube lets its user to upload, see, share, report, rate, comment, adding to playlist, subscribe the video of other users. The content available on YouTube includes video clip, music videos, TV

show clip, short film, audio recording, documentary film, movie trailer, video blogging, live stream, short original video, and educational video. Most content is created and uploaded by individual persons. User who is not the registered user cannot upload but can see videos only, whereas user's who are registered can upload various videos and put comment. Till May 2019, the content uploaded on YouTube per minute was more than 500 hours and one billion hours of content was viewed on YouTube every day. [12].

## 4. Benefits of YouTube:
1. Google mail will allow users on YouTube to find you
2. YouTube Introduces You to a Grand Audience
3. Skilled traffic acquisition
4. Higher converting speeds for videos
5. You should use YouTube advertising for a wider audience
6. There are a variety of ways to use YouTube videos
7. Images are easier for citizens to behave

## 5. Disadvantages of YouTube:
1. Everything must be open.
2. A lot of rules
3. For any excuse, your account can be disconnected
4. Any advertising company can add an enhancement to your video

## LITERATURE REVIEW
Afrina Ysmin et al. carried a study on different elements of digital marketing and its impact on sales in nearly fifty firms applying digital marketing strategy. The survey concluded that similar to the phrase "Rome was not built in a day," so, digital marketing outcome won't also be achieved without input, without trial (and error). The watchwords "test, learn and evolve" should be at the focus of all digital marketing initiatives. Organizations should make innovative customer experiences and particular strategies for media to observe the best path for marketing. The survey carried does not give any data on the high sales because of digital marketing carried on YouTube specifically [13].

V. Kumar and Rohan Mirchandani carried a study on the high return of interest of social media advertising at consumer along with organization level, effect of a particular campaign when carried on Facebook and Twitter. This campaign showed prominent impact at both the organization and the consumer level. At the consumer level, the primary impact was in the domain of social media accountability. While maximum organizations are still grappling with social media responsibility, the use of the CIE and CIV metrics gave Hokey Pokey a significant competitive edge but the survey do not give an idea of impact of digital marketing when done on YouTube [14].

Alireza M et al. carried a survey on social media advertising on online shopping of users and reached at the conclusion that social media makes friendly relations and due to this friendly relations sales increases, another hypothesis mentioned that knowledge of services and articles of a company increases brand capacity both the surveys does not provide the idea about the impact of social media – YouTube on increased popularity [15]

Research Question:
What is the impact of YouTube in new age marketing?

## METHODOLOGY
### Design:
A questionnaire form is distributed in the park and college and candidates using Social Media regularly were taken for the survey. Table 1 shows the Survey questionnaire form distributed in a park and a college to select the candidates for the survey to find the efficacy of YouTube as a means of advertising.

**Table 1: Survey questionnaire form distributed in a park and a college to select the candidates for the survey to find the efficacy of YouTube as a means of advertising.**

| | |
|---|---|
| Name:<br>Age:<br>Sex:<br>Occupation: | |
| Do you use Social Media? | Regularly:<br>3-4 days a week:<br>Never: |

| Which Social Media platform you use? | 1. Facebook – Yes    No<br>2. Twitter– Yes    No<br>3. Instagram - Yes    No<br>4. LinkedIn– Yes    No<br>5. Snap Chat - Yes    No<br>6. YouTube – Yes    No |
|---|---|
| Time spend on YouTube per day (in hours) | Time(in hours): |

A survey was conducted on different age group people, regularly using social media - YouTube, candidate's regularly using Social Media were taken for survey, especially those using YouTube. The main objective of taking candidates using YouTube is to get the results of effectiveness of YouTube as a means of promoting. A total 100 candidates were selected for the survey and divided into A and B group. A group involved candidate's from18 to 35years and B group involved candidates from 35 to 70 years.

**Data Collection**
A total of 100 candidates were taken to conduct the survey, all candidates using social media regularly were considered for the survey especially those using YouTube as a means to listen good music for an artist and new talents, were selected for the survey, and all the candidates were divided into two groups A and B. A group included candidate's from18 to 35years and in B group candidates from 35 to 70 years were present. All the candidates were asked the number of artists they follow and regularly listen to on YouTube.

**Table 2: Shows the results of the survey conducted to analyse the effectiveness of YouTube as a means of Digital Marketing**

| Group A and B | Highly Effective Results (total number of candidates showing the results out of 25 candidates) | Medium Effective Results (total number of candidates showing the results out of 25 candidates) | Very less Effective Results (total number of candidates showing the results out of 25 candidates) |
|---|---|---|---|
| A Group 18 to 35 years weekly group (25 candidates) | 18 | 4 | 2 |
| B Group 35 to 70 years weekly group (25 candidates) | 15 | 7 | 3 |
| A Group 18 to 35 years daily group (25 candidates) | 16 | 5 | 4 |
| B Group 35 to 70 years daily group (25 candidates) | 14 | 8 | 3 |

**Data Collection Analysis**
All the candidates using social media in the range of 18 to 35 years and senior citizens in the age range of 35 to 70 years especially using YouTube for 3-4 days a week are considered for survey. All the candidates were asked few questions in their questionnaire. Few candidates used YouTube for 1-3 hours daily and few used 0:30 mins to 1 hour per week. Both groups were asked about their number of artists followed and videos viewed in 1 week. Both weekly and daily users of YouTube groups were asked about their browsing history for last 30 days to see the effectiveness of YouTube as a social media platform 50 candidates in daily group and 50 candidates in the weekly group were involved in the survey. A total of 25 candidates were present in the A Group i.e., 18 to 35 years weekly group, 25 candidates were present in the A Group i.e.,18 to 35 years daily group, 25 candidates were present in the B Group i.e.,35 to 70 years weekly group, 25 candidates were present in the B Group i.e.,35 to 70 years daily group, All the 100 candidates were grouped as A group belonging to 18 to 35 years and B group 35 to 70 years. The average result of both A and B group compared with their offline viewing of talent show and listening to different singers was considered. Table 2: Shows the results of the survey conducted to analyse the effectiveness of YouTube as a means of Digital Marketing.

**RESULT AND DISCUSSION**
The survey was conducted on two groups, A group and B group, A group candidates were in the range of 18 to 35 years and B group candidates were in the range of 35-70 years. A total of 100 candidates were surveyed. A group involved 50 candidates and B group involved 50 candidates. All the candidates considered for survey were using social media platform YouTube daily/weekly for 1+ hour, but all the candidates were not calculating the specific number of hours spent on social media YouTube. After calculating total hours spent on YouTube and offline hours in watching music shows for an artist for a month the average result obtained for both A and B group were considered. All the candidates using social media in the range of 18 to 35 years and senior citizens in the age range of 35 to 70 years especially using YouTube for 3-4 days a week are considered for survey. All the candidates were asked few questions in their questionnaire. Few candidates used YouTube for 1-3 hours daily and few used 0:30 mins to 1 hour per week. Both groups were asked about their number of artists followed and videos viewed in 1 week. Both weekly and daily users of YouTube groups were asked about their browsing history for last 30 days to see the effectiveness of YouTube as a social media platform 50 candidates in daily group and 50 candidates in the weekly group were involved in the survey. A total of 25 candidates were present in the A Group i.e.,18 to 35 years weekly group, 25 candidates were present in the A Group i.e.,18 to 35 years daily group, 25 candidates were present in the B Group i.e.,35 to 70 years weekly group, 25 candidates were present in the B Group i.e.,35 to 70 years daily group, All the 100 candidates were grouped as A group belonging to 18 to 35 years and B group 35 to 70 years. The average result of both A and B group compared with their offline viewing of talent show and listening to different singers was considered. Thus, from the survey it is observed that the effectiveness of social media - YouTube was rated as highly effective medium of digital advertising.

**CONCLUSION**
The survey conducted on 100 candidates of different age group, A group 18 to 35 years and B group 35 to 70 years, all candidates were following artists on YouTube previously, but the specific means of following was not analysed by all these candidates. The number of hours invested were analysed, what was the choice of the candidate that he/she searched on YouTube, suggested videos browsed by the candidate, videos those were neither required/ seen as an advertisement on YouTube but viewed as it appeared interesting to the candidate. An average result of offline view history compared with YouTube was considered as a result. A total of 25 candidates were present in the A Group i.e., 18 to 35 years weekly group, 25 candidates were present in the A Group i.e., 18 to 35 years daily group, 25 candidates were present in the B Group i.e.,35 to 70 years weekly group, 25 candidates were present in the B Group i.e.,35 to 70 years daily group, All the 100 candidates were grouped as A group belonging to 18 to 35 years and B group 35 to 70 years. The average result of both A and B group compared with their offline viewing of talent show and listening to different singers was considered. Thus, from the survey it is observed that the effectiveness of social media - YouTube was rated as highly effective medium of digital advertising. Thus, current study opens the future perspective to conduct more research on the connection of different social media platform and promotion of one's talent.

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