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IMPACT OF DIGITAL MARKETING IN LEMON PVT. LTD.'S OFFERINGS

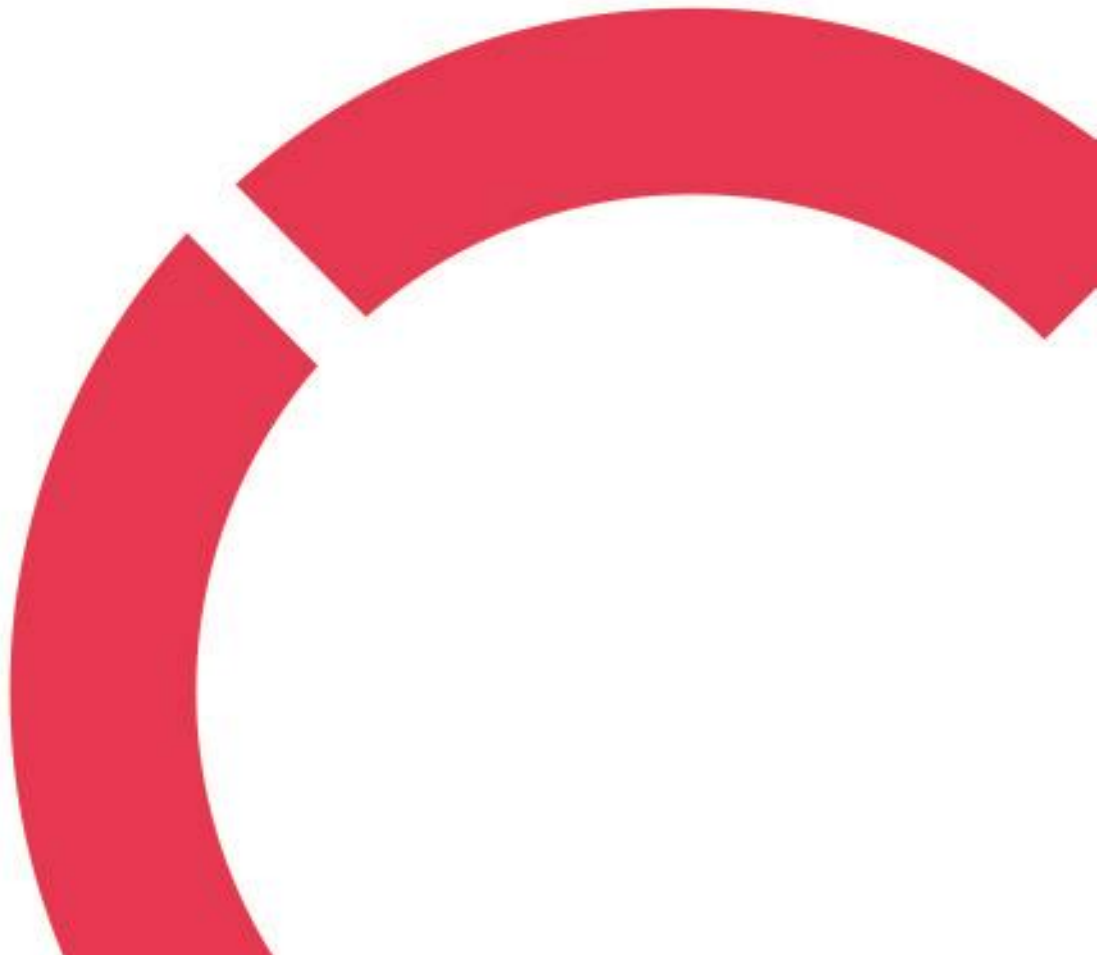**A company case study**

ABSTRACT

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Degree programme Bachelor of Business Administration, Business Management		
Name of thesis IMPACT OF DIGITAL MARKETING IN LEMON PVT. LTD.'S OFFERINGS. A company case study.		
Centria supervisor Janne Peltoniemi		**Pages** 35
Instructor representing commissioning institution or company Ujjwal Shakya		

Businesses have been connecting with their clients in a new method since digital marketing came into existence. They use this system to inform, attract, and change their intended listeners. One major misconception is that the use of this kind of tactic is mere but the opposite is true because we can see that for many reasons other companies care too much about it. In contrast to conventional forms of marketing such as newspaper advertising ever since its invention, many people have been relying on these types including email messages, search engine optimization, etc. Lemon Pvt. Ltd. is an advertising firm based in Nepal. This research studies the influence of digital marketing on Lemon and its offerings. It also performs a detailed analysis and aims to understand how Lemon's digital marketing approaches have persuaded the firm's consumer involvement, market positioning, marketing aims, and trade performance. Moreover, it shows how modern marketing practices have been altered due to digital marketing. Effectiveness and impact of Lemon's digital marketing approaches are the major concern of this research and this brings out both its merits as well as challenges in transitioning to this new way of operation. Against this backdrop, one cannot ignore digital marketing today since it forms such an integral part of contemporary digital-based societies and thus remains top among strategies employed for enhancing customer relations and promotion of corporate growth. It also maintains a competitive edge. This research paper sheds light on how digital marketing has impacted Lemon and offers meaningful insights into the emerging nature of marketing in the digital era. It also admits limitations like geography and the lack of resources that would limit this study's scope and its generalizability. Lemon's digital offerings are the main theme of this thesis as it explores the literature about digital marketing. Also, the study examines the company's growth and operation repercussions generally and provides a SWOT analysis. In conclusion, this thesis shows the vitality of digital marketing to firms and how modern techniques have fared in this era.

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1 INTRODUCTION

Digital marketing refers to using digital means and approaches to market brands, services, or products to target audiences (Kannan & Li 2017). It utilizes search engines, social media, mobile devices, the internet as well as emails to promote the business in contrast to the traditional methods which use billboards, TV, or mail. Fundamentally, digital marketing includes various tactics and strategies to be used in online targeting and attraction. These include search engine optimization (SEO), pay-per-click (PPC) advertising, and marketing based on email, content, social media, and influencer, among others (Sultoni, Sudarmiatin, Hermawan & Sopiah 2022). It is distinct such that it can track and assess promotion functioning through analytics tools in real-time (Langan, Cowley & Nguyen 2019). These mechanisms allow marketers to measure everything from site traffic to transformation rates to involvement stages to return on investment (ROI), and those granular insights enable them to enhance campaigns for superior ongoing performance. It is an integral part of contemporary corporate tactics (Cant & Wiid 2020) and provides businesses with an unprecedented range of ways to engage with customers and grow visibility and revenue enabling the development of relationships with customers and consumers moving into maturity during the Internet era.

Lemon Pvt. Ltd. (Lemon) (Lemon Pvt. Ltd. 2024) operates in Nepal as a marketing company and it provides services in the Nepali market to various Nepali customers. Since 2009, Lemon digitally transformed and it now provides many online and internet marketing-related products to the Nepali market. Understanding digital marketing, including its techniques, strategies, and various digital tools, as well as examining its applicability from the standpoint of a developing Nepali marketing organization, are the goals of this thesis. For this reason, Lemon and its range of products are examined to comprehend the changes, both favorable and unfavorable that digital marketing has brought. This thesis studies the influence of digital marketing approaches implemented by Lemon on its offerings. The main objective is to explore digital marketing tactics contributing to Lemon's customer engagement, market standing, sales performance, and marketing goals. In general, this thesis highlights the influence of digital marketing on Lemon's products. (Lemon Pvt. Ltd. 2024.)

Digital marketing involves a broad field of promotion and advertising study, tools, technologies, and strategies. It is not possible to explore all areas at once in a bachelor's thesis (Diez-Martin, Blanco-Gonzalez & Prado-Roman 2019). It is vital to point out constraints impacting the comprehensiveness, validity, and generalizability of this thesis. Geographic constraint was the most important disabling

factor as this thesis was performed in Finland and the case company was in Nepal. Resource constraint is another limiting factor as most of the data and content are not publicly available and its authenticity is purely trust-based on the company-provided sources.

This thesis starts with a narrative evaluation of digital marketing in the next chapter. It defines digital marketing and outlines its strategies, tools, and benefits. It also explores and reviews the idea and the intent of digital marketing in Nepal. Chapter 3, studies Lemon as the case company and details Lemon's products from a digital marketing viewpoint, and significantly lists its impact for each offering. Chapter 4 understands the threats, opportunities, weaknesses, and strengths of digital marketing on Lemon's offerings through SWOT analysis and presents the overall effect of digital marketing on Lemon's operation and growth. Finally, chapter 5 concludes with a discussion highlighting its overall influence on Lemon and its products.

2   A LITERATURE REVIEW

Marketing enables communication between stakeholders including clients, the public, and the marketer by revealing related knowledge (Soedarsono, Mohamad, Adamu & Pradita 2020). This information is then examined to assess performance, improve strategies, identify opportunities and obstacles, and grow a thorough knowledge of the marketing means. The analysis charts statistics and data necessary to tackle existing issues resourcefully. It creates a protocol for obtaining the required data, manages its acquisition, validates findings, and connects conclusions to their associated consequences (Sinha & Singh 2018). Marketing makes the product more visible to consumers, improves product recognition, and attracts new customers. Emphasizing their value and unique selling propositions sets the promoted products apart from those of the rivals. It draws in more customers, which ultimately boosts revenue and sales. It promotes brand loyalty and makes it easier for the relevant industry to grow (Durmaz & Efendioglu 2016; Basnet 2023).

Digital marketing simply refers to using digital channels and platforms strategically. It aims at reaching out to the target audience through content that relates to getting desired actions by them (Sultoni et al. 2022). This is possible only through employing several online marketing strategies including SEO, PPC, and marketing in relation to email, social media, and content among others (Qurtubi, Febrianti, Sugarindra, Hidayat & Suyanto 2022). It uses mobile equipment, the internet, and online networks and platforms to talk to end users when they're browsing online (Dimitrios, Ioannis, Ntalakos & Nikolaos 2023). This is a way of making people aware of the brand name, getting more clients, finding possible customers, and selling something. Besides, it involves information-based decision-making, instant interaction, and individual communication thus improving promotion strategies to achieve business goals, which range from brand awareness to customer acquisition or lead generation or sale conversion (Mohammad & Windasari 2022). Chaffey & Patron (2012) developed a RACE model to offer a framework for businesses, that enabled in initiation of a digital marketing and communication strategy. This technique is meant to solve the challenges of interesting and capturing online audiences, hence moving them to make purchases online or offline. It assists in grasping and adopting digital marketing opportunities. In digital marketing, it is utilized to plan and carry out campaigns. RACE (reach, act, convert, and engage) depicts the main phases through which a client passes when he becomes aware of, engages with, and eventually buys a product or service (Drokina 2018).

2.1 Digital marketing and its phases

When using digital marketing, most often it includes multiple phases that companies use to design, execute, manage, and assess their digital marketing strategies. Figure 1 depicts a common framework RACE (Chaffey & Patron 2012; Chaffey 2014) which contains four different stages namely reach, act, convert, and engage which can be seen in any organization regardless of its goals, resources, or industry type.

FIGURE 1. RACE funnel in digital marketing planning (Chaffey & Patron 2012; Duong-Helko 2021)

The reach stage involves expanding a brand's visibility across a wider audience. It comprises methods involving internet and social media advertising, content marketing, and SEO. The major objective is to attract potential clients who are lured into marketed websites and other digital platforms. (Drokina 2018; Duong-Helko 2021.)

During the act stage, the content of products that have been made available encourages responding or taking concrete action like downloading an e-book, answering questionnaires, or signing up for a newsletter. It is all about increasing involvement as well as developing relations with the customers. (Duong-Helko 2021; Rautela 2021.)

In the marketing process, it is during the conversion stage that targeted leads become actual buyers. The process may include but is not limited to; re-targeting adverts, email campaigns, and personalized

promotions among others as well as enhancing the signup process for transactions done via online stores. It targets to convince clients or customers to buy products or services or take favorable actions. (Drokina 2018; Duong-Helko 2021.)

When customers make purchases, the engagement stage begins with the purpose of building relationships and encouraging repeat sales. For example, this may involve using techniques such as sending them e-mails containing updates on what's new about loyalty schemes; they could also be reached via other channels like Facebook pages where they can post comments or twitter updates about being satisfied with the services received among many other ways; as well as giving them good customer care services. What this means is converting them into loyal customers who will tell other people about the products or services being marketed. (Chaffey & Patron 2012; Duong-Helko 2021.)

The RACE model aids in presenting a coordinated method to digital marketing, serving businesses to effectively engage, and attract leads and eventually convert them into loyal clients. By understanding and implementing strategies for customer's journey, businesses can enhance their marketing attempts and lead to viable expansion.

2.2 Digital marketing strategies

Various methods, tactics, and strategies are designed to promote brands, services, or products through digital means (Bălan 2014). The most effective digital marketing campaigns involve multiple strategies designed to explicitly meet the targets and needs of the organization.

2.2.1 Search Engine Optimization (SEO)

It is the attempt to enhance a website in order to bring it more prominently on search engine results pages (SERPs). This entails studying keywords, refining pages on the site, doing technical SEO work, and building backlinks for natural traffic initiation. The primary purpose of this practice is to increase a firm's standing on Google SERP rankings which in turn bring more visitors from search engines to the site (Nyagadza 2022). To achieve this, SEO practitioners investigate the keywords and phrases that consumers commonly employ when seeking information and integrate these terminologies into their content. Various elements make up SEO, which includes a wide array of components, ranging from the

textual content on one website to the way varying sites reference marketed ones on the internet, as well as the structural layout of the website (Panchal, Shah & Kansara 2021).

2.2.2 Content Marketing

A content marketing strategy attracts and engages target audiences directly hence motivating readers towards customer acquisition through actions such as seeking more information, becoming a subscriber, or buying. Creating useful content is the primary move utilizing narrative techniques and knowledge dissemination means to enhance brand visibility. The term "content" incorporates different modes involving articles, blog posts, resources like e-books, infographics, whitepapers, digital videos, podcasts, and similar mediums. (Duong-Helko 2021; Umami & Darma 2021.)

2.2.3 Social Media Marketing

It creates brand awareness and draws traffic to get to the listeners and viewers while seeking leads or sales utilizing platforms like Twitter, Instagram, LinkedIn, and Facebook, among others (Malesev & Cherry 2021). All activities in social media can be termed as part of social media marketing. A holistic, combined, and tactical approach is crucial for marketers to take towards social media marketing despite its wide acceptance. This marketing strategy expands further than just crafting posts and engaging with comments. To be effective, efforts must be continuous and seamless rather than incidental. Numerous online tools can help in scheduling and automating social media posts to maintain consistency. However, automation should be seen by marketers as just an auxiliary solution and not the complete one. This way the users will know whether there is any human touch in the posts (Tiago & Veríssimo 2014).

2.2.4 Email Marketing

Targeted emails are sent to customers or followers in email marketing to publicize products, convey updates, and provide useful information that will also help in maintaining relationships. This method is recommended to grasp the interest of the clients and boost sales. Despite the increase in the influence of social media, mobile applications, and other means of communication, email is reckoned as a chosen form of marketing. Seamlessly fitting into a content marketing plan is the ability to inspire development

from an audience to customers as done gradually. Skilled marketers who create interesting promotions exist according to the American Marketing Association (AMA) (AMA 2023). They know very well how to address their primary needs, by making it easy for them to follow what is taking place with their clients as well as generating leads. Based on this analysis, they make strategic decisions to further enhance marketing efforts. (Nawaz & Kaldeen 2020; Srivastava 2022.)

2.2.5 Affiliate Marketing

With online marketing becoming popular among many companies, influencer or affiliate marketing is being used to communicate with customers by several companies. Third-party influencers including celebrities in different niches on social networks and other opinion leaders have played a major role in boosting this marketing strategy. The third-party influencers are paid to publicize the company's products and services. Influencers collaborate with organizations to create videos, blogs, or posts, which assist in reaching customers and generating leads. (Afandi, Amsari, Hayati, Devi & Lubis 2022.) It is an advertising model where financial rewards are paid to content publishers for engaging new customers or driving traffic to the firm's websites via the firm's affiliate program. Affiliates are paid for every purchase, click, or other defined activity that results from their marketing endeavors. Firms can enhance their market penetration and boost revenues by encouraging affiliate marketers to sell the firm's items on their platforms. It is a win-win situation in which successful conversions by either party lead to benefits for both partners (Hardianawati 2023).

2.2.6 Marketing Analytics

Easily trackability and measurability is a feature of digital marketing. Historically, materials such as email offers and coupons would be traced. A coupon redemption meant that the message was effective. However today analytics provides detailed insights into user behavior, such as how frequently emails are checked, how long someone stays on a webpage for each visit, the total number of times a link is clicked, and much more. But, marketers find it very difficult to digest the enormity of data on an individual basis because of the abundance of information in digital marketing. As such, they must understand what the data is telling to decide when planning for the marketing plans. (Chaffey & Patron 2012; Vollrath & Villegas 2022.)

2.2.7 Mobile Marketing

This sort of marketing uses smartphones or tablets to reach the intended audience through the use of digital means. Channels like mobile applications, emails, websites, social media platforms, and text messages are all used by marketers performing mobile marketing activities. Thus, they can modify their offers depending on where a customer is located or the moment they are in a store or at some function. (Tiago & Veríssimo 2014).

2.2.8 Pay-per-click (PPC)

This is a short-term online marketing tactic where the ad is removed when payment is ceased. PPC is all about paid advertising to enhance search results. PPC is focused on increasing the amount of traffic going to a company's website, just like SEO. In PPC, ads can be found on the side or top of the search results page or across mobile applications, YouTube, or the web. (Kapoor, Dwivedi & Piercy 2016.)

2.3 Benefits of digital marketing

For businesses of any sector or size, the endless benefits attributed to digital marketing are numerous. This means that through the ability to be accessed from any part of the world, irrespective of its location (Yamin, Emani, Williams, Lipsitz, Karson, Wald & Bates 2011; Nawaz & Kaldeen 2020). An organization can potentially reach out to a larger number of clients on an international level with just a click away from their computers due to the internet's presence in almost every location. Digital marketing is an economically viable alternative to conventional approaches such as radio, TV, or print media advertising (Al-Slehat 2023). For those entrepreneurs who need significant returns on investment, there are alternative methods that should be considered besides print, radio, or TV advertising, since digital marketing can serve as one (Jung & Shegai 2023).

Its accuracy in targeting advertising actions is another major benefit of digital marketing. With digital platforms providing businesses with sophisticated data analytics and advanced targeting capabilities, they are capable of adjusting their advertising communications for various benefits, demographics, behaviors, and more criteria hence enhancing relevance and engagement (Rautela 2021). In addition,

businesses can measure different things in actual time, track and analyze them, and achieve significant advantages. It includes the following email access ratio or website traffic. Due to this one factor alone, it becomes possible for organizations to know if they are doing well or not when it comes to their marketing campaigns before they make any decision related to that matter since they can measure all other important parameters involved in those cases (Malesev & Cherry 2021).

Not only can it be measured, but digital marketing also enables increased audience involvement. Engaging with businesses' target customers can now take place through content marketing, email as well as social media which are more personal ways for communication purposes leading into valuable dialogue establishment while at the same time building more solid relationships, such a way that other channels cannot facilitate. Enhanced engagement is a pathway to higher conversion rates; SEO, PPC adverts, and email campaigns are digital marketing tools that are strategized for attracting the right audience and making them convert (Panchal et al. 2021). Therefore through enhancing user experience and improving landing pages, a firm can increase its transformation ratios and realize more sales.

Besides, digital marketing is among the effective apparatus that can develop product awareness, as well as be visible on multiple online platforms simultaneously. By always reaching out to its clients and posting content that is worth reading, a company may become an industry leader creating confidence and staying close to their potential customers. At last, businesses can act promptly to shifts in market conditions or movements because digital marketing is flexible and adjustable. Today's dynamic marketplace demands businesses that are agile and competitive to adapt marketing schemes in real time according to performance data and customer feedback. Digital marketing enables firms to put forth to their audience in a commercial, measurable, and targeted conduct which helps them attain higher conversion rates leading to achieving set goals in an organization.

2.4 Digital marketing in Nepal

In Nepal, a notable upsurge is being witnessed in digital marketing due to the increasing use of the internet and smartphones by its people. Consequently, there is an enormous gravitation towards the mode of digital marketing as firms indulge in it aimed at promoting their products and services, they also use the same to communicate with their clients in Nepal with a view of driving sales. With fluent internet access, businesses have many opportunities to exploit digital marketing channels and address a larger portion of the population. In Nepal, teenagers who are very much on the Internet support strategies like

SEO, influencer collaborations, content development, and social media marketing. (Dhakal & Mainali 2021.)

In Nepal, digital marketing has taken many forms, such as in the use of blogging, email communications, and social media or other published material, alongside SEO and other forms of internet marketing including click ads and digital campaigns. One major reason why digital marketing is in trend across Nepal is the emergence of social media platforms. The reason why it is considered a popular technique that works best is because of its capability to link up and promote firms easily on platforms like TikTok, Twitter, Instagram, and Facebook. A significant portion of the population and business entities based in Nepal are currently using these platforms which have extended their reach and offered effective communication platforms for targeted clients to the corporate world helping in creating awareness for their brand as well as increasing interaction. (Pandey 2022.)

In Nepal E-commerce is a field where digital marketing is blossoming. Daraz (Daraz 2024), and Hamrobazaar (Hamrobazaar 2024) which are leading companies in e-commerce are utilising digital marketing methods to foster deals, and discounts, to customers and carry out online transactions. Digital marketing is very essential for businesses in all sectors, be it tourism, accommodation, provisional health care, or finances. To have a wider online reach, generate leads, and improve conversions, businesses are investing in SEO, PPC, and marketing related to email and content. (Karki 2020; Anil 2023.)

The COVID-19 epidemic has further raced its acceptance (Alshaketheep, Salah, Alomari, Khaled & Jray 2020; Giantari, Yasa, Suprasto & Rahmayanti 2022) in Nepal, as businesses adapt to the new normal and converge on digital channels to influence customers amid social distancing measures and lockdowns (Khadka 2023). Digital marketing is crucial in Nepal's many sectors due to the increasing use of digital technology for brand identification, lead generation, and online sales. Nevertheless, the spread of digital marketing is primarily witnessed in major cities like Kathmandu, Pokhara, and Biratnagar where the Internet is more accessible. Rural areas are still restrained in their digital marketing activities that do not allow them to be involved (Yamin et al. 2011). Despite the fast rise of this type of advertisement in Nepal, there are still issues including access limitation by poor connectivity within villages, inadequate knowledge on how one can use it for him/herself or another person around him/her together with legislator's interference among others. However, with the realization by more firms today about its necessity during this era characterized by gadgets, digital marketing is projected to undergo a transformation and grow further in Nepal.

Generally, the western world has seen a good penetration of digital marketing which is fueling a higher volume of sales and improved interaction with customers, while the brand is getting more visible. This is because big companies have found ways to make their online visibility more strategic through tools involving influencer partnerships and online platform marketing.

3   THE INFLUENCE OF DIGITAL MARKETING WITHIN LEMON'S OFFERINGS

Lemon Pvt. Ltd (Lemon) is one of the first digital marketing agencies in Nepal. It operates from Kathmandu, the capital city of Nepal. The core operation of this company is to deliver marketing solutions to its clients. Brand activations, market research, trade marketing, product launches, campaign development, and event management are some of its major offerings. Ncell, Coca-Cola, Unilever Nepal, Dabur Nepal Pvt Ltd, Samsung, Asian Paints, Set Wet, Carlsberg, Tuborg, Somersby, Hero, Himalaya, Mahindra, and SsangYong are some of its major customers. (Lemon Pvt. Ltd. 2024.)
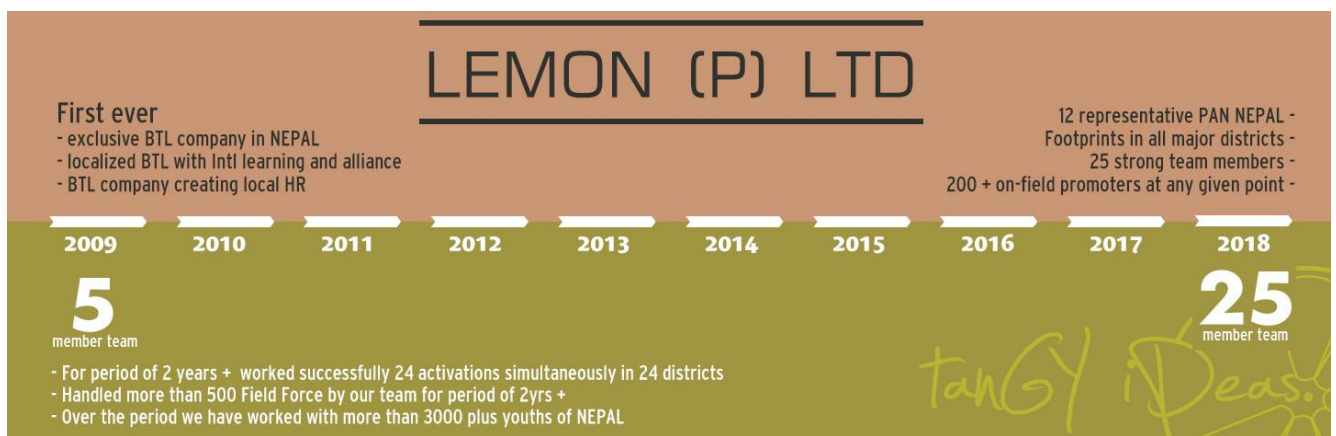
FIGURE 2. Lemon Pvt. Ltd. history and a brief walkthrough (Lemon Pvt. Ltd. 2024)

Pre-2009, Lemon was operating as a local marketing company under a no name (it was a common/ local practice in local communities to have operated with no company name but using the owner's name to refer to the company). Lemon started to use digital marketing strategies and it started to gain more and more new work demands. As a result, Lemon, or officially, Lemon Pvt. Ltd. was established in 2009 with 5 employees as the first ever below-the-line (BTL) marketing and advertising company in Nepal. BTL marketing and advertising concerns marketing products utilizing media channels other than traditional channels like TV or radio. BTL advertising campaigns incorporate catalogs, trade exhibits, email, and targeted SEO marketing. Lemon was the first company in Nepal to localized BTL marketing and advertising with international learning and alliance. It is also the first Nepali BTL advertising company to facilitate local HR. Over the years it has developed significantly and by 2018, it had footprints in all major districts of Nepal with 25 permanent members and more than 200 on-field promoters at any given point. Lemon had 12 representatives in PAN Nepal. For the last two years, Lemon has successfully worked on 24 major activations in 24 districts of Nepal with more than 500 marketing

campaigners and more than 3000 youths of Nepal. Lemon is dedicated to marketing and advertising operations for its customers. It has seven major offerings. (Ujjwal Shakya 2023; Lemon Pvt. Ltd. 2024.)

3.1 Brand activation

An event, campaign, or any other interaction where a business encourages a customer to take action is known as brand activation (Saeed, Zameer, Sajid & Ahmad 2015). This strategy seeks to increase customer loyalty, establish enduring connections with the target market, and raise brand awareness. It facilitates direct customer interaction with a particular company, which helps engage more customers. (Ridho 2021.) Lemon drives brand activations for customer companies where it performs a detailed study about the customer company and determines what their brand stands for, defines their audiences, performs SWOT analysis, explores the tactics to reach the audience, and pro-activates management. Lemon has already accomplished more than 12000 activations and brand activations contributing to more than 3000 of them (Ujjwal Shakya 2023). Lemon successfully executed the largest rural activation for Unilever with the objective of Biodiversity conservation center for the brand Sunsilk to upgrade soap users to shampoo users by penetrating "Haat Bazaars" (i.e., local or open-air market) in rural Nepal with direct reach of more than one million consumers (Ujjwal Shakya 2023).

TABLE 1. Digital marketing effect on brand activation for Lemon

Increased Reach	Using email marketing, digital platforms, and channels, and SEO, brands can interact with potential clients around the world.
Targeted Advertising	Using digital marketing, interests, demographics, behaviors, and locations can be studied by brands which results in higher rates of engagement and better conversion outcomes.
Interactive Content	Introduces the ability to produce interactive and exciting content like interactive ads, videos, polls, and quizzes for use in branding campaigns aimed at catching the audience's eye, upholding brand visibility, and increasing engagement.
Real-time Feedback and Analytics	Allows few brands to assess how effective marketing campaigns have been so far to adjust strategies. Redesigned brand activations perform better due to optimization happening using key performance indicators like social

	media engagement rates or web traffic (which includes unique visits at each page).
Social Engagement	Social media are utilised by brands/consumer products, to promote activity programs, encourage audience-created material and talk with their fans. Additionally, social media is a place where one can post timely updates from the event, real footage as well as clients' recommendations thereby boosting the whole product experience
Personalization	This enables clients to customize their interactions based on consumer preferences, habits, and past brand associations. Therefore, delivery of personal content plus proposals is the way to improve emotional cash bonds between a product manufacturing entity and its consumers, promote trust, and retain clients, mostly aiding stronger brand activations.
Omni-channel Presence	It provides a way for brands to keep their public profile uniform on several online platforms they use which may include social media platforms like Facebook or Instagram, emailing platforms, mobile applications, and websites among others. This method makes sure that a given brand promotion would fit together neatly within all sorts of contact points thereby making sure buyers have something in common while interacting with such brands' products or services in ways that they can remember.

Brands can develop more effective digital marketing strategies for brand activation while mitigating potential hazards and capitalizing on prospects in the digital environment. Table 1 lists all the impacts made by digital marketing on Lemon's way of brand activation. Digital marketing is a potent instrument that helped Lemon improve brand activations by expanding its reach, focusing on niche markets, producing interesting content, tracking results, encouraging engagement, customizing experiences, and staying consistent across media.

3.2 Campaign development

The practice of fostering and continuing coherent brand communication across a variety of traditional and digital marketing media is known as campaign development (Kipp & Hawkins 2019). Lemon tries to understand its client companies' goals and defines a creative brief. The goal could be to raise awareness or boost a given product's sales, service offering's profit margins, or both. Whichever the

situation, Lemon determines how to leverage its customers' brand story during the campaign planning phase. Lemon begins with a customer growth strategy and crafts an audience-resonant narrative. A well-planned campaign from Lemon's marketing team makes all the difference in the Nepali consumer market. Among the 12000 plus activations achieved, Lemon has performed around 3000 activations of campaign development. Lemon successfully organized the internationally acclaimed Black List Party (Ujjwal Shakya 2023) in Nepal with Mika Hakkinen (Wikipedia 2024a), a two-time Formula One champion, who endorsed for "Join the pact to never drink and drive" campaign along with Johnnie Walker (Wikipedia 2024b).

TABLE 2. Digital marketing effect in campaign development for Lemon

Audience Targeting	The feature permits advertisers to focus their promotions specifically toward individual user groups depending on behaviors, interests, and demographics, among other factors. Online platforms, LinkedIn, Google, Facebook, etc. have developed targeting capabilities that enable advertisers to communicate information that is tailored to their desired audience, thus improving chances of winning over.
Data-Driven Insights	By using data-driven insights, marketers can change strategies, messaging, and targeting to improve results immediately.
Content Personalization	Personalized content increases the significance and success of campaigns by driving higher engagement and conversions.
Multi-Channel Integration	Marketers can create cohesive and immersive brand experiences by coordinating messaging and tactics across channels. This drives engagement and conversion.
Real-Time Optimization	It is capable of momentary modification of promotions which are influenced by feedback and performance statistics. Campaign statistics can be viewed by marketeers in real-time, they can identify which areas need to be improved and make immediate changes to increase return on investment.
Testing and Experimentation	Marketers can iteratively drive better outcomes over time for campaign performance by conducting controlled experiments and analyzing results.

Performance Tracking and Reporting	Digital marketing platforms offer robust performance tracking and reporting capabilities which aid in measuring the effectiveness of campaigns using KPIs.

Marketers can develop more effective digital campaigns, leveraging benefits, addressing limitations, taking advantage of opportunities, and mitigating risks to reach campaign goals and drive business results. Table 2 lists all the impacts made by digital marketing on Lemon's way of campaign development. Lemon uses digital marketing to allow marketers to create campaigns that are highly focused, interactive entertaining, data-oriented, and accountable. In comparison to traditional marketing methods, it produces better results and returns on investments. Using digital channels as well as technologies, marketers from Lemon can develop powerful campaigns that align with their audiences, encourage some action-taking as well and drive toward achieving company goals.

3.3 Product launch

Product launch means a company's effort to introduce and make a newly developed commodity available in the market for buying (Rautela 2021). The process of product launching has diverse objectives besides enabling customers to purchase the new product. It creates consumer excitement around upcoming product releases; and allows early users to provide insightful information on how it feels and operates while promoting corporate identity within different sectors of business. Lemon develops a product launch strategy and roadmap for its customers, and it makes sure its crew has effectively performed according to its roadmap. It performs necessary tests and upon successful completion, it trademarks it with QA standards. Lemon further outlines the sales and marketing drafts for the launch of the product and trains the customer sales team on the new product. It also develops and reviews the customer's journey for buying the product and ensures the process is streamlined and easy. Additionally, Lemon helps customers set sales and success KPIs and finally conducts a product launch pre-mortem to alleviate risks and hurdles. To date, Lemon has facilitated more than 2500 product launch activations. Lemon successfully organized a premium theme event party replicating the ambiance of 70's for the launched of John Walker & Sons Odyssey (Johnnie Walker) amongst the top corporates which comprises top-notch Chairman & CEOs of major businesses in all Nepal (Ujjwal Shakya 2023; Lemon Pvt. Ltd. 2024).

TABLE 3. Digital marketing effect in product lunch for Lemon

Pre-launch Buzz	Brands can pique the interest of their target audience through teaser campaigns, countdowns, sneak peeks, and teaser videos, and build anticipation leading up to the launch.
Targeted Advertising	Brands can reach their audience segments and generate interest in the new product by utilizing PPC, SEO, and online advertising.
Content Marketing	Brands can produce different forms of content such as infographics, videos, articles, blog posts, and case studies which serve to inform their audiences about the new product, as well as, indicate its characteristics, limitations, and advantages.
Social Media Engagement	Companies can take advantage of social media platforms to start giving hints (teasers) about upcoming products, behind-the-scenes content, user-generated media, and current updates concerning the event one is to launch. Moreover, thanks to social media, it is possible to communicate directly with clients through comments and messages or conduct surveys thus gaining instant customer loyalty in addition to gathering comments at once.
Influencer Marketing	Enables influencer partnerships in which influencers produce genuine reviews, content, tutorials, or endorsements for the new product they are promoting to their followers. By doing this potential customer trust is created and unknown groups are reached.
Email Marketing	Email marketing is a vital tool in turning prospects into buyers as well as keeping customers updated on new product releases and launch information. This is through sending teaser emails, sneak previews, and early access deals among other things; all intended to lead more people to the product page where pre-orders can be made or signups encouraged.
Analytics and Optimization	It avails essential information and data analysis that allow brands to follow up on the performance of their latest campaigns as they happen, get clues about how efficient they are in their marketing strategies, and adjust based on facts to maximize outcomes.

Digital marketing can be a game changer in affecting product lunch through tools and strategies to create awareness and enthuse anticipation thereby maximizing engagement. Consequently, Lemon marketers could carry out more efficient digital product unveiling campaigns that capitalize on strengths, compensate for weaknesses, exploit opportunities as well as deal with threats to realize launch goals and motivate product uptake and sales. Table 3 lists all the impacts made by digital marketing on Lemon's way of product launch. Lemon with the utilization of digital marketing empowers brands to execute strategic, targeted, and engaging campaigns that drive awareness, interest, and demand for new products during the launch phase. By leveraging various digital means, content formats, and engagement strategies, brands can create impactful product launch experiences that align with the audience and lead to significant growth.

3.4 Retail merchandising

Retail merchandising (Cant & Wiid 2020) is a method used by retailers, brands, and other product companies to arrange their inventory and make their merchandise available in stores. It encompasses strategy, which includes product placement, design, and other tactics, as well as execution, which involves shelving things and putting up displays. Encouraging purchase is the main objective of merchandising. It is also termed as trade marketing. Careful planning, execution, administration, and analysis are necessary for successful retail merchandising. A company's identity can be vividly, consistently, and memorably represented through retail merchandising, which contributes to the strong market presence and devoted customer base that maintains high retail brand equity. Revenue always rises on average because of constant branding. Lemon determines the correct product placement for the customer including the location in their store. It makes sure the right product with eligible markings (e.g., product expiration dates) is displayed and shelved. Item counts on shelves and in back-room inventory are aligned accordingly. It also decides on the count of facing items per SKU. Lemon also ensures sufficient and accurate signage and makes full use of floor and shelving space. To date, Lemon has facilitated more than 2000 retail merchandising activations. Lemon conducted various road shows making footprints in 13 zones and more than 60 districts of Nepal (Ujjwal Shakya 2023).

TABLE 4. Digital marketing effect in retail merchandising for Lemon

Increased Online Presence	By the use of e-commerce sites, mobile applications, and social networking sites, retailers can now establish and grow their presence

	online. Through this wide digital presence, they can also get to customers over a wide geographical area which includes out-of-the-store locations that physical stores operate in.
Omni-channel Integration	It enables the blending of online and offline marketing procedures to bring about a seemingly uniform shopping feeling for consumers across diverse contact platforms. Physical store sales gains can be magnified by business persons using techniques like click-and-collect, ship-from-store, and all things digital while at the same time drawing clients to their physical stores.
Personalized Recommendations	By leveraging techniques such as recommendation engines, retargeting ads, and email marketing segmentation, sellers can modify merchandising approaches to specific client interests and behavior, enhancing the relevance and effectiveness of product promotions.
Dynamic Pricing	Retailers can maximize their sales and profitability through price optimization tools and algorithms while at the same time keeping modest prices in the market.
Data-driven Merchandising Decisions	By analyzing customer demographics, shopping behavior, purchase history, and website interactions, retailers can increase perceptions of customer preferences, inclinations, and demand patterns, guiding product assortment, inventory management, and promotional strategies.
Content Marketing and Product Discovery	Allowing retailers to make captivating content such as product videos, tutorials, user-generated reviews, and blog posts for showing off goods and prompting buying choices, improving item-finding processes, educating clients on the traits and advantages of a given item, and separating them from other brands even when the market is crowded.
Social Commerce	Social commerce is supported, this allows sellers to use online media tools. Sellers who integrate e-commerce functionality within their social media can take advantage of user-produced content as well as social advertising to increase visibility and boost sales effectively, within an engaging visual environment.

Retail merchandising has transformed enormously due to digital marketing. It influences different ways of marketing, promoting, and selling products in retail environments. Retailers need to develop better digital marketing plans for retail merchandising that would engage, retain customers, and improve sales by identifying their strengths, weaknesses, threats, and opportunities. Table 4 lists all the impacts made by digital marketing on Lemon's way of retail merchandising. Lemon has transformed retail merchandising by enabling retailers to leverage data-backed perceptions, custom-made understandings, omnichannel integration, and innovative promotional strategies to drive sales, enhance consumer involvement, and remain competitive in the fast-changing retail scene.

3.5 Event management

Event management is organizing, planning, scheduling, and executing events of all sizes from small business meetings to large conferences, exhibitions, festivals, weddings, music concerts, and sports events (Rajab 2021). It also includes coordinating multiple aspects and details to ensure effective event execution. Lemon performs a multitude of tasks for customers from conceptualizing, planning and logistics, budget management, venue management, supplier and vendor coordination, marketing, and promotion, sending out invitations, registration and ticketing, planning entertainment, program development, on-site management, to even organizing after-event activities and post-event evaluation (Abdullahi, Kilili & Günay 2021).

Creating a delightful and unforgettable experience for every guest and partner is Lemon's priority. Thus, Lemon assures that every event management they undertake, everything goes well and, a good experience. Lemon has successfully organized more than 2000 events since 2009. Lemon was an integral part of the key team that conceptualized and executed the first-ever All Nepal School Students Skills & Talent Competition for Dabur Nepal by organizing a national-level event "Real School of Nepal" for the years 2012 and 2013. It is an ongoing annual event which takes place every year. Lemon also successfully executed the biggest rock concert for Ncell traveling across Nepal (even in small towns) with above 10,000 audiences at any given point. (Ujjwal Shakya 2023.)

TABLE 5. Digital marketing effect in event management for Lemon

Increased Reach	The capacity of event organizers to reach a wider population out of their localities is opened up. Advertisements aimed at individuals

	whose demographics and geographic locations are known can also be done using social media, email marketing as well as online platforms to attract people to such events.
Targeted Advertising	When utilizing digital marketing resources, event planners will be able to develop advertisements that will target selected groups using their preferences, conduct, or demographics such that they can reach out to people who are interested in joining such events.
Engagement and Interaction	On social media platforms, there are many chances to directly communicate with possible participants. Making updates or posting behind the scene footage triggers excitement about that function through user-produced materials such as photos or videos among other things.
Data Analytics	To evaluate how well their promotion is working and to ensure future marketing campaigns are successful, event organizers are tracking metrics like social media involvement, website traffic, and email access ratio.
Online Ticketing and Registration	It makes it easier for event attendants to purchase tickets and respond to events through the facilitation of online ticketing and registration processes. Ticket sales promotion and incentivization of early registration can be achieved through social media channels as well as email marketing by the event organizers.
Cost-Effectiveness	In contrast to conventional marketing means like printed ads and mail, digital marketing generally tends to be extra cost-effective. This means, that by spending money on online advertising as well as promotions that bring out the highest ROI, event planners can assign their marketing budgets more efficiently.
Real-Time Communication	Provides real-time communication with attendees that occurs either before, during, or after the event. This communication celebrities can use to relay last-minute event updates, reminders, and surveys to obtain feedback from the public or maintain audience involvement.

Event organizers can develop more effective digital marketing strategies for event management to drive attendance, engagement, and overall event success. Table 5 lists all the impacts made by digital

marketing on Lemon's way of event management. Lemon, utilizing digital marketing prominently shapes the triumph of events by expanding reach, enhancing engagement, and providing valuable insights for optimization. It has become a vital part of event management strategies in the present era.

3.6 Market research

Market research (Busca & Bertrandias 2020) refers to a structured effort to accumulate information about target markets and customers beginning with who they are. Corporate strategy cannot do without it and it is the mainstay in the struggle for competitiveness. Lemon has investigated several areas of the market concerning customer product-in-context and competitor analysis for a significant amount of time. Lemon defines focus groups; performs surveys, questionnaires, and interviews; carries out observational and secondary research; collects and analyses data; segments the market; and performs competitive analysis. It helps to understand who the potential buyers of the product are, who the consumers of the service are; who the competitors are; and how to accurately deliver distinguished value compared to any other provider of the same product in the same market. Lemon successfully conducted innovative market research for Surya Nepal. Lemon also successfully executed, the Dream Home Contest, a 6-month-long consumer engagement market research campaign on behalf of Asian Paints Nepal (Ujjwal Shakya 2023).

Lemon marketers can foster more successful digital marketing approaches for market research to extend valuable insights and inform strategic decision-making. Table 6 lists all the impacts made by digital marketing on Lemon's way of market research. Digital marketing plays a critical role in market research by utilizing rich data, insights, and tools for understanding customer behaviors, gathering feedback, and analyzing market trends for Lemon. To make informed strategic decisions, and optimize marketing activities for competitive advantage within the current dynamic environment, firms must leverage digital marketing channels effectively.

TABLE 6. Digital marketing effect on market research for Lemon

Customer Analytics	Firms may collect data on their website visitors, online engagement, etc., through analytics tools and metrics. The information enables the companies to understand their audience demography and tastes as well as determine their purchasing behavior which in turn guides their market research endeavors.

Targeted Advertising	On LinkedIn Ads, Facebook Ads, and Google Ads, among various platforms, advertisers can access their dream market segments and learn how well their different creatives, messages, and targeting parameters are doing. This particular method enables the companies to test assumptions and refine their marketing strategies immediately after they get feedback.
Social Listening	Businesses can leverage insights about customer opinions, preferences, and pain points by following their marketing research objectives to pick up keywords, hashtags, and mentions that are related. This makes social media analytics more effective through large-scale data examination made possible by tools including Brandwatch, Sprout Social, and Hootsuite among others.
Online Surveys and Feedback	Email marketing, social media, and website pop-ups are strategies that businesses can use to ask their target audience and get important information regarding customer satisfaction, what products they prefer, and how they view their brand. This can be done by using some of the various online survey tools such as Typeform, Google Forms, and SurveyMonkey that allow businesses to do it themselves without much hustle through designing questionnaires and then sending them out for feedback analysis that may guide them in making decisions.
Competitor Analysis	Competitor monitoring tools such as Ahrefs, SEMrush, and SimilarWeb are handy for enterprises to observe competitor web traffic, keywords they target, backlinks they are obtaining, and even the kind of advertisements they are running. To do this right, all they need to do is analyze competitors' data in such areas as market trends thereby evaluating their progress against others as well as new ideas that can propel them beyond the rest of their kind about profitability and expansion.

3.7 Rural outreach programs

Rural outreach programs are established with a focus on issues that are peculiar to rural settings, such as possibilities, challenges, and demands (Hegde, Jayaraman, Bhaskaranarayana, Srivastava, Raj & Ghosh

2007). They aim at increasing rural people's reach for essentials, prosperity, and their well-being. It enables working together for communities and a set goal. It overcomes the distance barrier in rural areas and brings outreach to people (Moyo & Tengeh 2021). Lemon assists its NGO and GO customers to achieve outreach in desired rural locations. The areas that Lemon facilitates are very wide from healthcare services; education and training; agricultural support; infrastructure development; economic development; community development; social services; environmental conservation; and cultural preservation to disaster preparedness; and many more. Lemon walks hand-in-hand with its customers and partners to ensure outreach programs correctly address the diverse demands and difficulties that rural communities face, encourage sustainability, resilience, and inclusive development, and guarantee that every citizen has access to chances for a higher standard of living. Lemon completed a door-to-door awareness program for Ncell with the concept of "NCELL DAI" reaching out to more than 20,000 rural homes within 2 months in media dark, hilly, remote destinations of Nepal to further penetrate the telecom services in rural regions. "Healthy Huncha Hamro Nepal" was a key activation done for Pepsodent toothpaste across Nepal reaching out to more than 2000 schools in remote communities (Ujjwal Shakya 2023).

TABLE 7. Digital marketing effect in a rural outreach program for Lemon

Increased Awareness	Through SEO, online campaigns, and directed digital promotions, these programs can reach individuals living in remote areas who may not have been aware of their services otherwise.
Targeted Messaging	To address problems to do with healthcare, education, gainful employment, and agricultural funding, they can develop content that is tailored towards rural audiences.
Engagement and Education	Rural outreach programs can interact with rural communities on a more personal level through social media, newsletters via emails, and online forums and may be able to provide residents with valuable information, resources, and educational content to respond.
Mobile Accessibility	Many rural areas largely access the internet through smartphones. To appeal to rural residents regardless of place or gadget, digital marketing plans could be refined on mobile platforms.
Community Building	Provide rural outreach programs to enable the residents to come closer together on the internet. In doing so, they can design social media

	groups or forums through which people relate by sharing experiences while supporting each other especially when it comes to local matters.
Data Analytics	Programs can follow statistics to find out which strategies yield the best results and use data to support their choices regarding subsequent marketing initiatives.

Firms can advance more active digital marketing policies for rural outreach programs, to foster meaningful engagement and positive impact within rural communities. Table 7 lists all the impacts made by digital marketing on Lemon's way of rural outreach program. To connect with and help rural communities rural outreach programs of Lemon can leverage digital marketing. This way such programs will broaden their horizons, communicate with the inhabitants of different areas, and bring happiness to rural people and families.

4   DIGITAL MARKETING EFFECT ON LEMON

Lemon adopted digital marketing ever since the firm was founded in 2009. It has benefitted hugely and the company has grown significantly over the entire duration. Its initiatives contributed to Lemon's goals related to market position, client involvement, and sales accomplishment. Lemon was able to strike a balance between its offerings and corresponding market strategies. A SWOT analysis was done to look into its effect on Lemon offerings. Over the years, the story of how much Lemon's general growth has benefited from digital marketing has been represented by distinctive company figures, such as workforce growth, job activations, and revenue.

4.1 SWOT analysis

A SWOT analysis is a tactical planning instrument utilized to detect and estimate the threats, opportunities, weaknesses, and strengths confronting a firm or task (Hill & Westbrook 1997; Puyt et al. 2023). It presents a thorough synopsis of the involving considerations that can effect its performance and competitiveness. In Figure 3, a SWOT analysis of digital marketing was carried out on Lemon offerings. This understanding contains beliefs, potentials, and reality checks about brand activations, campaign developments, product launches, retail merchandising, event management processes, market research, and rural outreach.

Strengths mean the bright side of an organization which is useful for it to be successful and productive according to its objectives, these are the capacities, assets, and resources that make the organization different from its competitors and help it be the best in its field or industry. Digital marketing has a sustainable effect on all of Lemon's offerings. Cost efficiency; personalization; creative flexibility; educational content; targeted advertising; omnichannel integration; reach, visibility, and accessibility; real-time engagement and feedback; and data-driven analysis and decision-making are some of the strengths induced by digital marketing on Lemon's offerings. Lemon is among the best-performing firms amongst others in Nepal based on these factors. For Lemons to capitalize on its strengths, it has to identify them first and then use them as a leverage point for improvement of its competitive position while similarly aiming at achieving sustainable growth in the long term. Besides the competitive advantages over other competitors, Lemon has benefited in economic significance and reputation as a

market leader. The growing number of customer base and the rate at which it performs the activations is the outcome of its positive influence.

FIGURE 3. SWOT analysis on Lemon's offerings in relation to digital marketing

Weakness refers to areas that detract from a company's performance and competitiveness. The firm can lack resources, be deficient, or be vulnerable and all these are its weaknesses. This will help Lemon understand what needs to be improved so as not to fail in areas of weakness. Ad fatigue, digital divide, adoption bias, language barriers, cultural sensitivity, technical challenges, platform dependency, content management, infrastructure challenges, limited internet access, skill and knowledge gap, data and privacy concerns, and saturation and competition are some of the weaknesses of digital marketing that detracts Lemon's offerings in overall. However, identifying weaknesses is Lemon's first step towards

addressing them and improving organizational performance. By acknowledging and mitigating weaknesses, Lemon can strengthen its competitive position, enhance its capabilities, and place itself towards a continuing accomplishment in the market.

Opportunities represent favorable circumstances or developments outside the organization that present avenues for growth, expansion, or improvement. Lemon can identify and seize opportunities as they arise if it wants to make the most of its potential and continue competing in the market. Enabled by digital marketing's induction on Lemon's offerings are such opportunities as social listening, personalization, local partnerships, data analytics, data-driven insights, emerging technologies, social media influencers, content marketing and analysis, cross-channel integration (online and offline), mobile marketing and optimization and others. Lemon can stay ahead in the long run, by taking advantage of opportunities for the company's strengths use competition as a tool in managing weakness or simply escaping danger. For Lemon to grow, it must make use of available market chances.

Threats also known as risks or adverse events that occur in the external environment of the organization and can affect its ability to achieve its goals or maintain an advantageous position are presented. Lemon's readiness to face danger, elaborate on possible outcomes, and reduce probable weaknesses cannot ignore the fact of the matter. There are a number of threats existing due to the occurrence of digital marketing on Lemon's offerings, for instance, technical limitations; obsolescence and glitches; data security risks and privacy; regulations; competition and competing priorities; negative feedback amplification; platform dependency; cultural resistance; regulatory changes; counterfeit products; budget constraints; digital divide; sample bias; adblocking; price wars. Lemon's assets protection and competitive position maintenance are paramount in the light of risk avoidance and consequent threat management. Thus, businesses are encouraged to be prepared for risks and look for ways of dealing with them so that they can become successful in the long run.

4.2 Impact on Lemon Pvt. Ltd's year-on-year annual figures, 2009 – 2023

Digital marketing is a vital apparatus for all firms to engage with their audiences, improve brand visibility, and motivate sales. Lemon has had its fare share of impacts from digital marketing hence the expansion of its territories, increased customer conference levels, winning of bids or tenders for both new client projects among others, and an increase in sales and revenue. Digital marketing's lower costs

and greater targeting capabilities have helped Lemon achieve significant growth without breaking the bank and as well offered a higher return on investment.
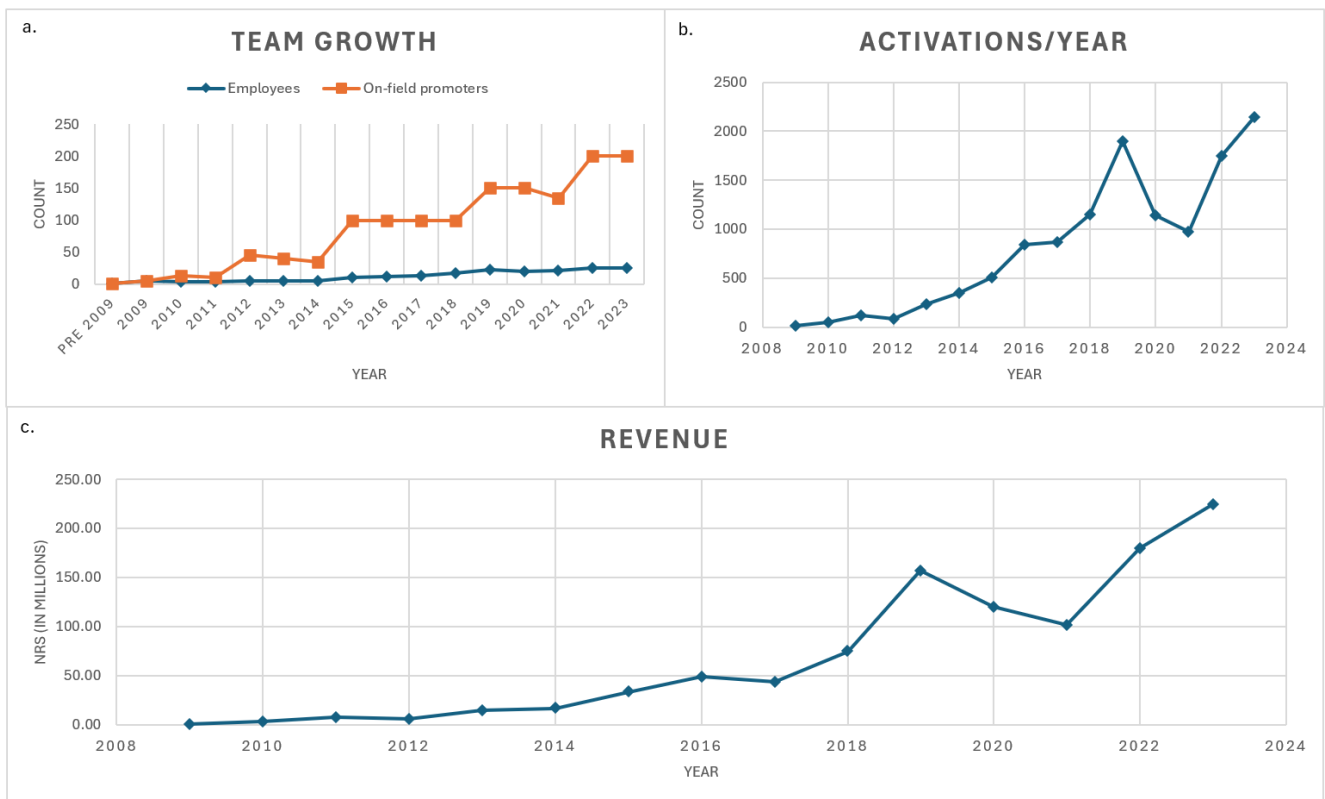

FIGURE 4. Lemon Pvt. Ltd.'s annual figures for the last 15 years (unpublished, based on commissioner-provided data) a. team size (employees and on-field promoters) b. work activations per year c. revenue each year

The digital marketing effect is also seen in Lemon's annual figures. Figure 4a. depicts the yearly growth of Lemon in terms of team size including both employees and on-field promoters. Lemon started with 5 employees and 5 on-field promoters in 2009, the personnel size grew progressively every year with 25 employees and 200 plus on-field promoters by 2023. This shows that in the last 15 years, the team size quintupled and on-field promotors increased by 4000%.

The trend is positive on the number of works or contracts won by Lemon every year as shown in Figure 4b. In the first year, the number of work activations contracted was 17 and it quickly rose to more than 100 activations in the third year i.e., 2011 and by 2015 Lemon was already doing 500 plus activations yearly. It progressively grew bigger to 1150 activations in 2018 and 2023 witnessed the most work completed as of 2143 activations that year. By 2023 Lemon started to acquire approximately 120 times more Activations annually compared to just 17 in the first year.

In terms of revenue as well, Lemon has benefitted hugely from the application and adoption of digital marketing and its approaches. Figure 4c. shows the yearly revenue generation for Lemon from 2009 to 2023. Since the start, Lemon's revenue has significantly grown bigger, with approx. 1 million (NPR) in the year 2009 to 225 million (NPR) in the year 2023. This trend is on the rise.

Overall, all these numbers picture the positive growth of Lemon, both in terms of financial and market growth. This growth indicates a direct and positive digital marketing effect on Lemon and its products.

5   CONCLUSION AND DISCUSSION

Lemon started marketing operations in 2009 and quickly it gained success. Lemon offered seven different offerings suiting the Nepalese market and customers. Since the very beginning, it adopted digital marketing, its strategies, and the practices associated with it. Along the journey, it tailormade its offerings as well to fit the digital marketing goals and benefitted hugely. Consequently Lemon saw an increment in the number of employees, its market base, the number of work it received, and revenue made through profit. In a digital marketing organization like Lemon, the effects are extensive and varied. Utilizing digital platforms like Instagram and Twitter etc. Lemon was able to reach out to more individuals while at the same time connecting with them in an interpersonal way as well as ensuring that their clients get measurable outcomes. Besides Lemon keeps changing its ways in keeping up with the varied technologies as well as serving its customers. The firm's digital strategy has constantly evolved promoting innovation and adaptability. Ultimately, it is through digital marketing that Lemon has been able to give remarkable results to its clients and empower the company's growth and success.

Digital marketing is an essential element of contemporary businesses. By examining different techniques and their results, one can see that digital marketing significantly affects brand recognition, customer involvement, and thus company performance. The revolution of corporate-customer relationships came about with the capability to reach worldwide clients, personalize messages, and gain practical information from data. These suspicions trick us that we can safely use digital platforms without complication. They also insist on maintaining pace with the fast-changing technologies as well as making sure that our information remains private. Nevertheless, today's fast-moving market places award competitive advantage to corporate entities benefitting from the successful deployment of online and digital tools.

Its potential is promising with the expectation for more novelty and a corresponding adjustment based on the customer's behavior as well as industrial changes that would need to be adapted to. In other words, as companies keep on being flexible, there would be an urgent call for continuous exploration together with testing whatever might be possible in order for one to realize the utmost success via internet selling, which brings profit while establishing strong ties with the consumer.

It could be said that digital marketing isn't just a tool used to enhance the visibility of brands, but it is a facilitator for transformation that makes it possible for companies to prosper according to the current

trends of an increasingly networked and internet-dependent world. During this time when people have adopted new possibilities and taken risks in adapting to the digital era, it is evident that this type of marketing is not temporary but an essential part of contemporary business strategies.

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