

Personalized Strategies and its Efficiency in Cloud Technologies in Social Media Marketing

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Abstract—This research examines the efficacy of personalized techniques in cloud marketing with an emphasis on five key areas: individualized service, specific suggestions, fluid communication, protected data, and improved assistance. Both primary and secondary sources were used to compile information for this study's analysis. There was a wide range of ages, genders, and professions represented among the 112 people who filled out the survey. To gather quantitative primary data, we administered structured questionnaires, while to compile secondary data, we reviewed the relevant literature and previous studies. The research shows that cloud marketers should prioritize individualized approaches. The vast majority of survey takers would rather have individualized experiences and pertinent suggestions made just for them. In addition, it was determined that an integral part of a satisfying experience was a streamlined integration with cloud-based marketing tools. A sizable fraction of respondents highlighted the significance of maintaining their privacy and the security of their data. Improved customer service was also cited as crucial to retaining existing customers. The results as a whole point to the fact that customer engagement and happiness may be greatly increased through the use of customised techniques in cloud marketing. However, data privacy and security must be top priorities for businesses if they want to earn customers' trust. Delivering first-rate customer service can alleviate worries and reinforce ties with regular clients.

Keywords: Customized advertisement, cloud marketing, online user data, big data.

Introduction:

In digital marketing, "personalized strategies" refer to the practice of adapting one's tactics and messages to the unique requirements of each consumer or group of consumers. Delivering personalized information, offers, and experiences to each customer requires integrating data-driven insights and technology. A more tailored and engaging customer experience is the goal of personalized methods in digital marketing, which in turn boosts customer happiness, conversion rates, and brand loyalty. Marketers can create personalized strategies that are more likely to be effective by using customer data including demographics, browsing behavior, purchase history, and preferences. Email marketing, website content, social media, advertising campaigns, and more may all benefit from personalized techniques in digital marketing. Personalized marketing strategies frequently used nowadays include:

- Displaying customized content to each user based on their interests and previous purchases is an example of dynamic content.
- Customized email marketing involves using subscriber information to send messages with tailored subject lines, product suggestions, and special discounts.
- Advertising in the digital realm that is tailored to the preferences and habits of the person viewing it is called behavioral targeting.
- Landing page customization refers to the practice of developing pages with the express purpose of providing a unique and individualized experience for a target audience or a single consumer.
- Recommendations tailored specifically to the user's tastes and interests are generated through the use of collaborative filtering and machine learning techniques.

The term "cloud marketing" is used to describe the practice of running promotional efforts and other business processes through a cloud computing

environment. To store, analyze, and manage marketing data and carry out marketing campaigns, businesses are increasingly turning to cloud-based software, infrastructure, and services. To put it simply, cloud marketing is the practice of making use of the scalable and adaptable tools made available by cloud service providers. This paves the way for marketing automation and the provision of individualized customer experiences across numerous channels, as well as the efficient collection, processing, and analysis of massive amounts of data. There are many important applications and advantages to cloud marketing:

- Data analysis and storage: Marketers can now safely keep and process massive volumes of customer data, such as demographics, preferences, and behavioral insights, on cloud-based storage and analytics platforms. Marketers can utilize this information to better understand their audience and tailor their strategies accordingly.
- Automation tools for marketing tasks are a common feature of cloud-based marketing platforms. Email marketing, social media posting, lead nurturing, and campaign management are just some of the activities that can be automated by marketers.
- The marketing resources of a company can be increased or decreased as needed with cloud-based marketing solutions. This pliability aids in accommodating demand changes and enables marketers to swiftly react to shifting market conditions.
- Marketing teams may work together more effectively with the use of cloud-based marketing platforms, which allow for the streamlined exchange of information, resources, and ideas. Marketers' efficiency and collaboration are boosted by the fact that these tools are web-based.
- Value for money: With cloud advertising, businesses save money by not having to buy and maintain costly servers and software. Instead of spending a ton of money all at once, they can pay as they go for the materials they need.

Objectives of the study:

1. To assess the impact of personalized strategies in cloud marketing on customer engagement and conversion rates
2. To examine the efficiency and cost-effectiveness of personalized strategies in cloud marketing

Literature Review:

1. **Chandra, S., Verma, S., Lim, W. M., Kumar, S., & Donthu, N. (2022)** Marketing personalisation entails adapting products and services to client preferences. Personalized experiences improve consumer satisfaction and loyalty. Personalization reduces client weariness and decision-making time. Customer cognitive load decreases. A complete examination of customized marketing literature is needed to unify the field's intellectual foundation. The literature lacks clarity and consistency due to the lack of a unifying framework, hampering individualized marketing research. A bibliometric review using performance analysis and science mapping fills the gap in the literature. This literature study examines 383 publications to determine publication and citation patterns and the most influential authors, journals, and publications in personalized marketing. The review highlights six major themes in personalized marketing research: personalized recommendation, personalized relationship, personalization-privacy paradox, personalized advertising, personalization concept and discourse in marketing, and customer insights. AI, big data, blockchain, IoT, and wearables can improve targeted marketing, according to the report. The report suggests studying these technologies to discover new ways to tailor experiences across online and offline channels.
2. **Valdez Mendia, J. M., & Flores-Cuautle, J. D. J. A. (2022).** Omnichannel business concepts include physical and digital customer touchpoints. A hyper-personalization strategy relies on the organization's ability to gather and transform customer data into personalized experiences, so it serves two main purposes: to deliver personalized experiences and increase customer numbers. Hyper-personalization requires data basis, judgments, design, and distribution. Customer master data management relies on correct

customer identification, but meaningful customer insight can only be reached when three forms of customer data are gathered: Identity, Contactability, and Traceability (I, C, T), fulfilling the first aspect of a hyper-strategy. This article examines how real-time touchpoints linked to a customer Master Data Management that integrates the three categories of customer data can increase the number of customers who can receive hyper-personalization.

3. **Li, W. (2022).** Big data and IoT cloud platforms assess precision marketing. MySQL and MongoDB efficiently store cloud data. Time-slotted IoT temporal data optimizes massive reading. MongoDB clusters IoT data. Second, utilizing her job experience and pertinent theories, the author evaluates big data marketing's macro-, micro-, and industry contexts. User needs, alliance data mining, and data products are part of service models. Mobile telecoms superseded fixed and triple play. Cloud computing and the IoT altered telephony. Development challenges operators. After-sales and operation supervision, and self-service and consultation modes based on users' cognition and competence of the service, provide standardized data mining service assurance. Customize data mining. Group intelligence and multicase experience ensure intelligent data mining. Empirical research is Big Data Industry Alliance's data mining services. This article's data mining service model confirms the alliance's scientific and rationality and improves management.

4. **Grigorios, L., Magrizos, S., Kostopoulos, I., Drossos, D., & Santos, D. (2022)** Online tailored advertising is gaining scholarly attention due to its appeal among marketers. The impact of how advertisers obtain customer data on ad effectiveness has been relatively understudied. Consumer sentiments and data collection are disregarded. Two research addressed these critical literature gaps. Overt user data gathering yielded better cognitive, attitudinal, and behavioral responses than covert methods. Our data also showed that these data collection techniques can be enhanced (e.g., happiness and pride), attenuated (sadness), or eliminated (guilt) depending on the consumer's emotion while

viewing an ad, supporting the self-validation hypothesis.

5. **Khemiri, M., & Jallouli, R. (2022)** New technology can personalize products and services, especially mobile services. Technology-based personalisation drives mobile service acceptance, according to research. Some studies show that personalization moderates or mediates the relationship between the Unified Technology Acceptance and Utilization Theory (UTAUT) adoption factors and the intention to adopt technology-based services. Other academics believe personalisation causes technology-based service adoption. This study reviews the effects of AI, Big Data, IoT, and Block Chain on mobile banking personalisation. This study also synthesizes information on personalisation and mobile banking usage and intention. This research presents a conceptual approach for mobile service empirical research. Results and discussion may inform empirical research.

6. **Pratiksha, M Kavitha (2023)** Effectiveness of cloud technologies in Digital Marketing. International journal of economic perspectives, 17(2). Cloud technology is a vital part in the modern marketing mix, it is unavoidable when compared to other modern marketing tools, because everything became online, so the need for the acquirement of new technology is needed, in digital marketing the use of cloud technology is varied from the use of other sectors, because marketing is connected with every online presence of consumer, the data collected from the consumers based on their online user activity, marketers segregate the data needed to them according to their marketing objectives, with the help of cloud technologies, cloud is a online virtual server which allows user to store, retrieve and use data whenever they want from anywhere remotely, this is the most important factor which helps marketers. This paper studies about how the cloud technologies impacted the trend of digital marketing, researcher used secondary data collected from previously published journal, theses, websites, blogs etc., author conclude that digital marketing been effectively used and the level of customer satisfaction is high

Data analysis and Interpretation:

Table showing the demographic profile of the respondents

Category	Variables	Frequency	Valid Percent	Cumulative Percent
Age	Less than 20	14	12.5	12.5
	20-30	38	33.9	46.4
	31-40	28	25.0	71.4
	41-50	18	16.1	87.5
	Above 50	14	12.5	100.0
	Total	112	100.0	
Gender	Male	33	29.5	29.5
	Female	79	70.5	100.0
	Total	112	100.0	
Educational Qualification	SSLC	17	15.2	15.2
	HSC	37	33.0	48.2
	UG	23	20.5	68.8
	PG	22	19.6	88.4
	Diploma	8	7.1	95.5
	Doctorate	5	4.5	100.0
	Total	112	100.0	

The table below details the demographics of the study participants. Approximately one-third (33.9%) of respondents were in their twenties and thirties, while another quarter (25.0%) were in their forties. There were 12.5% of participants younger than 20 and 12.5% older than 50. Seventy-five percent of the responses were

females, while only 29.5 percent were males. Higher secondary certificates (HSCs) were held by 33.0% of respondents, with undergraduates coming in as a close second at 20.5%. The sample had 19.6% people with graduate degrees, 15.2% with bachelor's degrees, 7.1% with master's degrees, and 4.5% with doctoral degrees.

Table showing one-way ANOVA between Age and other factors

Factors		Sum of Squares	Df	Mean Squares	F	Sig.
Customized Experience	Between Groups	17.252	4	4.313	8.387	0.000
	Within Groups	55.025	107	0.514		
	Total	72.277	111			
Relevant Recommendation	Between Groups	26.871	4	6.718	12.808	0.000
	Within Groups	56.120	107	0.524		
	Total	82.991	111			
Seamless Interaction	Between Groups	11.571	4	2.893	4.700	0.002
	Within Groups	65.858	107	0.615		
	Total	77.429	111			
Data privacy and security	Between Groups	25.019	4	6.255	9.064	0.000
	Within Groups	73.839	107	0.690		
	Total	98.857	111			
Enhanced customer	Between Groups	8.423	4	2.106	3.720	0.007

support	Within Groups	60.568	107	0.566		
	Total	68.991	111			

The table presents the results of a one-way ANOVA analysis between age and various factors related to personalized strategies in cloud marketing, namely Customized Experience, Relevant Recommendation, Seamless Interaction, Data privacy and security, and Enhanced customer support. The between-groups sum of squares, degrees of freedom, mean squares, F-values, and significance levels are provided. The results indicate that there are significant differences between age groups in relation to all the factors examined. For Customized Experience, Relevant Recommendation, Data privacy and security, and Enhanced customer support, the F-values are above the critical value, indicating statistically significant differences. This suggests that age plays a significant role in shaping individuals' preferences and expectations in these areas of personalized strategies in cloud marketing. Additionally, the significance levels (p-values) for all the factors are extremely low ($p < 0.001$), indicating a high level of confidence in rejecting the null hypothesis and concluding that there are indeed significant differences between age groups. In contrast, for Seamless Interaction, the F-value is significant at a 0.002 level ($p < 0.01$), reinforcing the presence of age-related differences, although to a slightly lesser extent compared to the other factors.

Conclusion:

In conclusion, the analysis suggests that personalized strategies in cloud marketing have a significant impact on customer engagement and conversion rates. In conclusion, it is crucial to customize marketing strategies based on age groups, as the observed differences in factors such as Customized Experience, Relevant Recommendation, Data privacy and security, and Enhanced customer support indicate. In conclusion, understanding the unique preferences and expectations of different age groups can help marketers create more personalized experiences, resulting in increased customer engagement and

better conversion rates. In conclusion, while the analysis examined the correlation between age

and various factors in cloud marketing, further research is required to fully assess the effectiveness and cost-efficiency of personalized strategies. In conclusion, it is important to consider factors such as return on investment, cost-benefit analysis, and comparative studies when evaluating the effectiveness and financial implications of implementing personalized strategies in the cloud marketing context.

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