

Digital Marketing and Lead Generation Strategies at Ally Production

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Abstract

Digital marketing has become an important part of how businesses communicate with customers, explain their services, and create new opportunities. This study examines the digital marketing and lead-generation practices of event management, focusing on social media marketing, content marketing, website and SEO effectiveness, and customer engagement. Primary data were collected from 50 respondents through a structured questionnaire using a five-point Likert scale. The data were examined using percentage analysis, descriptive statistics, reliability analysis, Pearson correlation, and the weighted average method. Overall, respondents reported moderate perceptions of the digital marketing dimensions considered in this study. The correlation results showed a significant negative relationship between social media marketing and website and SEO effectiveness ($r = -0.3123$, $p = 0.027$), while content marketing had a significant positive relationship with customer engagement ($r = 0.3306$, $p = 0.019$). The remaining relationships were not statistically significant at the 5% level. The findings indicate that event management can improve its lead-generation efforts by creating a stronger link between useful content, customer interaction, website visibility, and inquiry opportunities. A coordinated digital approach can help motivate customers from initial online awareness to meaningful business inquiries.

Keywords: Digital Marketing, Social Media Marketing, Content Marketing, Website and SEO Effectiveness, Customer Engagement, Lead Generation.

Introduction

Digital platforms have changed how organizations communicate with customers. Alongside traditional promotional methods, businesses now use social media, websites, search engines, and online content to reach their target audiences, describe their services, and encourage direct communication. These channels are especially useful for service-based businesses, as potential customers often look for service details, previous work, and convenient ways to make an inquiry before contacting a company.

Event Management operates in a business environment where online visibility and customer interaction can affect the creation of new opportunities. Social media can help the company build awareness and communicate the value of its services, while an informative and well-organized website can help visitors understand what the company offers and decide what to do next. However, being visible online does not automatically produce leads. Customers also need relevant information, reasons to interact, and a convenient way to submit an inquiry.

Based on this context, the present study examines how digital marketing activities are associated with lead-generation effectiveness at events. The study specifically considers social media marketing, content marketing, website and SEO effectiveness, and customer engagement, and examines their relationships with lead generation effectiveness and with each other.

Review of Literature

Dwivedi et al. (2021) examined the use of social media in the business-to-business context, including its adoption, usage, barriers, and measurement. Their review highlighted the role of social media in marketing, customer relationships, and business performance, while also stressing the need for clear strategies for its effective use. This has relevance to event management, where social media can support customer reach, visibility, and lead generation.

Cartwright, Liu and Raddats (2021) reviewed social media use in business-to-business marketing and identified its role in sales, relationship building, and content creation. They emphasized that companies should approach social media strategically rather than use it only for promotion. This is relevant to event management because social media needs to support communication with potential customers as well as lead generation.

Tiwarly et al. (2021) reviewed a large body of research on social media use in business-to-business marketing. The review indicated that many businesses have not yet used social media to their full potential. It can support branding, customer understanding, relationship building, and marketing activities, while also helping firms identify potential customers and strengthen business relationships. These points are relevant to event management because social media can improve visibility and support the search for new leads.

Hawaladar et al. (2022) investigated the effect of digital marketing on sales among business-to-business start-ups in South Asia, considering digital marketing, customer communication, brand image, and sales. Their findings showed that digital marketing efforts can influence sales and that marketing approaches may need to reflect regional differences. For event management, this provides support for considering the relationship between digital marketing activities and business outcomes within the regional context.

Bocconcelli et al. (2022) examined the challenges faced by small business-to-business firms when adopting digital marketing. The study noted difficulties related to limited resources, knowledge, and skills, and showed that approaches used by consumer-oriented businesses may not suit smaller B2B firms. It therefore emphasized the need for digital marketing plans that reflect each firm's resources, capabilities, and operating environment. This is relevant to event management when developing a plan suited to its own resources and target market.

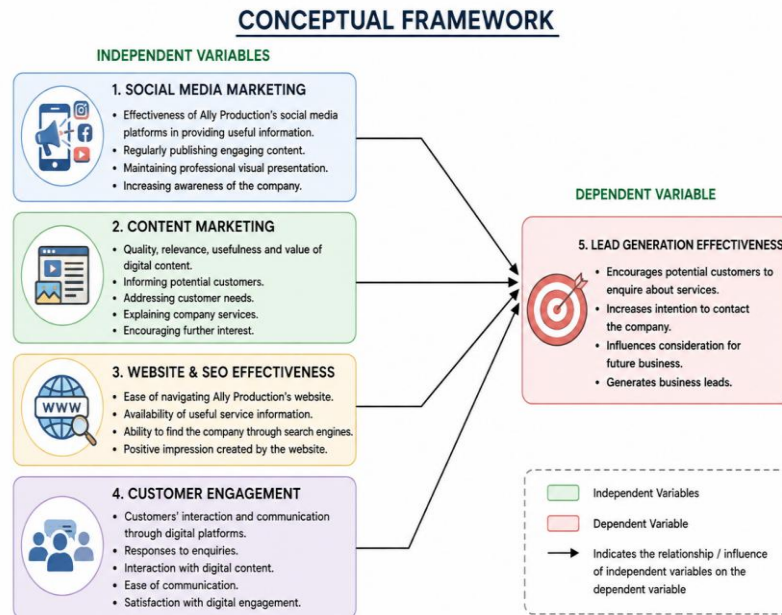
Research Gap

Previous studies have examined social media, digital content, customer engagement, and search visibility in detail. However, less attention has been given to how these activities work together in supporting lead generation within a production-service business. This study addresses this practical gap by examining respondents' perceptions of digital marketing activities in event management and their relationship with lead generation effectiveness. It also considers the relationships among the different digital marketing dimensions.

Objective of the Study

- To assess Social Media Marketing, Content Marketing, Website and SEO Effectiveness and Customer Engagement.
- To examine the relationship between digital marketing variables and lead generation effectiveness.
- To identify areas where event management can strengthen its marketing and lead-generation efforts.

Conceptual Framework



Hypothesis

H₀: There is no relationship between the selected digital marketing variables and Lead Generation Effectiveness.

H₁: There is a relationship between the selected digital marketing variables and lead generation effectiveness.

Methodology

The study used primary data collected through a structured questionnaire. A five-point Likert scale was used, and responses from 50 participants were included in the analysis. The study covered five dimensions: social media marketing, content marketing, website and SEO effectiveness, customer engagement, and lead generation effectiveness. Percentage analysis and descriptive statistics were used to summarize the responses. Cronbach's alpha was used to assess scale consistency, Pearson's correlation to examine relationships among the variables, and the weighted average method to assess the relative importance of the responses.

Analysis

Descriptive Statistics

Variable	Mean	Interpretation
Social Media Marketing	3.270	Moderate
Content Marketing	3.725	High
Website & SEO Effectiveness	4.060	High
Customer Engagement	3.725	High
Lead Generation Effectiveness	3.980	High

Interpretation

Website & SEO Effectiveness recorded the highest mean score (4.060), followed by Lead Generation Effectiveness (3.980). Content Marketing and Customer Engagement each recorded 3.725, indicating positive responses from the respondents. Social Media Marketing had the lowest mean score (3.270), which suggests that greater attention may be needed in this area, particularly to maintain regular and engaging content.

Pearson Correlation Analysis

Variables	SMM	CM	WSEO	CE	LGE
SMM – Pearson Correlation	1.000	0.2688	-0.3123*	0.0226	0.1205
Sig. (2-tailed)	—	0.059	0.027	0.876	0.404
N	50	50	50	50	50
CM – Pearson Correlation	0.2688	1.000	0.0055	0.3306*	0.0670
Sig. (2-tailed)	0.059	—	0.970	0.019	0.644
N	50	50	50	50	50
WSEO – Pearson Correlation	-0.3123*	0.0055	1.000	0.0771	0.0603
Sig. (2-tailed)	0.027	0.970	—	0.595	0.678
N	50	50	50	50	50
CE – Pearson Correlation	0.0226	0.3306*	0.0771	1.000	0.2366
Sig. (2-tailed)	0.876	0.019	0.595	—	0.098
N	50	50	50	50	50
LGE – Pearson Correlation	0.1205	0.0670	0.0603	0.2366	1.000
Sig. (2-tailed)	0.404	0.644	0.678	0.098	—
N	50	50	50	50	50

Interpretation

At the 5% significance level, two relationships were statistically significant. Social Media Marketing had a negative relationship with Website and SEO Effectiveness ($r = -0.3123$, $p = 0.027$), while Content Marketing had a positive relationship with Customer Engagement ($r = 0.3306$, $p = 0.019$). The remaining relationships were not statistically significant, as their p-values were above 0.05. Customer Engagement was positively associated with Lead Generation Effectiveness, although this relationship was not statistically significant ($r = 0.2366$, $p = 0.098$).

Reliability Analysis**Social Media Marketing**

Coefficient	Estimate	Std. Error	Lower	Upper
Cronbach's α	0.4323	0.1174	0.2023	0.6623

Interpretation

The Cronbach's Alpha value for the Social Media Marketing construct is 0.4323 for the four items (Q4–Q7). This indicates low internal consistency among the items. JASP also identifies Q6 as an item that is negatively correlated with the overall scale. Therefore, the reliability result suggests that the responses to the four Social Media Marketing items are not strongly consistent with one another.

Content Marketing

Coefficient	Estimate	Std. Error	Lower	Upper
Cronbach's α	-0.1793	0.4281	-1.018	0.6597

Interpretation

The Cronbach's Alpha value for the Content Marketing construct is -0.1793, indicating very poor internal consistency among the four items. The negative alpha suggests that some items are not moving in the same direction as the other items. JASP specifically identifies Q9 and Q11 as negatively correlated with the scale. Therefore, the reliability of the Content Marketing construct is not acceptable in its present form.

Website & SEO Effectiveness

Coefficient	Estimate	Std. Error	Lower	Upper
Cronbach's α	0.02590	0.4281	-0.8132	0.8650

Interpretation

The Cronbach's Alpha value for Website & SEO Effectiveness is 0.02590, indicating very low internal consistency among the four items. The JASP output identifies Q15 as negatively correlated with the overall scale. Therefore, the reliability of this construct is very low in its current form.

Customer Engagement

Coefficient	Estimate	Std. Error	Lower	Upper
Cronbach's α	0.3462	0.2519	-0.1475	0.8398

Interpretation

The Cronbach's Alpha value for the Customer Engagement construct is 0.3462, indicating low internal consistency among the four items. This suggests that the items measuring Customer Engagement do not demonstrate a strong level of consistency in the present dataset

Lead Generation Effectiveness

Coefficient	Estimate	Std. Error	Lower	Upper
Cronbach's α	0.08861	0.2932	-0.4860	0.6633

Interpretation

The Cronbach's Alpha value for the Lead Generation Effectiveness construct is 0.08861, indicating very low internal consistency among the four items. The result suggests that the items do not demonstrate a strong level of consistency in measuring Lead Generation Effectiveness in the present dataset. JASP also identifies Q20 as negatively correlated with the overall scale.

Findings

The analysis showed that Social Media Marketing and Content Marketing were positively related, but the relationship was not statistically significant ($r = 0.2688$, $p = 0.059$).

A statistically significant negative relationship was observed between social media marketing and website and SEO effectiveness ($r = -0.3123$, $p = 0.027$).

Content marketing had a statistically significant positive relationship with customer engagement ($r = 0.3306$, $p = 0.019$).

Social Media Marketing did not show a statistically significant relationship with Lead Generation Effectiveness ($r = 0.1205$, $p = 0.404$).

Content marketing was not significantly associated with lead generation effectiveness ($r = 0.0670$, $p = 0.644$).

Customer engagement had a positive relationship with lead generation effectiveness, but the relationship was not statistically significant ($r = 0.2366$, $p = 0.098$).

Suggestions

Event Management can improve its digital marketing performance by maintaining consistent social media activity and making sure that posts provide useful information about its services while inviting potential customers to make inquiries. Content may focus on completed projects, service explanations, visual examples, and information that responds to customer needs. The website should remain easy to use, updated, and clearly organized so visitors can understand the services and locate the contact option quickly. Search visibility may also be improved through relevant service-related keywords and clear website information. Above all, the digital channels should be connected so that customers can move smoothly from discovering the company to making an inquiry, with clear calls to action and timely communication.

Conclusion

The study shows that digital marketing has a role in creating awareness, communicating services, and supporting business opportunities in event management. However, the correlation results also show that greater activity through a digital channel does not necessarily produce a direct statistical relationship with lead generation. The significant positive relationship between content marketing and customer engagement points to the value of content that encourages interaction. The significant negative relationship between social media marketing and website and SEO effectiveness further suggests that these activities should be planned in coordination rather than separately. Overall, event management may benefit from an integrated digital strategy in which social media gains attention, content builds interest, the website provides clear information, and customer engagement supports the movement toward an inquiry.

Future Scope of Study

Future studies could use a larger and more diverse sample that includes customers, employees, and actual leads generated through different digital channels. Research could also compare individual platform performance and use actual inquiry, conversion, and customer-acquisition records to provide a clearer picture of digital marketing outcomes. Separate reliability testing for each construct, together with improvements to the questionnaire items, could help provide stronger measurement of the variables.

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