

Impact of Digital Marketing in the challenging age

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Abstract

Digital marketing is one of the ways to promote products and services through digital channels. It extends beyond internet marketing which also includes usage of mobile phones, social media marketing, search engine marketing and other forms of digital media. Digital marketing in India is still in nascent stage, but even the most-pessimistic projections indicate a boom. It is believed that low cost of personal computers, a growing installed base for internet use, and an increasingly competitive internet service provider (ISP) market will help fuel digital marketing growth in Asia's second most populous nation. Indian middle class of 288 million people is equal to the entire US Consumer base. This makes India a real attractive market for digital marketing. This paper attempts to address the aspects of digital marketing in India. The study is purely based on a secondary source of information on literature review and Internet resource review. The reach that digital media has nowadays has given Digital marketing a great platform and will surely take it to sky. But an optimum and focused use of digital media is very necessary for marketing otherwise the consumer which is to be reached may get away which can be seen nowadays by again and again annoying calls of bank's representatives. So it is very important to focus the marketing strategy accordingly.

KEYWORDS: digital marketing, advertising, online marketing, media, search engine.

1.0 INTRODUCTION

Marketing is undergoing a period of intense change, and there are several inflection points on the horizon which will have a transformational effect, so that by the middle of the next decade every facet of marketing will have been changed radically by the digital revolution. Today, the emergence of digital technology has caused great debate, and in some sectors has led to revolutionary change. While 'small advertising' such as classifiers and personals have moved online in a wholesale way, brand advertising has been affected in a more marginal way. Most innovation has been in the form of 'media first' – finding new places to stick advertising. Until very recently there has been little progress in targeting. The proliferation of media has in some way made demographic targeting easier. But it has done this at precisely the same time that demographics have been declining in relevance as a predictor of consumer behavior. There are, however, huge changes on the horizon. Developments in technology will be the catalyst for fundamental change in the way consumers use media, and consequently on how they consume marketing messages.

The broad themes of the new media consumption landscape will be:

- Media consumption will become less collective and more individual
- Sophisticated, multiple pathways to individual consumers will develop
- All media relationships will become interactive to a greater or lesser extent

- Consumers will increasingly determine their own use of media in a much more complete fashion, including deciding when they will accept marketing messages and when they won't
- Metrics which measure 'viewing' rather than 'engagement' will disappear

2.0 OBJECTIVES OF STUDY

- To study scope of digital marketing in Indian market.
- To understand the impact of digital marketing in challenging era.
- To know the advantages of Digital marketing

3.0 RESEARCH METHODOLOGY

The data for the study is collected from secondary data collection tool. Secondary data is the data that have been already collected by and readily available from other sources. The sources of secondary data are collected from journals, books and magazines.

4.0 DIGITAL MARKETING IN INDIA:

For developing countries like India, digital marketing offers considerable opportunity. Digital marketing in India is still in nascent stage, but even the most-pessimistic projections indicate a boom. It is believed that low cost of personal computers, a growing installed base for internet use, and an increasingly competitive internet service provider (ISP) market will help fuel digital marketing growth in Asia's second most populous nation. Indian middle class of 288 million people is equal to the entire US Consumer base. This makes India a real attractive market for digital marketing. To make a successful digital marketing transaction both the payment and delivery services must be made efficient. There has been a rise in the number of companies' taking up digital marketing in the recent past. Major Indian portal sites have also shifted towards digital marketing instead of depending on advertising revenue. Many sites are now selling a diverse range of products and services from flowers, greeting cards, and movie tickets to groceries, electronic gadgets, and computers. With stock exchanges coming digital, the time for true digital marketing in India has finally arrived. On the negative side there are many challenges faced by digital marketing sites in India. The relatively small credit card population and lack of uniform credit agencies create a variety of payment challenges unknown in India. Delivery of goods to consumer by couriers and postal services is not very reliable in smaller cities, towns and rural areas. However, many Indian banks have put the internet banking facilities. The speed post and courier system has also improved tremendously in recent years. Modern computer technology like secured socket layer (SSL) helps to protect against payment fraud, and to share information with suppliers and business partners. With further improvement in payment and delivery system it is expected that India will soon become a major player in the digital marketing market.

While many companies, organizations, and communities in India are beginning to take advantage of the potential of digital marketing, critical challenges remain to be overcome before digital marketing would become an asset for common people. India's digital marketing industry is on the growth curve and experiencing a spurt in growth. The digital marketing travel industry is the biggest segment in digital marketing and is booming largely to the internet-savvy urban population. The other

segments, categorized under digital marketing non-travel industry, include e-tailing (digital marketing retail), digital marketing classifieds and digital downloads (still in a nascent stage). The digital marketing travel industry has some private players such as makemytrip, cleartrip and yatra as well as a strong government presence in terms of IRCTC, which is a successful Indian railways initiative. The digital marketing classifieds segment is broadly divided into three sectors; jobs, matrimonial and real estate. Mobile commerce is also growing rapidly and proving to be a stable and secure supplement to digital marketing due to the record growth in mobile user base in India, in recent years. Growth drivers and barriers are present in equal measures for new digital marketing ventures.

A report by the Internet and Mobile Association of India has revealed that India's digital marketing market is growing at an average rate of 70 percent annually and has grown over 500 percent since 2007.

According to a report by the Internet and Mobile Association of India, more digital marketing users in India are willing to make purchases through the internet. Overall digital marketing industry is poised to experience a high growth in the next couple of years. The 70 percent year on year growth is expected to continue and India's digital marketing market is forecast to reach a whopping US\$50 billion by the end of 2018. The digital marketing market in India was largely dominated by the digital marketing travel industry with 80% market share while electronic retail (e-tailing) held second spot with 6.48% market share.

E-tailing and digital downloads are expected to grow at a faster rate, while digital marketing travel will continue to rule the major proportion of market share. Due to increased digital marketing initiatives and awareness by brands, e-tailing has experienced decent growth.

5.0 GROWTH OF DIGITAL MARKETING

During the year 2000-2001, two major industry associations produced separate reports on digital marketing in India. One was prepared by the National Committee on Digital Marketing set up the Confederation of Indian Industry (CII), while the other was commissioned by the NASSCOM and prepared by the Boston Consulting Group. Both the reports are optimistic about the growth of digital marketing in India. The Confederation of Indian Industry (CII) report estimates the volume of e-commerce to grow to Rs. 2000 Billion by the year 2018. The NASSCOM-BCG report, on the other hand, estimates for the same year that the total volume of digital marketing will increase drastically. Amul, a milk cooperative, is successfully using digital marketing to deepen its brand loyalty. Likewise, corporate in the automotive sector are improving their customer relations through this medium. Some of the new names that are rediscovering digital marketing through new portals at relatively low capital cost, without venture capital funding. The low cost of the PC and the growing use of the internet has shown the tremendous growth of digital marketing in India, in the recent years. According to the Indian digital marketing report released by Internet and Mobile Association of India (IAMAI) and IMRB international, 'the total digital marketing transactions in India was Rs. 11080 Crores in the year 2011- 2012 and expected to grow by 30% to touch 25210 Crores by the year 2017-2018. According to a McKinsey-NASSCOM report the digital marketing transactions in India are expected to reach US\$1200 billion by the 2018. Although, as compared to the western countries, India is still in its initial stage of development. E-marketer forecasts that digital marketing sales will more than double. Market share is moving toward

Australia, India and especially China. Travel is the largest digital marketing sales category in most major countries. For the same group of five countries, plus New Zealand, digital marketing leisure and unmanaged business travel sales totaled about US\$57.7 billion in 2012 and are forecast to rise to US\$81.7 billion by 2018. E-marketer forecasts that from 2009 to 2018 digital marketing travel sales will grow at a 39.8% annual rate, higher than the 33.3% rate for B2C digital marketing. This indicates that travel is one of the key drivers of digital marketing sales in the APAC region.

Digital marketing report released by Internet and Mobile Association of India (IAMAI) and IMRB international in China and India, digital marketing-travel spending drives B2C digital marketing sales, and it accounts for a majority of total sales. Consumers are less wary of buying services like train or airline tickets digital marketing, and sellers can avoid the logistics and delivery problems associated with physical goods.

Digital Marketing includes:

1. Online Marketing

- Website Optimization
- Search Engine Marketing (SEM)
- Video Search Engine Optimization (VSEM)
- Social Media Optimization (SMO)
- Blogs & Forums
- Online Display Advertising
- Email Marketing

2. Mobile Marketing

- Messaging (SMS & MMS)
- Mobile Internet
- Mobile Apps
- App Advertising

3. e-Media Marketing

- Video, Audio & Content delivered via electronic devices
- Digital Billboards



Figure 5.1 Block diagram of Digital Marketing

Digital Marketing can be implemented in two ways: Push Digital Marketing & Pull Digital Marketing.

A) Push Digital Marketing: In this type of digital marketing, the business owner needs to PUSH the information about his/her business to the intended customers

through digital channels & mediums. Digital banners, mobile SMS, email & pay per click marketing are some examples.

B) Pull Digital Marketing: This involves strategies to PULL the intended consumers to your business. The customers need to be attracted to a particular address in the cyber space where they may obtain all required information about the product or service by the business owner.

6.0 ELEMENTS OF DIGITAL MARKETING:

1. **SEARCH ENGINE OPTIMIZATION:** Search engine optimization (SEO) is the cornerstone of any good online marketing plan. SEO involves making several improvements to website that increases its visibility in search engines, and for the words and phrases that potential customers closely associate with site. One of the ways to do this is by acquiring links to website from partners, local companies, and other sites. The higher the quality links, the better the site will rank. This strategy has an immense potential to grow and passively attract customers.

2. **PAY-PER- CLICK ADVERTISING:** Pay-per- click (PPC) is a great option to quickly increase traffic on website. With PPC advertising, keywords and phrases can be chosen to trigger advertisements. One of the main benefits of PPC is that results are instantaneous, and can reach a highly targeted audience. As soon as the ads are clicked to go live, they start driving traffic to website.

3. **CONTENT MARKETING:** Content marketing consists of using articles, blog posts, infographics, videos, and other forms of content to inform and educate customers who may be interested in. Content marketing allows us to widen audience by producing informative, helpful, and relevant content that attracts more people to website.

4. **SOCIAL MEDIA:** Social media networks like Facebook, Twitter, and YouTube are great ways to connect with potential customers, answer questions, and start discussions with them.

5. **EMAIL MARKETING:** Email marketing is one of the easiest and most affordable ways to increase applications. It can encourage prospective customers to sign up on our website to receive email updates. Then, we can follow up with targeted information based on their interests.

7.0 CONCLUSION

Digital media has become key factor in marketing field. If you are on air, then you are everywhere which indeed is what every producer wants. The reach that digital media has nowadays has given Digital marketing a great platform and will surely take it to sky. But an optimum and focused use of digital media is very necessary for marketing otherwise the consumer which is to be reached may get away which can be seen nowadays by again and again annoying calls of bank's representatives. So it is very important to focus the marketing strategy accordingly. With technology revolution and globalization, the future will see that digital word getting attached to marketing forever and this tool will be most followed as every home and every individual will be linked to the digital media in one way or another.

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