



Impact of Digital Marketing and Current Scenario in India

Dr. A. A Jagadale

Assistant Professor

Arts, Commerce and Science College, Narayangaon, Pune.

Abstract:

Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement. Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management. Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time, particularly in certain countries. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. Day by day growing Digital Market in India is an evident that the Digitization is taking place with a high speed. All reports and surveys conducted around the globe are showing that the digital marketing will grow more in coming years. Youth of India is very much technology friendly. Mobile devices are expected to reach around 3 billion units worldwide. So as more people use smart phones, tablets and other mobile devices, the potential of mobile market continues to grow. Digital marketing is all about promoting business using digital channels like Internet, website, blogs, social media platforms, video marketing, mobile marketing, email marketing and the list is huge...

Keywords: Digital Marketing, Internet, Online advertising, Social Media, E-Marketing

Introduction:

India is a fast moving nation towards digital economy and this movement has been accelerated with the demonetization of the Indian Currency in the last quarter of year 2016. With its various government digital payment promotion schemes has been launched. Digital market requires digital promotion and marketing strategies. The telecom sector is also playing an important role in the digitalization movement. Recent launch of reliance telecom Jio with the free & unlimited internet facilities has played a revolutionary roll. The other prominent companies like Airtel, Idea, Vadaphone & BSNL are also offering attractive internet plans. Indian banks are also providing more customer friendly & secure money transaction services. Now Indian consumer is spending more time on social media and internet surfing. Thus the visibility of any product is more through digital medium than traditional marketing techniques. Digital marketing techniques include Content Marketing, Marketing Automation, AdWords, SEO, Social Media, Email Marketing and Website



Design. The key player's role players and infrastructure providers in Digitization of an Economy are government, banking system, Shopping Portal in India, Internet Service Providers and Software Service Providers.

Objectives of the Research Study:

The said research study was carried out with following objectives in view:-

1. To study the Conceptual Background of Digital Marketing.
2. To study the Traditional Marketing vs Digital Marketing.
3. To study the advantages & disadvantages of Digital Marketing.
4. To study the Importance & Benefits of Digital Marketing.
5. To study the Future of Digital Marketing in India.

Research Methodology:

This study methodology is descriptive in digital market by nature. The present research study uses the most recent available published secondary data. To achieve the above stated objectives, the secondary data was used. The secondary data that are mainly used are published in annual reports of various organizations and survey reports of leading business magazines. For the said research study the secondary data is also collected from the various National and International Research Journals which are related to Commerce, Management, Marketing and Finance. The Secondary data is also collected from various websites.

Digital Marketing in India: Marketing:

Marketing is not about promotion or advertising only. Marketing is a complex topic or a concept which is used to make a comprehensive plan of action or a strategy to increase sell, create awareness about brands and products etc. In very simple terms marketing means communicating the RIGHT message, to the RIGHT people using RIGHT medium. Marketing plays a major role in creating awareness about a business, increasing customer base, growing sales and building brand. Marketing is one of the most important parts of any business and without effective marketing, growing business becomes almost impossible.

Digital Marketing:

Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management. The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime. Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement.

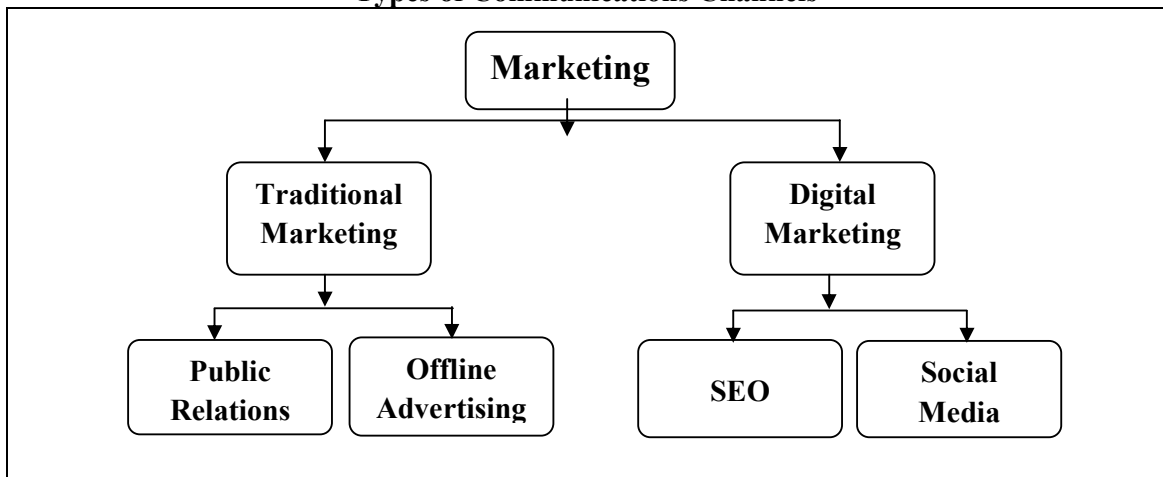


Digital Marketing is any form of marketing products or services, which involves electronic devices. It can be both online and offline. According to institute of direct marketing "the use of internet and related digital information and communication technologies to achieve marketing objectives."

According to CAM Foundation – “Digital Marketing is a broad discipline, bringing together all forms of marketing that operates through electronic devices – online, on mobile, on-screen. Over the years, digital marketing has developed enormously, and it continues to do so.”

Digital marketing is not new. It’s been around since the Internet started. Now digital marketing is becoming popular due to the increase in internet users, mobile phone users and digital content consumption.

Types of Communications Channels



Traditional Marketing vs Digital Marketing:

Traditional marketing is the most Common and recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are presented below:

Traditional Marketing vs Digital Marketing

Traditional Marketing	Digital Marketing
Less effective more expensive	Less expensive more effective
You have no choice to target relevant set of customers, it is a mass communication	Easy to find the target customers with analytics and other source of tools
You will end up pumping the budget to mass crowd, no choice to select the customers	Based on the relevant customers the budget can be planned and optimally utilized



Promoting products or service through TV, Radio, Print media, PR activity, door to door marketing, telemarketing	Promoting a product over the internet with Social Media, Smart phones, Google ads
You can't track the results	You can track the results and improve the campaigns based on results
Consumers cannot skip the ads, as they are bound to see them.	Allows the consumers to avoid or skip the ads which do not interest them.

Advertising mediums that might be used as part of digital marketing strategy of a business could include promotional efforts made via Internet, social media, mobile phones, electronic billboards, as well as via digital television and radio channels. Digital marketing is a sub branch of traditional marketing and uses modern digital channels for the placement of products e.g. downloadable music, primarily for communicating with stakeholders e.g. customers and investors about brand, products and business progress.

Elements of Digital Marketing:

Digital marketing can be carried out in various ways through many platforms:

1. Online advertising

It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information.

2. Search Engine Optimization (SEO)

SEO is basically making use of certain keywords to increase visibility of a website on a search engine. It refers to improving the ranking of a website in the “unpaid” or “organic” results. It is done to make a business’ website appear as the 1st non-Ad search.

3. Social Media Marketing

Social media marketing is the promotion of products and services through social media platforms. Social media marketing is key for Search engine optimization. E.g. Instagram, Facebook, Twitter, LinkedIn, YouTube, Snapchat etc.

4. Pay Per Click (PPC)

Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website rather than “earning” those clicks organically. Pay per click is good for searchers and advertisers. It is the best way for company’s ads since it brings low cost and greater engagement with the products and services.



5. Influencer Marketing

Influencers are people who choose to consistently post online in a niche of their choice and have a strong base of followers. The influencer marketing market is huge and it is growing at a very fast rate.

6. Text Messaging

It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS).

7. Affiliate Marketing

Affiliate marketing is basically a marketing arrangement wherein an online retailer pays commission to any person or third party involved that markets the products of the retailer and generates sales via the referrals. For example:- Amazon is an online retailer which allows its users to promote the products being sold on the site/app via affiliate marketing.

8. E-Mail Marketing

Email marketing is basically communicating and with your target audience via E-mail. It refers to building relationships with your list of subscribers by delivering different types of content to them. Email marketing is mostly used by businesses to attract prospects, by giving offers, discounts, etc.

Advantages of Digital Marketing:

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

1. **Global reach** - a website allows you to find new markets and trade globally for only a small investment.
2. **Lower cost** - a properly planned and well-targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
3. **Trackable, measurable results** - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
4. **24/7 Shopping**
Since internet is available all day long, there is no time restriction for when customer wants to buy a product online.
5. **Personalisation** - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy



from you, the more you can refine your customer profile and market effectively to them.

6. **Openness** - by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
7. **Social currency** - digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
8. **Improved conversion rates** - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

Disadvantages of Digital Marketing:

1. **High competition** - while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
2. **Skills and training** - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.
3. **Time consuming** - tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.
4. **Security and privacy issues** - there are a number of legal considerations around collecting and using customer data for digital marketing purposes.
5. **Complaints and feedback** - any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.

Importance & Benefits of Digital Marketing:

1. Increase in Sales

One of the key aspects, when it comes to the importance of digital marketing, is that one can measure their CRO (Conversion rate Optimisation) in real-time. The data can help understand the overall percentage of searches that get converted into leads by buying products. PPC, Social media marketing, SEO services, affiliate marketing are some of the active channels to communicate and get high conversions.

2. Better Reach

Nowadays, many people across the world are spending their time online. They are browsing the internet and looking for your products. In order to benefit from this massive audience base, maximising your online presence is key. This is where digital



marketing comes into the picture. Digital marketing is all about reaching the right people at the right time.

3. Return on investment

If you want to know the value of digital media, look at the measurement metrics of profit and loss it drives for business. The ROI in digital marketing defines the worth of your marketing campaigns. For example, when compared with other mediums like e-mail marketing, content marketing, PPC, social media campaigns; SEO has been known to generate higher ROI.

4. Can compete with large corporations

Analysing the competitor is a key activity in digital marketing. The activity is essential to keep up with the competition especially amongst fast-growing brands such as Myntra, Amazon, Big basket, Walmart.

5. Maintaining The Brand Reputation

Developing a strong brand reputation in the online world has become very important as the brand's reputation cements its ability to sustain in the market. Thereby, further reiterating the importance of digital marketing in this aspect too.

6. Can target ideal audiences

Imagine, reaching out to the right audience for your business's niche is such a great opportunity. That is exactly what digital marketing helps to achieve. You can analyze your audience's behaviour online and take measures to deliver optimal fulfilment. When you reach the right audience group, you drive more traffic, and that results in better campaigns.

7. Get Ahead of Your Competitor

The digital market is incredibly competitive when it comes to online business, in particular. Hence, you would want potential customers to find you with your best reviews and other measures initiated by various digital marketing services.

8. Engagement with Mobile Customers

We are engaging ourselves in a portable world, as these days people carry their devices like smartphones and laptops, on the go. After Google's mobile-first update, almost all the websites are developed in a manner that they are easily accessible on the mobile as well. Perhaps, mobile users are more common now than ever before, and the chances are that mobile users are likely to purchase.

Future of Digital Marketing in India:

India, a densely populated country with a population ranks second in the world. There are ample opportunities that are created every minute for the people. And when we say digital marketing, then note that the future of digital marketing in India and the scope of digital marketing in future is going to get brighter in the coming years. A mobile phone has become the basic need for everyone. Let's list down the top 10 reasons as to why the future of digital marketing is going to be bright in India.



1. Drastic changes in traditional marketing

The previous traditional set of marketing was limited to door to door and mouth publicity. Previously the marketers were using physical manpower to promote their products. But now with the changing times, people want everything at their fingertips. And fulfilling the needs of the customers is the highest priority of every business. So the trend of digital marketing took off a few years back.

2. Digital is the new name

Everyone in the country is preferring digital marketing over everything else. Even the startups are launching their business via digital marketing. This platform eases the process of every business. The company doesn't have to deploy the manpower to go physically into the market and promote the product.

3. Government's "Digital India" initiative backs up

In order to transform the entire ecosystem of public services through the use of information technology, the Government of India has launched the Digital India programme with the vision to transform India into a digitally empowered society and knowledge economy. Now, the opportunities are not only available in metro cities but also in small towns. The government has also come up with the application for Employment programs. Everything is going digital these days.

4. Reaching global markets

Today, it is said that "Being Digital is Being Global". And this is the reality. Through digital platforms like Facebook, Twitter, Instagram, LinkedIn, one can reach to the audience of any corner of the world. The reach of these social media platforms is so huge that you can connect with almost everyone now.

5. Institutions coming up with Digital Marketing courses

Many institutions are nowadays introducing degree courses in digital marketing that has a practical approach. The academic courses are residential and online both. Even many digital marketing agencies now have their own academy where they teach digital marketing to the prospective students. It is as simple, when there is demand, there has to a proper supply. The demand for digital marketing is on the rise and those who know are coming up with ideas to train the students.

6. Small towns getting digitally equipped

Metros are already a part of the digital economy. But now as the scope of digital marketing is increasing, the towns and cities are also getting highly connected with digital mediums. Many startups are getting launched in small cities and they are reaching the global audience via social media.



7. Affordable

Comparing it with other marketing platforms, digital marketing is one of the most affordable media to promote the product. Gone are the days when one was spending thousands and lakhs in getting the ad printed in the newspaper? With digital media, it has become so easy. If you are a real estate company, you can promote your new project on social media by reaching thousands of people at one time.

8. Higher engagement rate

Since people are heavily using social media for everything, the engagement rate ought to be higher. People need quality content for updating themselves and getting entertained. So it is the responsibility of the digital marketers to generate content that engages the audience. The online food delivery service, keeps its audience engaged all the time by posting creative content on the Facebook page.

Conclusion:

Digital marketing has turned out to be a crucial part of the approach of many companies. At the present time, still for tiny business proprietors at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Companies can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and a lot of other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority. Digital marketing has increased in the last few years in India. People have different views about it. But the fact is this digital marketing has tremendous potential to increase sales provided businesses should have knowledge to implement it in the right way. Benefits like increased brand recognition and better brand loyalty can be gained by an effective digital media plan. Digital marketing campaigns help in reduction in costs, boost in inbound traffic and better ranking in search engines. In the long term, digital will help to increase consumption in rural India and will also create employment opportunities, thereby increasing disposable income- this in turn will have a positive effect on the economic growth of the country. Digital Marketing will remain as the most powerful way of marketing in the future. But as the dynamics of digital marketing are changing every day, a digital marketer has to be agile, alert and smart and adapt to the latest changes.

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