



DIGITAL MARKETING IN INDIAN CONTEXT

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Abstract:

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, Online retail, Social Media, E-Commerce

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.

The following table lists a few points that differentiate digital marketing from traditional marketing

Table No. 1

Traditional Marketing	Digital marketing
<ul style="list-style-type: none"> • No analytics • Longer time to reach larger extents • No proper targeted audiences • Costlier and Complex • Earlier/Toughest version of marketing 	<ul style="list-style-type: none"> • Proper Analytics • Lesser time to reach larger extents • Potential and Targeted audiences • Cheaper and Flexible • Easiest/Modern/Upgraded version of marketing

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 Skills of Digital Marketing in 2020.
3. To study the Future of Digital Marketing in India.
4. To make suggestions for better Digital Marketing.

Research Methodology

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. For the said research study the data pertaining to the above objectives was collected and reviewed the literature on the topic concerned. The literature was thus collected by visiting various libraries. 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.

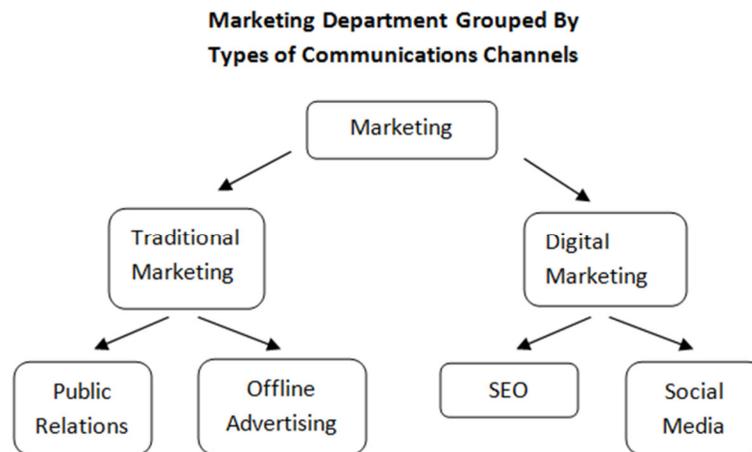
Digital Marketing:

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.



Skills of Digital Marketing in 2020

1. Soft skills
2. Communication
3. Writing – For blogs, SEO, Ad copies, social media descriptions, captions, comments
4. A presentation including public speaking
5. working with teams
6. Leadership qualities including empathy, EQ
7. Working under stress
8. Training the team
9. Socializing skills
10. How to pitch to a client or your boss or team
11. Technical skills including basic HTML
12. Design skills like basic image editing- Don't worry you don't need to learn Photoshop, learn to use apps like <http://Canva.com>
13. Video editing skills again use apps like Adobe spark video, Quikapp
14. You pick any form of content whichever you are good at and be good at it like for some it's written content, for others it might be audio, for some they might be good in front of a camera, or visual content whatever you are comfortable with the pick that and create content
15. Basic excel skills

16. Google analytics – knowing and interpreting the data

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.

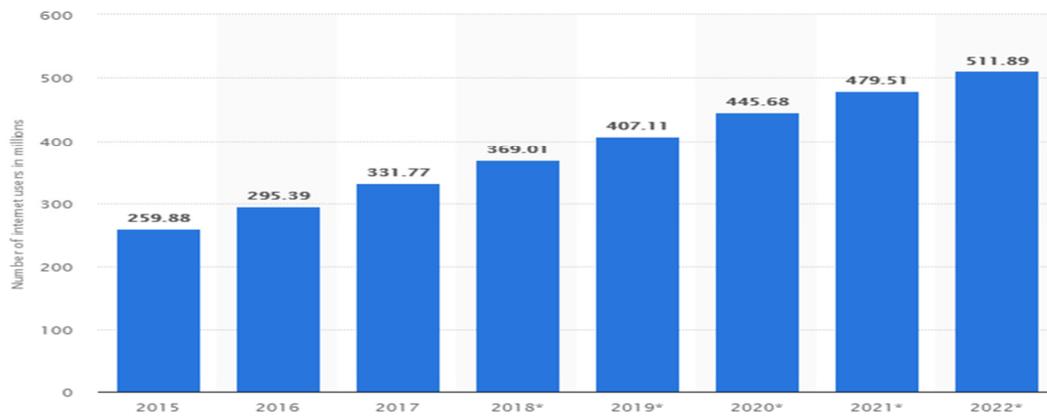
7. Affordable

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 n 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.

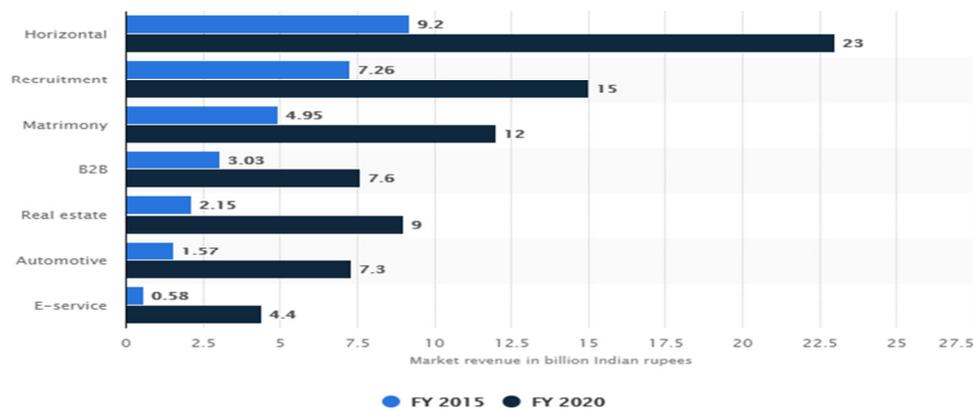
9. Growth in the number of internet users



The above graph clearly says everything. People using the internet in 2015 were 259 million which go up to 331 million in 2017. It has been predicted that the number internet users are to get doubled by 2022. This is because, the rate in which the country is growing in terms of everything, people will be heavily dependent on the internet in the coming years.

10. Increased digital classifieds market revenue

It has also been predicted that the revenue generating from digital classifieds is going to be five times more than it was in 2015. In the financial year 2020, the highest revenue will be around 23 billion.



All the revenues will be doubled by 2020 in the field of digital marketing. Therefore, in order to put yourself in the driving seat, all the Indian business have to be well-worse with digital marketing in order to represent the country in the global marketplace. Not only businesses but the candidates who are looking for a career opportunity in this field can finds lakhs of jobs in almost all the cities.

Suggestions:

1. Improve technical advancement in promotion of digital marketing.
2. Collect and implement the feedback provided by the consumer in the right way.
3. Provide a transparent and good service to the consumer before and after purchase.
4. Creating awareness among the people about digital marketing.
5. Complete description need to provide about the product to the online shoppers

Conclusion:

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. 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, there is an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. A company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and many others to support a 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 that digital marketing has tremendous potential to increase in sales provided businesses should have the 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 the reduction of costs, boost in inbound traffic and better ranking in search engines.

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, smart and adapt to the latest changes. Not only that, digital marketers of today and tomorrow will have to anticipate changes and implement them earlier than the change actually happens so as to take advantage of it.

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