

Development of Digital Marketing in India

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Abstract

Digital Marketing is one of the fast and raising sectors in India. Digital Marketing Industry is booming not only in India but all over the world. To satisfy the needs of the people in the competitive world, the organizations are coming forward through digital marketing to face the day to day challenges with the help of the social media portal. Any customer who uses Computer, Smartphone or Tab for their business transactions have high impact on digital marketing. It is convenient for business people to manage and utilize the tools of digital marketing as per their requirements and budget. This paper discuss about the role of digital marketing, benefits, applications and career opportunities in digital marketing industry.

Keywords: Digital Marketing; Social Media; On Line Trading; Search Engine Optimization.

Introduction

Generally Digital Marketing means all forms of marketing which uses the Digital Medium. Digital Marketing is fully involved and incorporates with internet and Technology. With the utilization of Internet and mobile, the Digital Marketing plays a vital role in all over the country. Digital marketing not only share their products and services through online but also gain clients to enhance the business for the purpose of business. Functionalities of Digital Marketing are more competent, effective, result-oriented and measurable, which make it very different from traditional marketing [8].

Objective of the Study

- A. To study the need of Digital Marketing scenario in India.
- B. To know the applications of Digital Marketing.
- C. To understand the benefits of Digital Marketing.

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- D. To know the opportunities Future Job prospect in Digital Marketing.

Research Methodology

The data used for this research is descriptive and qualitative from secondary sources. This data has been filtered and analyzed in a structured format. Since the topic is evolutionary and is subject to fast changes, only the qualitative data updated from time to time is used. The main source of data collection is wiki, websites, blogs, YouTube, books, articles and journals.

Need for Digital Marketing

- Develop deeper understanding of target audience.
- To track the needs of targeted audience.
- To develop better understanding of customers.
- Helps the product development to innovate better products.
- It helps customer service to productively address customer needs and complaints.
- To gain a competitive edge.

A. Digital Marketing Scenario in India

The number of internet users in India is expected to reach 500 million by June 2018 said a report by the

Internet and Mobile Association of India (IAMAI) and Kantar IMRB. The number of Internet users stood at 481 million in December 2017, an increase of 11.34% over December 2016 said the report titled, "Internet in India 2017 [5]". The scenario to access social media such as You Tube (51%), video/Audio Conference, Twitter (56%), LinkedIn (51%), Facebook (89%), Google (78%), Blogs, Instagram, Snapchat, Web pages

and other portals has changed a lot over the past few years. Name every major company in the world marketing Strategies are Digital. In India digital Marketing Industry is spread all most all over the business sector [1]. The impact of digital marketing in business sector is to make our work easy, convenient, and comfortable at any time and everywhere.

Total Media, Digital and mobile Internet Ad spending in India, 2013-2019
(Figures in USD Billion)

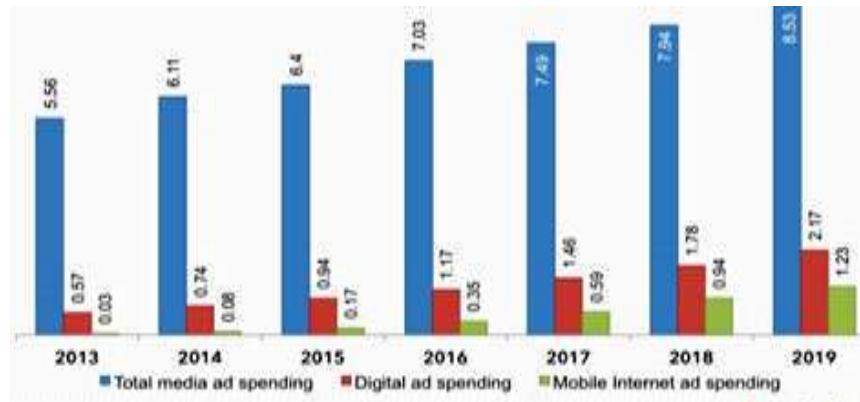


Fig. 1: Analysis of Total Media, Digital and mobile Internet Ad spending in India, 2013-2019[1]

Source: e marketer, march 2015

B. Applications of Digital Marketing

The applications of digital marketing are online banking, online transactions, online Shopping, Online Trading, Online Tracking, Payment Systems, Audio/Video Advertisements, and content managements.

Types of Marketing

1. Offline Marketing (Traditional Marketing)

Traditional Marketing: In traditional marketing the mode of communication is unidirectional and it can do through phone calls, e-mails and letters. It can reach only for local audience and consumes more time. It is very difficult to measure the effectiveness of traditional marketing campaign.

2. Online Marketing (Digital Marketing)

Digital Marketing: Communication is bi-directional where business and customers can interact with each other easily by using social media tools such as websites, chats, apps and e-mail. It is very effective to reach global audience. Through different analytical tools we can measure the effectiveness of a digital marketing campaign.

Different Types of Digital Marketing

- *Social Media Marketing:* Social media marketing or SSM is one of the powerful and easiest way to reach the people. SSM is a form of Internet marketing which involves sharing and creating content on social media networks to achieve marketing goals.
- *Search Engine Optimization:* SEO will give answers for enormous questions.
- *Pay Per Click Campaign:* PPC is an online advertising model where the business people can display ads for their goods and services. When people search anything relevant query online, these advertisements will display relevant information.
- *Google Adwords PPC and Display:* It is one of the advertising services provided by the Google for business to display ads on the network.
- *Mobile Marketing:* It is one of the streams that aim to reach people by smart phones or mobile devices. It ensures website user friendly and starts sharing and communicating new products or launches through SMS on mobile. This is convenient and comfortable way to reach the people in and around the city.

C. Benefits of Digital Marketing

The power of Digital Marketing allows geophysical barriers to disappear consumer and business on earth potential customer and supplier. Digital marketing provides good economic growth in the country. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement [2]. The main advantage of digital marketing is that a targeted audience can be reached in a measurable way, at low cost and within a short period of time.

The top benefits of digital marketing [7]

- **Measurable results:** In digital marketing we have the account and proof of every transaction done by the customer.
- **Personalized messages:** With the help of digital marketing we can reach the target audience and easily identify the needs, taste and performance better. This helps us to cater them perfectly through personalized messages and boost the prospects.
- **A Cost-Effective tool to market brands:** Digital Marketing is the more affordable way to advertise our product in the website.
- **An opportunity to reach larger audiences:** Within the short time we can reach the target audience globally and can promote our business.
- **Flexibility to re-plan and re-strategize:** Flexibility can be done based on existing feedback analysis from customers. Based on the regular analysis of their performance the company if need any changes can easily re-plan or modify the product

- **Improved conversion rates:** With the help of digital marketing the price of the products can be known easily to the customers by clicking the ads.
- **A chance to engage with the customers:** The success mantra to win digital marketing is to engage the people according to their interests. The interaction and engagement is the best way to attract their attention and convey the product ideas.

According to a report by International Journal of Advanced Research Foundation, 2013-2018 is golden period for India with rapid growth of e-commerce enterprise in digital marketing is very high with the help of the internet and social media portal [2].

D. Future Job prospect in Digital marketing

Digital marketing is a creative spark for those who have passion for the internet [3]. Whatever the situation comes trying to do something new and the innovative never goes down. The scope of digital Marketing is incredibly increasing for the online buyers, seekers and sellers. Every brand in India using the technology such as SEO (Search Engine Optimization) to promote their products Digital Marketing technique is one of the most affordable way to buzz the business without paying much money for the online advertisements [2].

The pay scale for the Digital Marketing employer is high though they are fresher. Some of the digital marketing jobs profiles are SEO Analyst, SEO Executive, Content Manager, Digital Mapper, Social media marketing manager, Product Marketing Manager. Search Engine Marketing (SEM) Specialism, Product management, Web Analytics, Marketing-business analytics online marketing management, among others.

Social media jobs which are expected hot in next 2-3 years

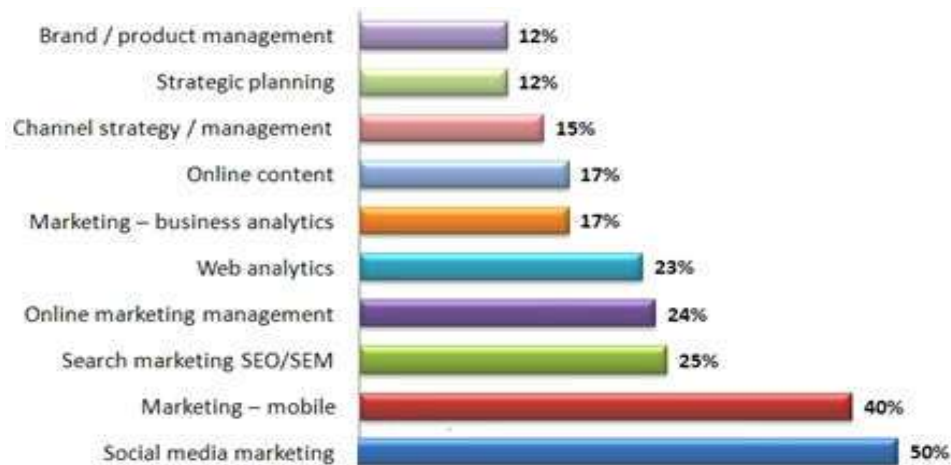


Fig. 2: Analysis of Social media jobs in the next 2-3 years [12]

Conclusion

Digital Marketing is one of the efficient ways to promote their product and improve the quality of the business to reach globally. Career sector of the digital marketing is undoubtedly boom. Truly digital marketing will reach every person in the country with an access to a Smartphone and internet connection.

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