

Digital Marketing in India

V. Sai Prasanth¹, Prof. M. Jyothsna²

¹Assistant Professor, Sun International Institute of Tourism and Management, Research Scholar, GITAM University, Vishakhapatnam, AP (India)

²Head of marketing, Gitam Institute of Management GITAM University, Vishakhapatnam, AP (India)

I. INTRODUCTION

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, tv and radio advertisement.

The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), accurate targeting and excellent reporting.

II. DIGITAL MARKETING CHANNELS

1. SEO (Search Engine Optimization)

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of back links, or inbound links, social book marking, directory submission is another SEO tactic.

2. SEM (Search Engine Marketing)

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising.¹ SEM may use search engine optimization (SEO), which adjusts or rewrites website content to achieve a higher ranking in search engine results pages, or use pay per click listings.

3. SMM (Social Media Marketing)

Social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually put efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media.



III. OBJECTIVE OF THE STUDY

- ☐ To study the different criteria of digital marketing services.
- ☐ To analyze the approach which help them to get more business?
- ☐ To know the right way of writing a proper content for the E-mailers.
- ☐ To study the growth of Digital marketing.

IV. LITERATURE REVIEW

J Suresh Reddy has published article in Indian Journal of Marketing. Title of article is “Impact of E-commerce on marketing”. Marketing is one of the business function most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases.

Neelika Arora has published research article entitled “Trends in Online Advertising” in advertising Express, Dec2004. The global online advertising revenues are expected to touch US \$10bn by 2006. In India, the revenues at present are estimated to be Rs. 80 cr. and are expected to increase six times more within the next five years.

In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these , it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial service companies spend 12% only. Some of the top spenders in India are automobiles, followed by brands like Pepsodent, Kelloggs, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunsilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globally, the trend is that almost 60% of the revenue goes to five firms- Goggle, Yahoo, Microsoft, AOL(America Online Launchers), and Overture. Approximately, 90% of the Goggle revenues come from advertising. In India, portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc are attracting major online spender.

This article explains demographic profile of Indian users. It also gives the comparison between global trend and Indian trend, which is useful for my research work.

Sumanjeet has published article on “On Line Banner Advertising”- in Indian Journal of Marketing. Online

banner advertising has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented.

Nicholas Ind , Maria Chiara Riondino have originally published their article in the Journal of Brand Management in September 2001. The title of this article is “Branding on the Web: A real Revolution?” In this paper difference in corporate attitudes to the Web are discussed and conclusions as to the way in which branding practice and theory are affected by the new technology are drawn. This article explains the Web is both a distribution and a communications channel that facilitates interaction community building, openness and comparability.

.Jaffrey Graham has published his article entitled “Web advertising’s future Marketing strategy” Morgan Stanley Dean Witter published an equity research report analyzing the Internet marketing and advertising industry. The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media. Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.

Advertising in social media: How consumers act after seeing social ads. Adapted from Nielsen (2012: 10). Social media has not only changed how people communicate online, but it has also changed the consumption of other media too. Online social connections are used to filter, discuss, disseminate, and validate news, entertainment, and products for consumption. (Ryan 2011: 15) The next chapters will explain more about each of the world’s current most widely used social media’s. There are, of course, many other social networks and applications (apps) available but considering the study, the focus is on the main media’s.

Victor Van Valen has published article “Is Your Marketing Smart” Today advertisers not only need to cater to and directly pinpoint a precise targeted audience, but they need to customize their advertisements as well. In web media, you have an idea of who will see your ads, and it create an impact on your audience. For example, you know Femina Magazine would be great to target women so you can promote your new beauty product in this magazine. But when it comes to online venues, how can you target the right audience when millions are browsing?

Vikas Bondar has published his article on “sales and marketing strategies” Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

According to Garder’s survey (2013), the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key findings also revealed that a companies’ marketing success relies mostly on their website, social marketing, and digital advertising, which are all parts of digital marketing. In addition, savings made by using digital marketing can be reinvested elsewhere. Normally, companies spend 10 percent of their revenue on marketing and 2.4 percent on digital marketing, which will increase to 9 percent in the future.

Brogan(2008) and Ferguson (2009) urge content marketing is not any other thing, but that is“ a marketing technique of creating and distributing relevant and valuable content to attract, acquire,

V. SCOPE OF THE STUDY

This study aims at studying client servicing and business development process. It is a continuous process followed by six steps which are important that their level.

This study helps me to get the reality check of a market where actual comparison between the classroom knowledge and the real situation can be done. By just learning theory and facing actual situations it concepts and practices might vary. The study helps to understand the different concepts of digital marketing, but while implementing it might differ from situation to situation. This study helps to understand and know how to deal with different kinds of customers or a clients and how to make an impressive online campaigns.

VI. RESEARCH METHODOLOGY

The descriptive study is a fact finding investigation with adequate interpretation. The descriptive study aims at identifying the various characteristics of a problem under study. It reveals potential relationships between variables and

also setting the stage for further investigation later. The results of such research are not usually useful for decision making by them, but they can provide significant insight into a given situation. Although the results of qualitative research can give some indication as to the 'why', 'how' and 'when' something occurs, it cannot tell us 'how often' or 'how many'.

As the research conducted was observatory there was no questionnaire and hence no sample size or data interpretation was to be done.

Secondary Data:-

Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from the magazines, websites & other previous studies.

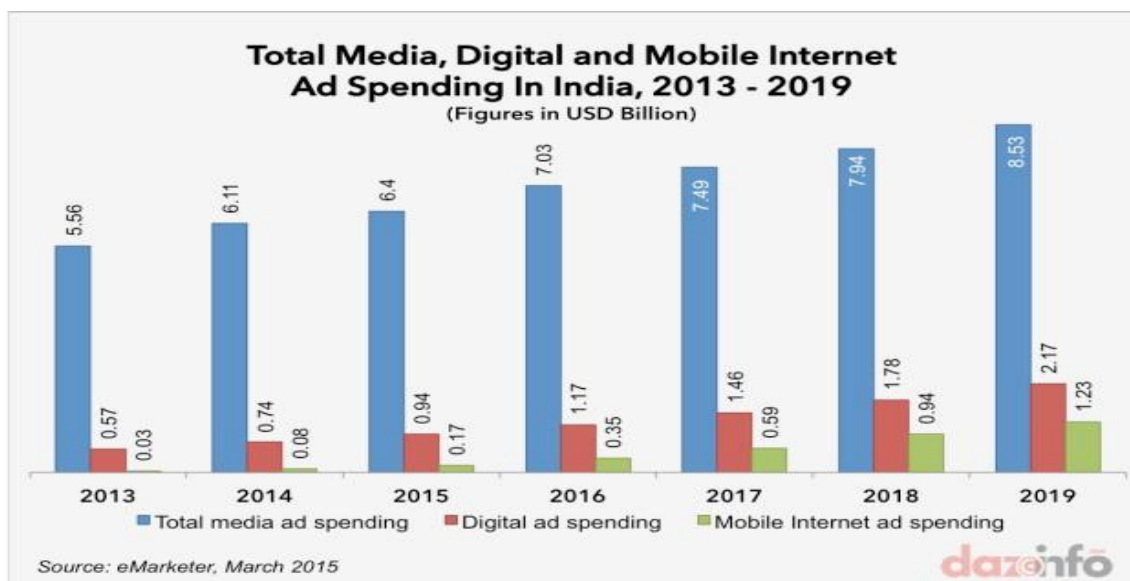
To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources. Secondary sources were magazines, websites, books, office executives, and company data.

Digital Marketing Industry in India

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. The big picture of Digital Marketing industry in India cannot be complete if short preview of the past digital marketing statistics is not made.



Today, digital marketing industry in India is growing at its peak, and is still continuous. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online. The below figure indicates the digital marketing statistics. The belief was that online information is virtual information full of lies. No one could listen to any online advertisement not to talk of purchasing groceries, furniture or clothes. The story has really changed. Everything from marketing to sales can be done online. This is due to the trust that has been restored back to online communication in India. This has really helped the marketing initiatives. The revolution is from the communication industries. Low cost of handset is now available making it possible for India to have about 600 million internet users which ultimately creates a fascinating business opportunity to sell to a growing population.

Moreover, the development in the digital marketing industry in India evident in the marketing shifts from anonymity to identity. Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past. Also, marketing information's is moving along in the same line with entertainment. People of India needed an exciting spirit always. This targets their interest into the marketing information.

Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The Very majority now have access to the internet in India. Internet and 3G penetration revolutionized the marketing scenario for both consumers and the marketers. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, quality and also the pattern of consumption. The quality of use in the urban centers of India is on a high side. This is because majority doesn't have time for shopping. Apart from struggles to earn money, people want some other things to be done at their own convenience.

The following survey from people indicates the size of Digital Marketing industry in India:

- 34% of the companies already had an integrated digital marketing strategy in 2016
- 72% marketers believe that traditional model of marketing is no longer sufficient and this will make the company revenue to be increased by 30% by the end of 2017

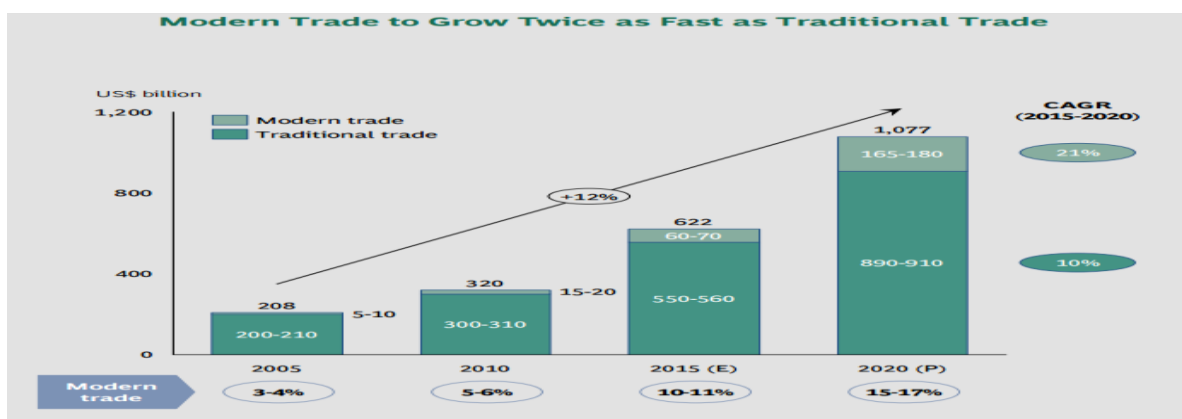
Digital marketing overview reveals that Social media has been playing a supporting role to marketing. Over the years, it has been noticed that 92% of social media users are from the mobile devices. This enables the size of digital marketing industries.



Retail in India has taken a remarkable transformation over the last two decades. Rising income levels, urbanization, and changing consumer behaviour has given an optimistic outlook to the retail sector, promising an undoubted growth in the future. The digital medium has influenced retail with a powerful strike, reshaping customer behaviour and expectations. To summarize, retail business are in a constant need to retrospect their strengths, reinvent their offerings across the purchase pathway, and rewrite their approach of retail economics.

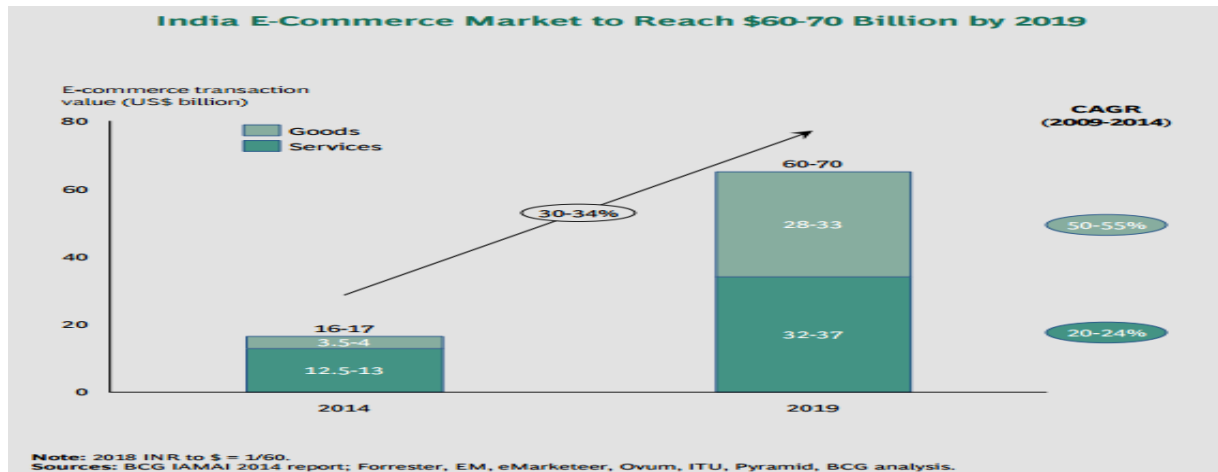
1. Certainty of Growth

A promising growth forecast is one of the primary findings made from the study. The Indian retail sector is projected to double from \$600 Billion to \$1 Trillion, by 2020. This rapid growth will be determined by factors such as Income Growth, Urbanization, Nuclearization, and Attitudinal Shifts. Modern trade is also expected to grow 3 times, with Rapid Consumer Evolution, Supply-side Evolution, and Positive Regulatory Environment, being the drivers that will materialize this growth. As a key implication from this finding, Indian retailers should sharply identify the emerging opportunities and customer segments and be clear about what to not go after. Retailers should also re-adjust propositions to remain relevant and also allow room for experimentation, though it might not always turn out to be successful.



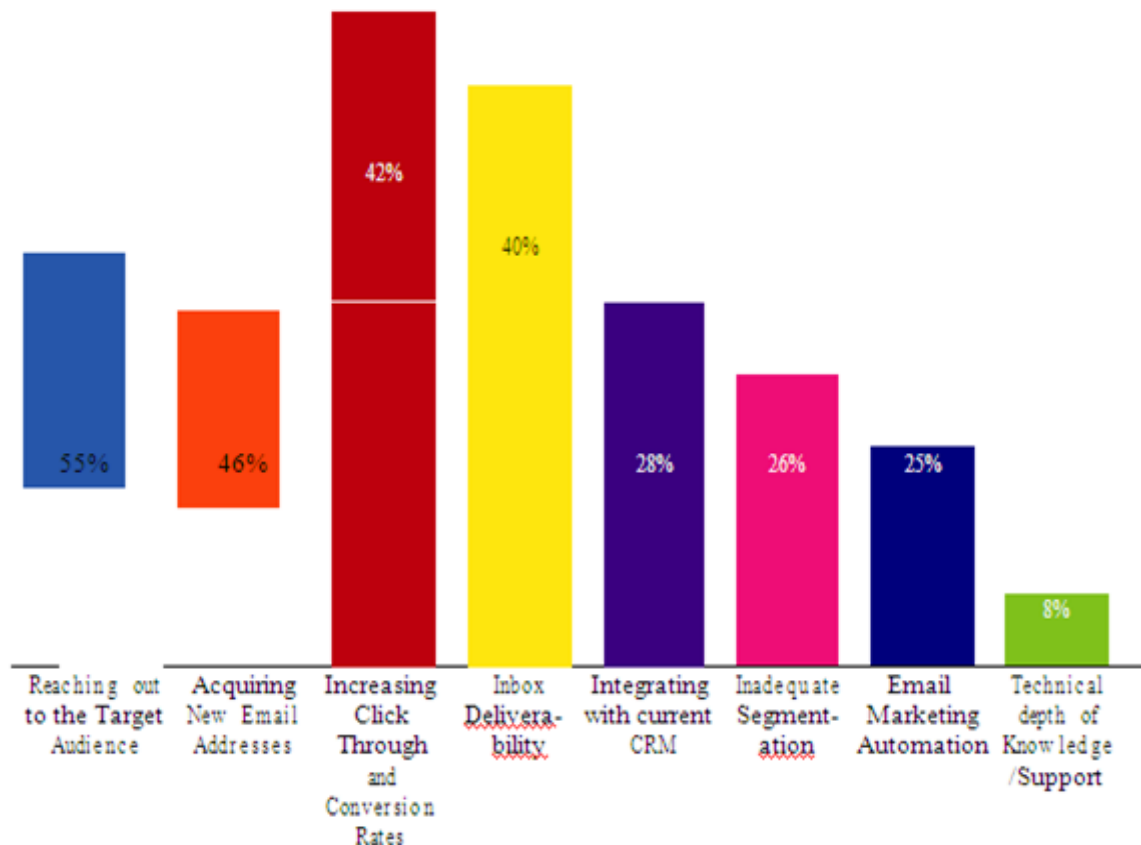
2. Reality of Digital

The E-Commerce Market in India is expected to quadruple to \$70 Billion, over the next 5 years. With the rapid Increase Of Smartphone Users, competitive costs for connectivity, and expanded reach, internet users are expected to reach a mark of ~600 Million. Customers are attracted to superior value propositions like broader assortment, Higher Discounts and greater convenience. Indian retailers should conceptualize digital strategies with clarity and leverage on social media to create brand awareness. They are also expected to deploy a Seamless And Connected Customer Journey, as shoppers migrate across channels. It will also be a lot more seamless for e-retailers to Sell Across Multiple Offline & E-Commerce Market Places.



Email Campaign Success Rate: 47% India Marketers 'Use Analytics Software' to track their Email Campaigns. Surprisingly, 20% marketers still analyse just their Open Rates to measure their campaigns' success. Measuring Open Rates in conjunction with the Click Rates is far more effective as it shows how a marketer has successfully engaged its reader/consumer.

Biggest Challenges in Email Marketing Programs: Reaching out to the Target Audience (55%) and Acquiring New Email Addresses (46%) were voted as the key challenges India Marketers faced with their Email Marketing Programs in 2016.



VII. FINDINGS

1. Most of the real sector people actually understanding the value and opportunities of digital marketing.
2. With the study of digital marketing I came to its emergence and extreme growth in today's scenario.
3. What I found in client servicing is convincing clients is bit complex as they too have complete knowledge about the digital marketing and also explaining how we are better than others.
4. Most of the sectors initially opt for the digital marketing channels name search engine optimization, search engine marketing and social media marketing and later they will think about other channels which mean these three channel high acceptance.
5. It is easier to approach a company's if you first send them an E-mailer to related sector and then call them in fact sometimes the company itself call having seen the E-mailer.

CONCLUSION

The summer internship project helped me to understand how the corporate business works. The various departments and its functions and how all are interrelated to each other. Return on web is a Pune based Digital Marketing firm which shows me the complete process of how they work at each functional level, especially about the business development as it was my job profile. It is a basic process for which intensive research is to be conducted to find out the target audience, clients, sponsors, vendors etc. The business development process starts from research and ends at project closure. This project has made me understand the various key- points which are is considered to crack a deal, how to deal with different people.

The company helped me to learn and meet a lot of corporate people, which helped me to understand the business.