

# Digital Advertising and Its Usages in India

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## ABSTRACT

Digital technology rapidly increased in last era and internet is widely used today. There are so many different ways for traditional advertising but because of internet usage digital advertising becomes very effective. Business earns more profit using digital advertising. Most of the customer use internet to see the description and opinion of people for product or service before purchasing either online or offline. Digital advertising offers businesses a number of unique and useful features. So now it is required for all businesses to do their advertising in digital form.

**Keywords:** advertising, Digital advertising, Marketing, Importance, offline, search engines, technology, Types

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## INTRODUCTION

Digital advertising is often referred to as 'online advertising', 'internet advertising' or 'web advertising'. Digital advertising means the advertising of products or services using digital technologies. It is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers [1, 2]. Digital technology includes internet, mobile phone or any other digital media. Digital advertising can be done using email, social media websites, online advertising on search engines, banner ads on mobile or Web sites and affiliates programs.

Digital advertising involves both a publisher and an advertiser. Advertiser provides advertisements to be displayed on the publisher's content and publisher publishes advertisements into its online content.



**Figure-1: Digital media**

The world is rapidly shifting from analogue to digital. People are consuming more and more digital content on a daily basis on mobile phones, laptops and desktop computers. According to a study, more than 88% of all Internet users search for products, services, and websites using search engines and online directories [3,4]. So it is the easiest way to reach people through digital advertising. There are some advantages of using digital advertising. Like traditional advertising digital advertising is useful to tell the story of any business brand. It is more flexible and universal. Business can tell their brand story using text, images and video. Digital advertising can be seen from everywhere. It can be seen on the websites their buyer visits, on her/ his mobile phone, on social media channels, and on her/ his smartwatch. Through digital advertising, marketers can target the exact audience that is mostly likely to purchase their product. It is less expensive than traditional advertising. An email or social media campaign can transmit a marketing message to consumers at very low cost than TV or print campaign. One can reach wider audience using digital advertising. When marketing is done digitally one can track its result easily. Marketer can quickly view customer response rates and measure the success of their marketing campaign in real-time, enabling them to plan more effectively for the next one. Marketers can now get more specific. Today they can target their buyers based on location, behavior, content viewed, industry, segment, browser, device, and more. This enables more personalized advertising than ever before. Marketer can do their advertising in digital form in many different ways.

Digital advertising can be done through PPC, Video ads., Social ads., Remarketing, Email etc.[5]

PPC (Pay Per Click) is an online advertising model in which advertisers can display ads for their goods or services when people searching for things online. Advertisers are only charged when a user actually clicks on their ad. If PPC is working properly, the fee is insignificant, because one can get more than paid.



**Figure-2: Types of Digital Advertising PPC/Search Ads**

The above figure says that in the conventional advertising magazines are not widely used today, but Television is on the top position. Radio is far behind than Television. Cinema ads are almost at last position. From the above figure it is cleared that all medium of advertising except internet is down in 2017 in compare with 2016. That means Internet is widely used today.

Today so many people used Smartphone. Television still remains the biggest advertising platform in India but because of growing demand for smartphones, cheap 4G handsets and falling data prices all business must spend their time for mobile advertising.

### **Display Ads**

This is the original form of online advertising. These are visual ads that appear on third party websites that are related to your product or service. It is evolved from the basic form of banner. It can be displayed in form of text, images, wallpaper, floating banner, flash, video etc. The best way to market to people who already know about your product and service is to remarket to them. This is done through putting a cookie on people when they visit your site. As they travel around the web, your ads will appear over and over to remind them about your product or service. This form of advertising is inexpensive and it can be more effective than PPC. It increases conversions because it reminds people of you who already know who you are. One can do advertising through video using some video sharing sites like YouTube, Flickr, Vimeo etc. Once you've created your video, you can post it to such sites. You can attract your target audience through high-impact video advertising.

### **Social Advertising**

Social media ads are similar to display ads. It can be banner, image or audio-video. Through Social media advertising you can target your audience perfectly. It can be organic or paid. Some social media sites that you can use for your advertisement are Facebook, Twitter, Google+, Pinterest etc.

### **Email Marketing**

Email Marketing is a cheaper, faster and effective form of advertising. It is a great way to build customer loyalty and boost sales. Using email campaign manager you can easily prepare and send your emails. You can also monitor your ROI. In order to succeed at email marketing, you first need to build a list of email addresses. Then, you can send email campaigns that focus on promotions, discounts, features or content. Your emails must be short, sweet and to the point. This type of message gets more traffic to you.

### **Mobile Ads**

Mobile advertising is a form of advertising via mobile (wireless) phones or other mobile devices. It is the current trend in the marketing world. Advertising can take place as text ads via SMS, or banner advertisements that appear embedded in mobile web site, in downloaded apps or in mobile games.

### **Native advertising**

Native advertising is those sponsored listings at the end of blog posts, appearing on your Facebook feeds and posted to other Social Media. You can promote and post your Native Advertising through networks like Adblade, Adsonar in India[6] [7].

Advertising covers the way for connectivity. Mobile makes connectivity happen. Digital is the new word for marketing. Statistics says the impact of digital advertising in worldwide. Starting from a small-scale business now the Indian advertising industry becomes a full-fledged industry. Now it is the second fastest growing market in Asia after China. The Indian government has given great support to the advertising and marketing industry. Mobile advertising is becoming popular among advertisers and is expected to grow 85% in 2017, the marketing research firm said in its latest media ad spending forecast. By the end of 2017, smartphones will make up 36.6% of all mobile phones, and by 2021 this share is expected to touch 47.4%, eMarketer estimated.

### **Disadvantages**

Digital advertising is more effective today but there are some limitations also. One disadvantage of digital advertising is that your logos, images and trademarks can be easily copied. People can copy these for fraudulent purpose. They can give negative information about your brand, product or service. You get more customer if your advertise is attractive and If you want your website to be more attractive its cost may be more than traditionally advertising. You have regularly modified your website also. Today all people are not aware of internet facilities so they go on store to buy product rather than buying it online [8].

Nowadays there is too much competition so it is difficult for digital advertiser to reach their targeted customers. So one has to do hard work to get better position in search engine. Today very big impact of social media is on customers mind. Any negative feedback for your product or service can spoil your reputation. Your competitors can take advantage of this. Some people have tendency to avoid internet advertisement. Due to this tendency there may be valuable traffic lose for businesses. If anyone use digital marketing, it must be done professionally otherwise you cannot compete with your competitors.

### **CONCLUSION**

As per customers requirement marketing has evolved in every era. There was a time when customer used radio. It gave birth to radio advertising and marketing. After that television was widely used by customers that allowed the companies to reach a mass audience with TV ads. Even today TV advertising is effective most companies used it. But the internet and mobile usage is increased day by day. Therefore demand of digital advertising is also increased so it should be necessary for all business either small or big to do their advertisement in digital form. Business can get more traffic using digital advertising. There are some disadvantages also so be careful when you are doing advertising in digital form.

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