

## Effect of digital marketing in India

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### Introduction

Digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing and e-commerce marketing, marketing, social, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones.

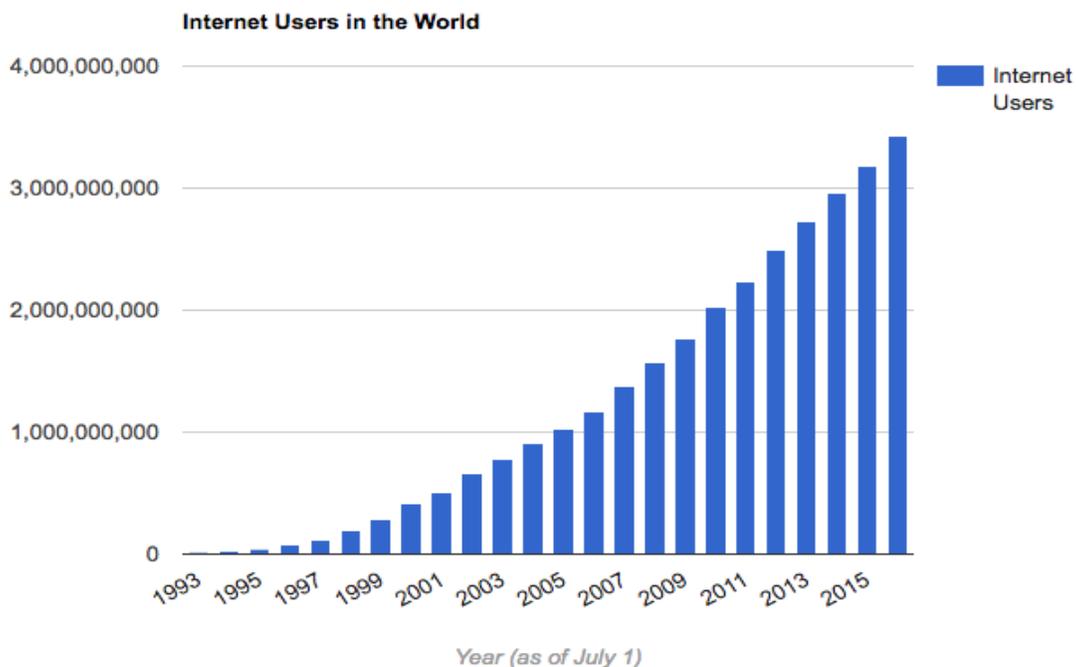
### Scope of Digital Marketing in India

Before we understand the scope of digital marketing in India let us first understand about this industry. Digital marketing is a marketing method to promote products in online. So in simple terms, we can say that we are promoting our products to customers who are using the internet. Many concepts of traditional marketing are applicable to digital marketing. In every era, marketing has evolved based on what the customer is using. If you go back in history, you can see that at times when customers used Radio, it gave birth to radio advertising and marketing. Next, we got the boom of televisions; it is one of the widely used devices globally, which allowed the companies to reach a mass audience with TV ads. Even today TV advertising is one of the most used advertising strategies for companies. Since the boom of Internet, more customers started using the Internet, which gave birth to a new era of marketing originally called as Internet marketing, which is now called as Digital Marketing. To understand the scope of Digital Marketing in Future we must understand its advantages and how it can sustain over the period of time until we get a new generation of communication.

### Why companies use digital marketing?

#### Internet Users:

As per the internet usage statistics, as of July 2016, 40% of the world population is using the internet. (i.e.) 3.42 Billion Users. The total number of users in 1995 was less than 1% of world population.

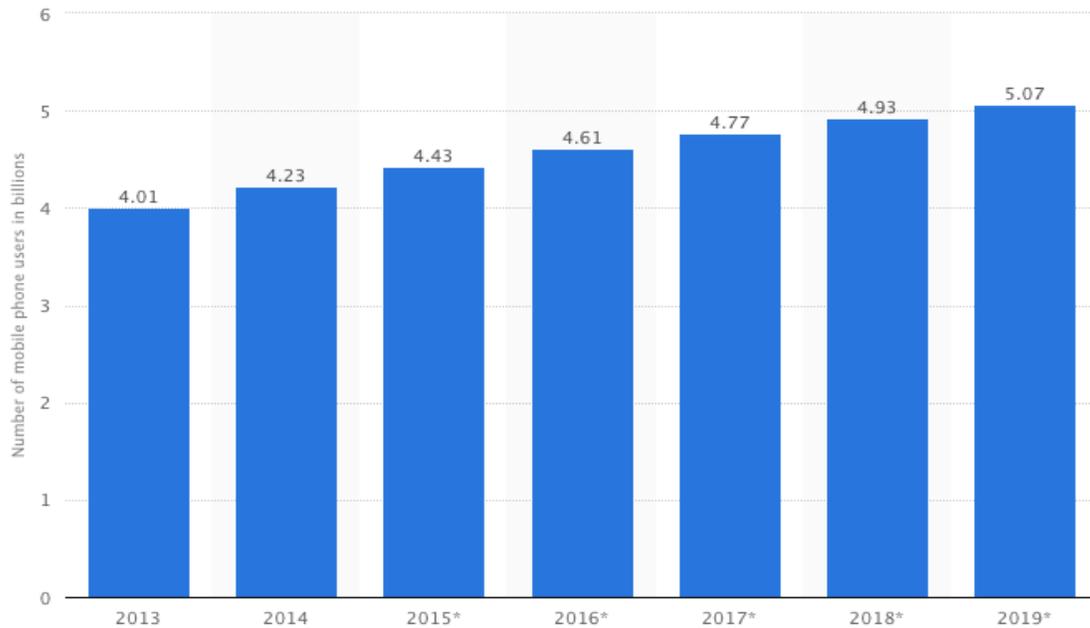


As we can clearly understand from the above stats that in next few years more users will be connected to the internet, which gives more scope for digital marketers to reach target audience globally.

#### Mobile Phones:

Most of the users globally today use mobile phones for communication. As per a report 4.77 billion mobiles phone users globally, which will increase to 5.07 billion by 2019. Today's majority of mobile

phones are smart phones with internet access, which allows to customers to connect with businesses anytime & anywhere.



#### **Targeting Audience:**

In traditional marketing strategies, it is very difficult to advertise to the target audience with specific demographics & details. Most of the marketing methods were aimed @ mass marketing of the product. Today with digital marketing we have so many customized & personalized methods to target the audience exclusively.

Ex: Today we can reach an audience by Location, age, gender, education, interests, personal information etc. In fact, we have many advanced strategies to target very specific audience.

#### **Low Cost and High ROI:**

Most of the small and medium scale companies rely mostly on digital marketing strategies due to its low cost and high return on investment.

What is its scope of digital marketing in India for Professionals?

As we know that digital marketing industry is growing which brings more opportunities to professionals in this industry. Following are opportunities available for professionals.

#### **Get a Job in Industry:**

The simple and best way to start your career in digital marketing is to find a job. In digital marketing, we have many different specializations so you will have different options to start your career.

- Digital marketing strategist
- Digital marketing executive
- SEO analyst
- Social media specialist
- Google AdWords specialist
- Email marketing specialist
- Web Analyst
- Online reputation manager

And there will more specialized job roles to choose in digital marketing. Learn more about Careers.

#### **Become a Professional Blogger:**

Many digital marketing professionals choose full time blogging as their career choice. With dedication and hard work, many professionals are not successful bloggers in their chosen niche. Bloggers can generate income with advertising & affiliate marketing strategies.

#### **Earn with Affiliate Marketing & AdSense:**

You can start your blog/website/app in a specific niche of your interest and initially work hard to build traffic & viewers. After generating good traffic, you can make a good income with AdSense & affiliate marketing techniques.

#### **Start Freelancing Services:**

Freelancing is the concept of offering your services to clients on a part-time basis from your home. Sitting at your home you can build your clients globally. Thanks to online websites like fiverr.com, freelancer.com etc. you can start offering your freelancing services.

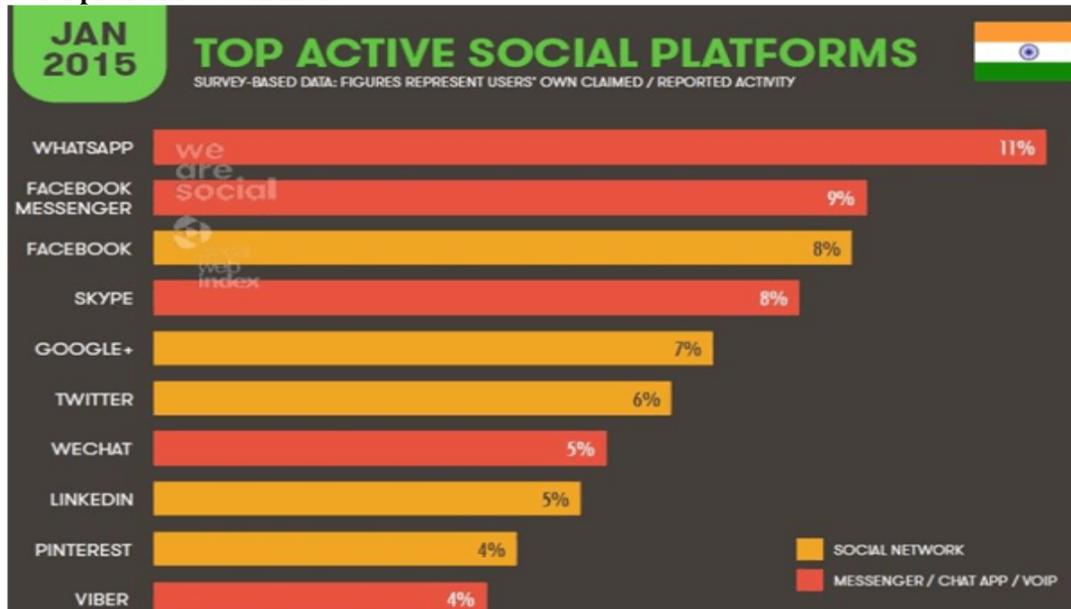
#### **Start your own agency:**

If you have experience in managing a business & have resources, contacts. You can start your own full-time digital marketing agency. With your agency, you can able to build marketing strategies for clients and implement them with digital marketing.

#### **Become a YouTuber:**

You can choose to become a full-time YouTuber in a selected niche. You need to focus on the quality of content and building your audience base in YouTube. Once you start getting subscribers and views, you can make money with YouTube monetization.

#### **Social platform used in India**



The rise of social media is another crucial trend which has been one of the most persistent medium of Digital Marketing around the world. From Facebook and Instagram to Snapchat and YouTube, both brands and marketers have started creating and publishing personalized content, stories and entertainment channels as a huge part of their marketing strategy. Currently, India is the 2nd largest user of Facebook and YouTube in the world and if this trend is to be believed, conventional marketing mediums like T.V. and Print will soon give way to Digital Marketing as the ace of spades in every brand's pack of marketing cards.

Additionally, the phenomenal rise of Digital Media has also paved the way for educational courses and internet marketing schools which are enabling working professionals, entrepreneurs and individual beginners to leverage the digital power and boost their professional path in the Digital Marketing domain in India.

The future of marketing is moving from traditional mediums to digital ones rapidly for a simple yet essential reason – The cost of customer acquisition, cost of impression, cost of customer reach in Digital Marketing is significantly lesser than conventional mediums such as – TV, Radio, Banners and Print. Thanks to the flexibility to create, optimize and promote the content on multiple platforms such as mobile, desktop and personal computers, Digital Marketing has emerged as a more economical and powerful medium of brand promotion.

#### **Research Methodology**

This is purely theoretical analysis of digital marketing it is ensure that the digital marketing is the main motive to global advertisement and profit gaining tools.

#### **Findings**

The year 2017, 80% brands and businesses will increase their online marketing spend to drive their revenue up by 30%. From understanding the consumer's usage perspective to utilizing artificial intelligence to provide more interactive interaction, more brands will follow the digital path of marketing in the years to come. It comes as no surprise that for the first time ever in 2016, Google

reported that mobile searches have surpassed that on computers and the number is only expected to grow stronger.

#### **Conclusion**

The study started with the aim to analyze the different issue related to the digital marketing. Based on the discussion it has been found that in case of digital marketing the most important aspects is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers. The study has revealed that in order to utilize the digital marketing in an effective way the companies are required to design an effective platform. With the example of effectiveness of a social media platform has been discuss. The current trends in the digital marketing have also been discussed in the study. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. The transition of the newspaper from the printed version to the online version has been exemplified the current trends of the digitalization.

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