

A Study On Digital Marketing In India

Manik Jindal

Assistant Professor

Guru Nanak College Killianwali

manik.jindal02@gmail.com

Abstract

Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should also use various marketing techniques available within both the traditional and modern marketing. Start-ups who use digital marketing many times got failed. This paper begins with an introduction about Digital Marketing and it further highlights the present trends in Digital Marketing in India and discusses the necessity of using this strategy of marketing for the marketing of the product and services.

Introduction

Online Marketing is quickly evolving in front of our eyes. The new media has created its own unique space in the market which makes it impossible to search any new discussion. Online marketing has been the crucial part in current era. The new media is having immense potential to emerge a new segment of consumer. This new paradigm explores a platform to understand the consumer benefits and needs through reporting communication mix. Teenagers are playing a very crucial role in understanding of the new media. Companies have marked this segment as the most potential segment among rest.

Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brand image of the company, build more & more prospective customers and increase the sale of goods & services by adopting various digital marketing techniques which are available in today era. Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses. In Present era, manufacturers are using digital marketing as a tool to attract more & more untapped customers in urban area and rural area both.

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance. Digital Marketing is making use of various types of digital technologies to promote company business. There are many types of digital marketing. It is very important for company as a brand to understand what will and will not work in regards to their digital marketing efforts.

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. In simple terms, digital marketing is the promotion of products and services, brands via one or more forms of electronic medium. Our Honourable Prime Minister Mr. Narendra Modi focused more & more on digitalization process in our country so that with the using of the latest technology people of India enhance their living standards and connect in the global era. Digital India has been also started with the aim to make the India totally digital so the various companies should focus on the digital marketing for the marketing of their product and services.

Literature review

- (a) Kiani (1998) also presents a set of guidelines for advertising on the web; attract users by making it easy to find your site, engage their interests by creating communities or linking to other sites they will find valuable, ensure they return by constantly updating your content and keeping it fresh, learn their preferences by tracking their activity on your site, and relate to them by taking the information gathered to provide customized content.
- (b) Parsons et al. (1998) expand on Kiani's view on retaining consumers by arguing for a creation of switching costs through the development interactivity – where consumers invest more of their personal time and resources on a site and as a result making it more costly for them to switch to a competitor. The authors also identify various ways to gather information on consumers (p.36). Since the amount of information marketers can acquire from the Internet can be overwhelming, the authors stress the importance of defining which is most important for them.
- (c) Winer (2009) highlights the opportunity of advertising on blogs, which he describes as a website built around a theme where the user shares their opinions and encourages others to discuss (p.111) by explaining that marketers pay to place a banner ad tailored to the theme of the blog. However he fails to explore the potential word of-mouth value for companies in blogs.
- (d) Kwak, Lee, Park and Moon (2014) present an empirical study of Twitter and how information spreads across the service. The authors analyzed 41.7 million users, 1.47 billion social relations, 4,262 trending topics and 106 million tweets. During the research the authors noted a tendency on Twitter; contact between similar people occurs at a higher rate than among dissimilar people.

Purpose of the study

The primary objective of taking up this study is to analyze various aspects of digital marketing in India, and to reveal the necessity of using digital marketing as a marketing strategy by the companies for the marketing of their product and services.

Research Methodology

This paper is a descriptive study, where examples are cited based on the references from some secondary material available and some from the personal experiences of the authors.

The study suggests some measures that can help companies to improve their marketing strategies.

Findings

The various aspects of digital marketing are:

- (a) Search Engine Marketing (SEM) Search Engine Marketing or SEM is the comprehensive strategy to drive traffic to your business, primarily through paid efforts. Hence it is also called Paid Search Marketing. The universe of SEM is diverse and complicated. Based on your business structure, you may choose PPC (pay-per-click) or CPC (cost-per-click) model, or CPM (cost-per-thousand impressions) model. There are different platforms for SEM.
- (b) Social Media Marketing (SMM) Social Media Marketing or SMM is an offshoot of your SEM efforts. It involves driving traffic to your sites or business through social sites like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, etc. As we mentioned above, good content is shared and liked. So create and customize content for different social media platforms. Remember to be prolific and original; you need to engage with users on a daily basis, at least four to five times a day.
- (c) Digital Display Advertising again is a subset of your SEM efforts. You may use a variety of display advertising formats to target potential audience - be it text, image, banner, rich-media, interactive or video ads. You can customise your message based on interests, content topics, or the position of the customer in the buying cycle.
- (d) Retargeting or Remarketing is a strategy to target customers who have already visited your website. It is based on cookie technology. Retargeting has emerged as a preferred strategy as you target customers who have already shown interest in your business; and hence the conversion rate is high. You may engage in Retargeting on your site, or on social network or on the mobile. Visualise your strategies based on the customers' buying cycle.
- (e) Viral Marketing is a strategy where a unique content spreads exponentially online, because the content is appreciated, shared and liked immensely. This is a great way to brand and drive traffic to your website.
- (f) Email Marketing is when you send a commercial message through email to a list of potential customers, the strategy is called Email Marketing. With effective email marketing software, you can maintain email lists that are segregated based on several factors, including customers' likes and dislikes, and spending habits.
- (g) Digital Media Planning and Buying is when a media agency researches and makes a comprehensive strategy framework. Be it in driving sales or conversions, launching a new brand or promoting an established brand, or changing customer behaviour, the media agency plans different platforms and formats to reach the desired audience. It studies reach and frequency of different web-based and mobile applications. The agency works with different partners and buys relevant space and ideas. This is called Media Buying.

Conclusion

As we all are experience a radical change in India towards the digitalization. The consumers are looking and searching more on internet to find the best deal form the sellers around India. Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, are becoming more and more common in our advancing technology. Today we all are connected through whats app and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Digital marketing is cost effective and having a great commercial impact on the business

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