



Role of Digital Marketing Industry in India

Dr. D. Madan Mohan

Principal, Indur P.G. College of Business Management

Nizamabad, Telangana

ABSTRACT

In the past few years, the internet and ecommerce business activities have become one of the fastest growing technologies that playing a significant role in the daily life of human being. Today, E-marketing is one of the most emerging technologies in IT and E-Commerce sector. E-marketing is also referred to as Internet marketing (IM), online marketing or web-marketing, means using the internet to market and sell goods and services. E-Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. The scope of E-Marketing is deemed to be broad in scope it does not only use to promote marketing over the internet but also helps in marketing as well through e-mail and wireless media. Here we analyzed to find out the opportunities and challenges of Internet marketing in India and importance of Digital marketing techniques in the competitive world.

KEYWORDS: E-Commerce, internet, online marketing

INTRODUCTION

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. Digital marketing is growing with a rapid pace not only in India but throughout the world as well. While all other Industry are struggling with a growth rate of 5-10%, Digital marketing industry is booming high and already achieved growth rate of 30% last year and estimated growth for year 2016 is 40% and the most important part is that growth rate is not going to be stagnant in coming years. As the internet users are increasing day by day ecommerce industry is also on a booming path. Companies are shifting their advertising budget from traditional marketing to digital marketing strategies.

After Independence, the Indian ad industry has progressed from being a miniature to full-fledged large scale industry, and now it is the second fastest in Asia after China. While small businesses are avid to transform their functionalities and working approaches through joining the current digital revolution, the pioneers are already celebrating the CHANGE. The duo of 0 and 1 has accelerated the pace of advertising to the newer heights, and this growth is not going to take any rest. According to a combined study of CII and KPMG, India's digital advertising industry is growing at 33.5 percent (CAGR) and by 2020; its value will surpass the Rs. 255 billion marks. Soon, this transition phase will be over, and the industry will reach towards the growth stage. That will be the time when the impact of digitization would be rather noticeable in the country's economy, but at this inception stage, experts believe that the share of this sector in India's GDP will remain around 0.50 percent in the next two fiscals.

In the conventional advertising landscape of the country, newspapers and magazines are gradually losing the charm, but Television continues to acquire the top position with an annual growth rate of around 10 percent. Though Radio is far behind than Television in terms of revenue, but it is also growing at the same rate (10 percent), whereas, cinema ads are likely to grow at 20 percent or more. It is the financial sector that invests most on advertising in India, thanks to the lenient RBI policies which could leverage a favorable business environment in the sector. Digital advertising in India has reached the \$1 billion mark in FY 2016-17 and likely to grow at an average of 14 percent annually. TV and print media contribute to a large extent while digital media stand around 12 percent of the overall ad share, but it is expected to grow up to 24 percent by 2020. The reason for such immense growth will be a shift from man-made to automated mediums owing to greater efficiency, reliability, and benefits of precise targeting. There is a wide scope of growth, especially when one look at the rising smartphone penetration; projected to boost by up to 800 million over the next half decade. The Robotics and AI (artificial intelligence) would make things even better for the industry. The ad space has been evolved around tech giant based six verticals: social, desktop, video, mobile, native, and programmatic.

Recently, to get benefits from the present technological scenario, the BJP led NDA Government at the Centre has started the Digital India campaign with full of enthusiasm. Under the Digital India programme, the government proactively supports the digital advertising industry, and positive sentiments have been inculcated in the minds of young entrepreneurs to harness the digital technology for sustainable and inclusive growth.

EVOLUTION DIGITAL MARKETING IN INDIA

Between 1971 and 1972, The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce.

1979: Michael Aldrich demonstrates the first online shopping system.

1981: Thomson Holidays UK is first business-to-business online shopping system to be installed.

1996: India MART B2B marketplace established in India.

2007: Flipkart was established in India. Every E-marketing or commercial enterprises use majorly digital means for their marketing purposes.

In 2011, the digital marketing statistics revealed that advertising via the mobile phone and tablets was 200% lower than that of the following years.

During this year, the net worth was \$2 billion. The growth was in a geometric progression as it rose to \$6 billion in 2012. The competitive growth demands for more improvement in the career works and professionals are being added to the field.

From 2013 to March 2015, the investment total increase was 1.5 billion dollars over the preceding years. There has been an impressive growth up till this present moment.

The report by the International Journal of Advanced Research Foundation revealed that summarized that India is getting to see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing.

OBJECTIVES

1. To understand the planning process off digital marketing strategy in the organization.
2. To explain the difference between Traditional marketing and Digital marketing.
3. Anlyze the importance and reasons for the development of Digital marketing in India.

STAGES OF PLANNING DIGITAL MARKETING IN THE COMPANY

Using Dr Dave Chaffey's approach, the Digital Marketing Planning (DMP) has three main stages; Opportunity, Strategy and Action. He suggests that any business looking to implement a successful digital marketing strategy must structure their plan by looking at opportunity, strategy

and action. This generic strategic approach often has phases of situation review, goal setting, strategy formulation, resource allocation and monitoring.

1) Opportunity

To create an effective DMP a business first needs to review the marketplace and set 'SMART' (Specific, Measurable, Actionable, Relevant and Time-Bound) objectives. They can set SMART objectives by reviewing the current benchmarks and Key Performance Indicators (KPIs) of the company and competitors. It is pertinent that the analytics used for the KPIs be customised to the type, objectives, mission and vision of the company.

Companies can scan for marketing and sales opportunities by reviewing their own outreach as well as influencer outreach. This means they have competitive advantage because they are able to analyse their co-marketers influence and brand associations. By summarizing the purchase journey, they can also recognise gaps and growth for future marketing opportunities that will either meet objectives or propose new objectives and increase profit.

2) Strategy

To create a planned digital strategy, the company must review their digital proposition (what you are offering to consumers) and communicate it using digital customer targeting techniques. So, they must define online value proposition (OVP), this means the company must express clearly what they are offering customers online e.g. brand positioning.

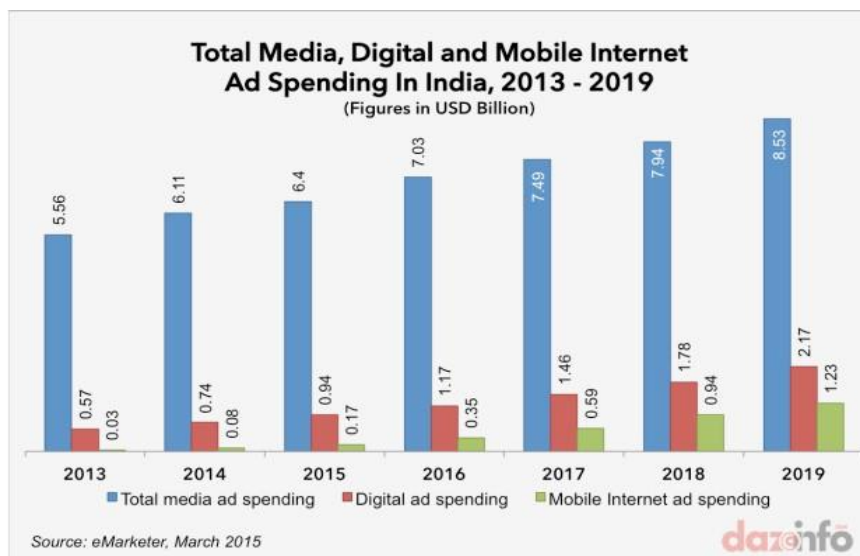
The company should also (re)select target market segments and personas and define digital targeting approaches.

After doing this effectively, it is important to review the marketing mix for online options. The marketing mix comprises the 4Ps - Product, Price, Promotion and Place. Some academics have added three additional elements to the traditional 4Ps of marketing Process, Place and Physical appearance making it 7Ps of marketing.

3) Action

The third and final stage requires the firm to set a budget and management systems these must be measurable touch points such as audience reach across all digital platforms. Furthermore, marketers must ensure the budget and management systems are integrating the paid, owned and earned media of the company. The Action and final stage of planning also requires the company to set in place measurable content creation e.g. oral, visual or written online media.

After confirming the digital marketing plan, a scheduled format of digital communications e.g. Gantt chart should be encoded throughout the internal operations of the company. This ensures that all platforms used fall in line and complement each other for the succeeding stages of digital marketing strategy.



Total Media, Digital and Mobile Internet Ad Spending in India (2013-2019)

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.

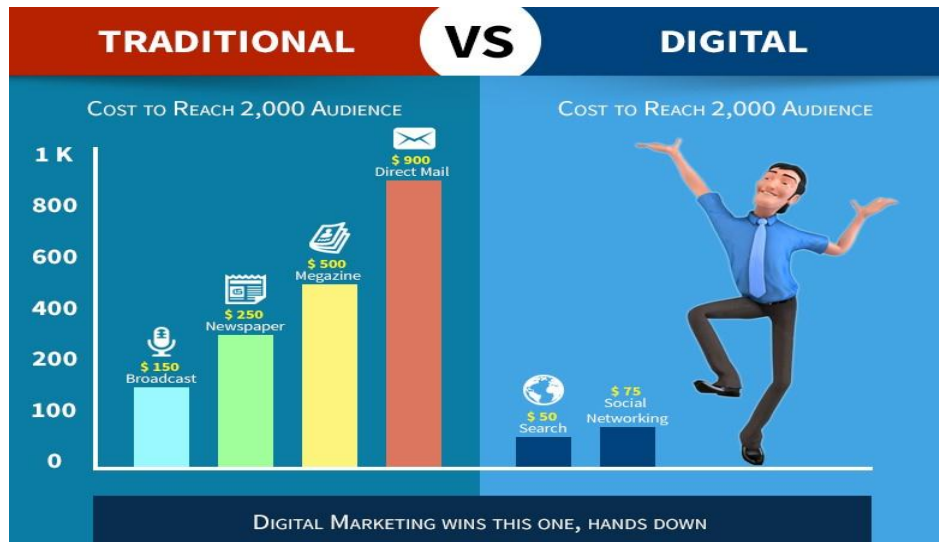
Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The Very majority now have access to the internet in India. Internet and 3G penetration 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.

Traditional Marketing v/s Digital Marketing



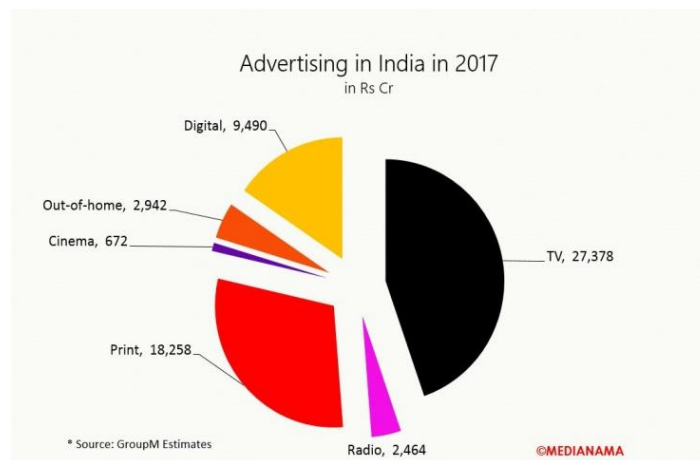
REASONS TO SHOW THE IMPORTANCE DIGITAL MARKETING OVER TRADITIONAL MARKETING

Digital marketing is not only investment-wise decision but also an effective marketing channel that can help you grow your business.

1. Digital Marketing Levels the Online Playing Field
2. Digital Marketing Is More Cost-Effective than Traditional Marketing
3. Digital Marketing Delivers Conversion
4. Digital Marketing Helps Generate Better Revenues
5. Digital Marketing Facilitates Interaction with Targeted Audiences
6. E Digital Marketing Caters to the Mobile Consumer
7. Digital Marketing Builds Brand Reputation
8. Digital Marketing Provides better ROI for Your Marketing Investments
9. Digital Marketing Earns People's Trust
10. Digital Marketing Entices People to Take Favorable Action
11. Digital Marketing Makes You Ready for the Internet of Things
12. Digital Marketing Ensures Business Survival Online

DIGITAL ADVERTISING INDUSTRY IS GROWING IN INDIA

Marketers who are aware of this rationale make every possible effort to make their presence felt in the biosphere of their target audience. And, the smartest among are those who chose the communication medium as per the choice of their prospects. Today, even a naïve marketer is familiar with the fact that none of the conventional advertising format is as diffusive, disruptive, and decisive as the Digital Advertising. Indians are smart to emulate technological revolutions, and in Digital Advertising too, they are among the forerunners. Being the centre of mass in BRICS nations, India has to create successful examples in the field of trade and commerce, and no doubt, advertising is the most powerful catalyst for business growth.



WAYS TO INCREASE THE EFFECTIVENESS OF DIGITAL MARKETING

A strategy that is linked into the effectiveness of digital marketing is **content marketing**. Content marketing can be briefly described as "delivering the content that your audience is seeking in the places that they are searching for it". It is found that content marketing is highly present in digital marketing and becomes highly successful when content marketing is involved. This is due to content marketing making your brand more relevant to the target consumers, as well as more visible to the target consumer.

Marketers also find email an effective strategy when it comes to digital marketing as it is another way to build a long term relationship with the consumer. Listed below are some aspects that need to be considered to have an effective digital media campaign and aspects that help create an effective email system.

Interesting mail titles differentiate one advertisement from the other. This separates advertisements from the clutter. Differentiation is one factor that can make an advertisement successful in digital marketing because consumers are drawn to it and are more likely to view the advertisement.

Establishment of customer exclusivity: A list of customers and customer's details should be kept on a database for follow up and selected customers can be sent selected offers and promotions of deals related to the customer's previous buyer behaviour. This is effective in digital marketing as it allows organisations to build up loyalty over email.

Low Technical Requirements: In order to get the full use out of digital marketing it is useful to make you advertising campaigns have low technical requirements. This prevents some consumers not being able to understand or view the advertising campaign.

CONCLUSION

Based on this paper, the Role of digital marketing play vital role in business for growth because its have less time and less amount do advertising through world. And also if any changes occurred in product we have to change easily and it create more awareness rather than traditional marketing .So it play major part in product awareness (i.e especially in New product introducing).In this digital marketing we have to use so many types tools .so we lot of choices in digital marketing. Marketers need to start capturing customer intent data so that marketing and experience can become contextually relevant to individual consumers, perhaps for the first time. As a marketer, we can expect marketing to be less about a quick sell and more about building a long-term relationship. Consumers want authenticity in their purchase of products and expect some level of personalisation in mass produced as well in upscale items.

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