



Digital Marketing in India: The fastest way to connect with the target audience

Devjeet Chakraborty¹, A K Singh²

¹ Research Scholar, Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga, Bihar, India

² Professor, Head cum Director, Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga, Bihar, India

Abstract

Brands are up in arms to find new ways to connect with their target audience on digital, while also fighting for maximised reach through paid social media spends. Rising to the new challenges posed by the evolving consumer behaviour on digital, brands are investing heavily into originality, innovation, meaningful engagement and experimentation. Increase in internet penetration in the country has led to a substantial growth of other digital industries such as e-commerce, digital advertising and so on. Latest trends in digital marketing in Indian in web usage, mobile and search, social networking, shopping and online video are shaping the Indian digital marketplace and what it holds for the years to come.

Keywords: consumer awareness, digital marketing, Indian context, internet penetration, social media

Introduction

Any form of marketing products or services which involves electronic devices is being termed as Digital Marketing. It can be in both format viz. online and offline. The Institute of Direct Marketing considers digital marketing as the use of internet and related digital information and communication technologies to achieve marketing objectives. It is the creative use of Management Information System (MIS) and technology which supports customers interaction with e-marketers. Marketers need to use technology and information and intuition to set brands and grab opportunities. E-Commerce has unleashed the revolution which is changing the way of doing business. In 1997 U.S. govt. allowed use of internet by commercial organisation. This gave impetus to new way of conducting trade and commerce.

Digital Marketing is a broad discipline, bringing together all forms of marketing that operates through electronic devices-online, on mobile, on-screen. Over the years, digital marketing has developed enormously, and it continues to do so. Search Engine Optimization, Search Engine Marketing or Pay per Click Advertising, Social Media Marketing, Content Marketing, Mobile Marketing, Web Analytics, Marketing Automation, Content Writing and Rate Optimization are the popular and most-demanded areas in digital marketing.

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 fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Startups who use digital marketing many times got failed.

Evolution and Growth of Digital Marketing

Digitalization, which hastens the process of digitalizing company activities, is about using innovative approaches to challenges and developing new business models. In order to optimize the current value chain, it is not enough to merely automate or integrate technology into existing processes (digitalization). To go even further, a new and improved method of providing customer value is produced by altering

the business model, rearranging the value chain, and creating a new supply of goods and services (caused by the well-before integration of digital technologies into goods and services). New business prospects have been produced as a result of data-driven, continual technological advancement. Digitalization is also essential for improving product processes across a range of industries, which makes it essential for creating effective production and network plans and controls. In contrast, publications on data-driven innovations have raised the level of competition in the corporate environment (Flores *et al.*, 2021).

Santos (2020) lists one benefit of digital marketing as being that it is inexpensive but effective at drawing customers throughout the day and night. The act of promoting and selling goods and services online using digital and virtual environments is known as online marketing. Additionally, online marketing for online business sellers has both benefits and drawbacks. Its advantages include the removal of the need for online stores because social media may serve as their marketing platform, the simplicity with which they can reach customers via internet access, and the capacity for two-way conversations at their own pace. Its drawbacks include the fact that some consumers still favor in-person product or service inspection and viewing, as well as their reluctance to make financial commitments. A further factor that has no influence on the benefits and difficulties experienced by online company sellers is the business profile (years in operation, monthly net revenue, and online marketing training). Similar to this, the rewards and difficulties faced have little to do with training in online marketing and the many forms of online enterprises (product-, service-, and product-and service-based).

Due to the substantial influence that internet businesses have on economic growth, digital marketing and economic stability are intertwined. Online sales could very well have an impact on the expansion and stability of our economy. The way people shop online has a big impact on e-commerce. Ecommerce is expected to keep growing in popularity due to how convenient it is. Local industries should accept this new reality rather than fight it. They can create a website and

advertising campaigns that will bring them in front of their target audiences through digital marketing. Taking on large corporations is not difficult. It merely requires a capable digital marketing company and a well-thought-out web plan (Aque *et al.*, 2021).

Digitalization: The Facilitator of Digital Marketing

The rapid growth of the global economy has been greatly facilitated by the advent of digitalization. Digital markets are among the most well-known and well-established platforms in developed markets. Compared to underdeveloped economies, where BTL marketing activities predominate, organized digitization accounts for 75–80% of total marketing. Being where your customers are, as the saying goes, is now made possible by digitalization. This is true of social media platforms like Facebook, Twitter, YouTube, and Insta-gram. All markets—large or small—are experiencing tremendous growth in the use of digital technology. Smaller markets are promising, where potential matters along with size, while big markets are nations that will always be e-commerce behemoths due to their size (though not always). In a recent ruling, the Kerala High Court recognized the right to the internet as a fundamental freedom and as a component of the human right to education. With 4.39 billion Internet users and 3.48 billion active social media users in 2019, 1.92 billion people around the world make purchases online, making up a quarter of the global population. Online shoppers numbered 1.32 billion in 2014; they were projected to reach 2.14 billion by 2021, and growth over the ensuing five years is predicted to increase by 21%. India, the second-most populous country in the world, is a developing nation with 627 million Internet users, 273 million of whom are actively shopping online, and a 20% annual growth rate for online shoppers.

In India, mobile technology and other forms of information technology have become incredibly widespread. India has 970 million active mobile phone connections out of its 1.3 billion people. In India, the use of cell phones has increased dramatically since the year 2000. Additionally, it was predicted that by 2019, India will have roughly 299 million smart phones, up from 140 million in 2014. The proliferation of smart phones in India is being fueled by inexpensive smart phones that operate on cheap operating systems like Android One. Additionally, it was predicted that in 2018, there will be 527 million users overall, up from 213 million in 2013. Due to their widespread use, mobile and internet technologies together have the ability to engage a billion people in India.

Growth of Digital Marketing in India

Informational and Communication technology has occupied the entire space with the urban India. Today's generation is digital. Digital marketing is a marketing platform to promote products and services online. In simple terms, we can say that digital marketing is about promoting our products to customers using the Internet. Many models of traditional marketing apply to digital marketing platforms. In every era, the market has evolved based on the customers' demands and selection.

When we consider the key indicators of success in marketing, the first thing we think of is the number of people reached through marketing practices. The internet's penetration has reached outstanding numbers. Looking at India alone, it boasts the world's second-largest number of internet users.

An Indian spends 4-5 hours each day on average reading through social media, emails, and websites. The expanding

market for gadgets such as smart phones, computers, tablets, and other similar devices has only accelerated consumption and penetrated the market, allowing it to reach a bigger audience. The content on the internet has a significant impact on people's lives. The display of ideas through photos, films, texts, and other media has a solid foundation in people's thoughts, which translates into their daily lives.

Digital marketing is all about influencing the audience online through various content mediums in order to boost a brand's influence. Because of the amount of time consumers spend on the internet; digital marketers can develop effective ways to influence consumer behavior. The appropriate strategy converts visitors into customers.

Digital Marketing is being divided majorly into ten types. The list of various types of digital marketing is being under mentioned:

1. Search Engine Optimization (SEO) - SEO stands for search engine optimization and as the name suggests, it is the science and art of getting your web-pages to rank higher in SERPs (search engine results page).
2. Pay Per Click (PPC) - Pay-per-click marketing deals with paid search results on Google and involves bidding on specific keywords that will garner the most web traffic for you.
3. Social Media Marketing (SMM) - Social media marketing is the use of social media platforms so as to connect with your audience and build your brand.
4. Content Marketing - Content marketing is a sort of marketing in which relevant and consistent content is created in order to attract a certain audience.
5. Email Marketing- Email marketing is a process of sending commercial messages to group of people via email.
6. Influencer/ Affiliate Marketing –It is a type of online networking advertising which includes influencers to approve and make reference to your products.
7. Viral Marketing- It is a type of marketing where consumers give or share information about the company's goods or services through social networks.
8. Mobile Marketing - SMS marketing is a type of mobile marketing. (Sending marketing messages) via SMS and push notifications is a tried-and-true method of capturing the attention of the recipient, especially since more than 90% of such messages are opened right away. Radio& TV Ads - Radio &TV Ads are a form of marketing that uses radio or TV ads as a source of marketing
9. Electronic Billboards - An electronic billboard is basically a large (or even giant!) screen made up of LED (light-emitting diode) bulbs whose lights are arranged and timed to create static, changing, or full-motion text and images.

Conclusion

Digital marketing is the usage of expertise and methods for assisting the activities of marketing in an attempt to develop the knowledge of customers by way of matching their requirements. In India, the significance of digital marketing and the way digital marketing affect the consumer has been realized by several business organizations. This is why numerous business organizations in order to be successful go for the combination of online approaches with traditional approaches to meet the requirements of consumers more exactly The introduction of new-fangled approaches has to make new-fangled opportunities for the organisation for a

salesperson to accomplish their websites and attain their objectives of the business Promoting goods and services through Online is an influential advertising vehicle to construct products and developing circulation for business organizations for attaining success Outlooks with respect to produce the outcomes and calculating achievement for advertisement money consumed, digital marketing is further cost-efficient to measure ROI on promoting goods and services.

In order to increase the traffic approach of the business organization, Digital Marketing is the most influential method. On the other hand, in terms of the corporate world, Digital Marketing is observed as the utmost extensively used marketing and advertising aid that has a habit of leaving the outmoded styles of marketing. Traditional styles of marketing allow an organization to reach some limited audiences, whereas digital marketing permits the organization to reach the wide-reaching marketing as several cities are there, where the inhabitants do not partake up-to-date facilities, but they have their individual smart phones. This is why several companies are getting conscious about utilizing the digital platform in order to enlarge their approach to the brand.

Due to technologies advancement at an exponential rate, the marketing paradigm has shifted to newer more customer and content centric approaches being delivered on the digital platform.

Traditional marketing like advertising, public relations, branding and corporate communications, lead generation etc. broadly relies on television, radio, telephone, and print media and telephone as a delivery medium. Contrary to that modern marketing techniques leverage the power of Internet and social media to reach to a more targeted set of audience.

References

1. Ahuja Vandana. Digital Marketing, Oxford University Press, New Delhi, 2015.
2. Bala M, Verma D. A Critical Review of Digital Marketing, International Journal of Management, IT and Engineering,2018:5:10.
3. Bhagawati Darshana, Dutta Dev Malya. A Study on Literature Review for Identifying the Factors Impacting Digital Marketing, International Journal of Sales & Marketing Management Research and Development, 2018, 8(3).
4. Bhatia Puneet. Fundamentals of Digital Marketing, Pearson Education Ltd., New Delhi, 2019.
5. Chaffey, Dave and Chadwick, Fiona Ellis. Digital Marketing: Strategy Implementation and Practice, Pearson Education Limited, New Delhi, 2019.
6. Chura Krishna Kant. The Art of Digital Marketing, Notion Press, Chennai, 2020.
7. Gangeshwer DK. E-Commerce or Internet Marketing: A Business Review from Indian Context, International Journal of U-and-e-Service and Technology,2013:6(6):187-194.
8. Gupta Seema. Digital Marketing, McGraw Hill India Private Limited, New Delhi, 2022.
9. Kamal Y. Study of Trend in Digital Marketing and Evolution of Digital Marketing Strategies, International Journal of Engineering Science and Computing, 2016, 6(5).

10. Kannan PK, Li HA. Digital Marketing: A Framework, Review and Research Agenda, International Journal of Research in Marketing,2017:34:22-45.
11. www.statista.com