

Digital Marketing in India

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Abstract

Digital marketing is increasing in India with fast pace day by day. Many Indian companies are using digital marketing for gaining competitive advantage in market. Now many companies are using digital marketing for increasing their market share as well as sales. This study/paper shows what digital marketing is all about. It shows area included in the digital marketing. It presents importance, scenario and top 10 agencies in India in 2016 using digital marketing in their marketing campaign.

Introduction

Digital Marketing is a part of a digital economy. India is a fast moving nation towards digital economy and this movement has been accelerated with the demonetization of the Indian currency in the last quarter of year 2016. With it various government digital payment promotion schemes has been launched. Digital Market requires digital promotion and marketing strategies. Recent launch of reliance telecom Jio with the free & unlimited internet facilities has played a revolutionary roll. Now

Indian consumer is spending more time on social media and suffering.

Digital

Digital describes electronic technology that generates, stores, and processes data in terms of two states: positive and non-positive. Positive is expressed or represented by the number 1 and non-positive by the number 0. Thus, data transmitted or stored with digital technology is expressed as a string of 0's and 1's. Each of these state digits is referred to as a bit (and a string of bits that a computer can address individually as a group is a byte).

Marketing

Marketing is a comprehensive term and it includes all resources and set of activities necessary to direct and facilitate the flow of goods and services from the producers to the consumers. Marketing is providing the right goods and services to the right people, at the right place, at the right time and at the right price with the right communication and promotion.

Digital Marketing

Digital marketing, the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyse marketing campaigns and understand what is working and what isn't – typically in real time.

Research Methodology

Secondary data is used in this paper. Data collected from various books, journal and various websites, which are specially related to the department of industrial policy and ministry of finance etc. tables are also prepared to understand and show the trends of digital marketing in India. Reports and publications of various associations connected with business and industry, agencies, government etc. are referred for this research paper.

Objectives

- Scope of Digital Marketing in India.
- Scenario of Digital Marketing in 2016.
- Top 10 Indian Digital Marketing Agencies in India in 2016.
- Importance of Digital Marketing in Indian Economy.
- Shortcomings of Digital Marketing in India.

Scope of Digital Marketing

For Professional Bloggers:

Professional Bloggers are person those write useful guide or information for their readers. Most of time their earning source is depends on Affiliate Marketing and Google AdSense. They earning enough from their blog but they have need of traffic for generate revenue. More traffic means more revenue and Digital Marketing help them in ranking high in organic search result, engage with users on social networking sites with useful information and run their SEM(Search Engine Marketing),PPC ads SMM (Social Media Marketing) campaign for reach to their users rapidly.

For Entrepreneurs:

Entrepreneurs are persons who build their own business with their ideas and resources. They must have to require of direct marketing for reach their idea and presence to more people. Without direct marketing they can't convert their business into a reputed brand. With help of digital marketing for business can easily reach their deserved sales and revenue with small budget. Best part of online marketing is you can start it with Zero or Small Investment. No Waste of money, high returns on investment.

For E-Commerce Stores:

Digital Marketing is only key success for e-commerce store. For every e-commerce store they have to reach most interesting people of their products for convert it into a sale. Product Listing ads are used about future of digital marketing in ecommerce industry. Affiliate marketing is most important part for online shopping stores. You give few percentage of amount with every successful sale to publishers (Bloggers or website owners) who promote your products on their sites. Re-Marketing is also helpful for target you most interesting audience again and again for certain period of time for ecommerce store.

Scenario of Digital Marketing in 2016

Mobile Marketing:

To device result-oriented marketing plans and campaigns, mobile marketing is going to play one of the most significant roles in 2017. Understanding customers changing needs and characteristics lets marketers plan in a result-oriented fashion. As per statistics:

- Current Outlook of Mobile Marketing in Driving Customer-Engagement-40% (approx.)
- Future Outlook of Mobile marketing in Driving Customer-Engagement-75%
- More than 52% of Searches are done through mobile.
- 89% of Facebook daily Active users come through Mobile.
- 83% of Facebook advertising revenue through smartphones.
- 92% of mobile media time is spent in Smartphones apps by Consumers.

Video Marketing:

Modern customers prefer to view a video content on company promos. Growing need for the visual content has turned video marketing he one of the most appealing trends of digital marketing in 2017. When a visual content is well produced to communicate the message in an

interactive and engaging are always guaranteed

- Current Outlook of Video Marketing in driving Customer Engagement-37%
- Future Outlook Of Video Marketing in driving Customer Engagement-69%

Video Marketing is the most powerful way that companies use for-

- Introducing themselves
- Spreading their message
- Promoting their products/services
- Increasing their reach and optimizing search ranking
- Boosting customer engagement and enhancing returns on investments.

E-mail Marketing:

E-mail marketing is so effective in nurturing leads and ensuring conversions. E-mail marketers of some of the most successful marketing agencies claim a return of \$40 for every dollar they invested. Well-targeted e-mail Marketing will be one of the most effective ways of ensuring conversions in 2017.

- Current Outlook of Email Marketing in Driving Customer Engagement-45%

- Future Outlook of Email Marketing in Driving Customer Engagement-57%

Email Marketing is the most important part of your business branding and you need to choose trends that benefit with your customer profile and business objective. Your emails should reflect your quality and using professional email templates should be the base of your E-mail marketing campaign in 2017.

Social Media Marketing:

Social media changes quickly as there are dozens of new platforms arrive each year. This year 2017 will also be a host for the variety of new social media trends, and social media marketing will for sure be optimization, Lead generations and conversions.

- Current Outlook of Social Media Marketing in Driving Customer Engagement-36%
- Future Outlook of Social Media Marketing in Driving Customer Engagement-55%

As Social media keeps evolving, it has a massive power to channelize marketing campaigns in innovative and effective ways. Social media is a medium that adeptly responds to new tech innovations, but at the same time, it also exceeds customer's expectations. Knowing

future trends of social media and planning strategy as per that will ensure success for companies.

Search & SEO Marketing:

Search engines evolve constantly, and their changes prompt shift in marketer's ways of targeting audiences. To succeed, it is important for you know latest changes of SEO marketing and employing effective search engine strategies accordingly. Mobile

marketing and social media optimization has enhanced the frequencies of searches all across the globe, and as per statistics, 14 billion web searches are conducted each month through different search engines.

- Current Outlook of SEO Marketing in driving Customer Engagement-21%
- Future Outlook of SEO Marketing in driving Customer Engagement-40%

Digital Marketing activities with the greatest Commercial Impact in 2016?

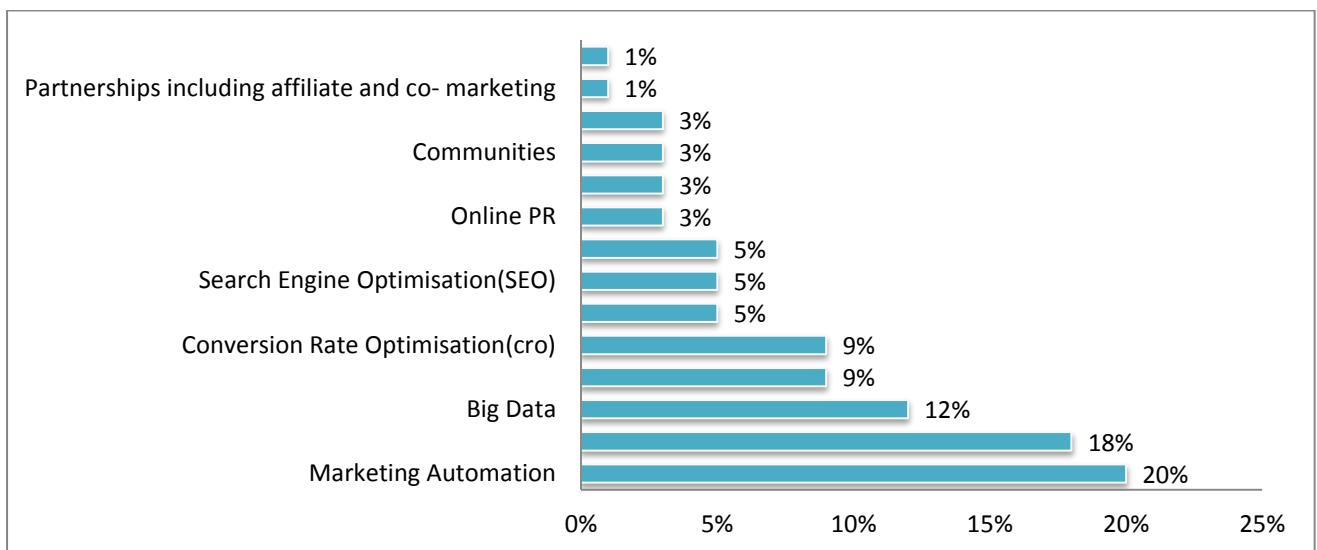
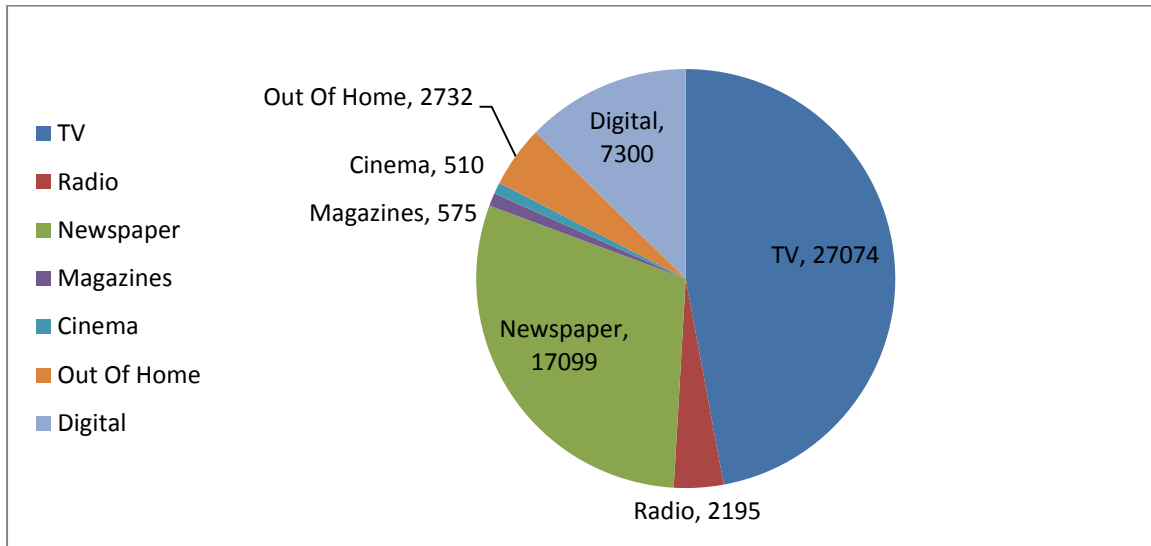


Fig: Digital Marketing Commercial Impact,

The above statistics shows that various digital Marketing activities with the greatest commercial impact in 2016. The marketing automation has the highest impact on the business of the company.

Following is the statistics of Year 2015 and 2016

TV will be dominant medium...



... But digital will grow the fastest

Year on year charge in %

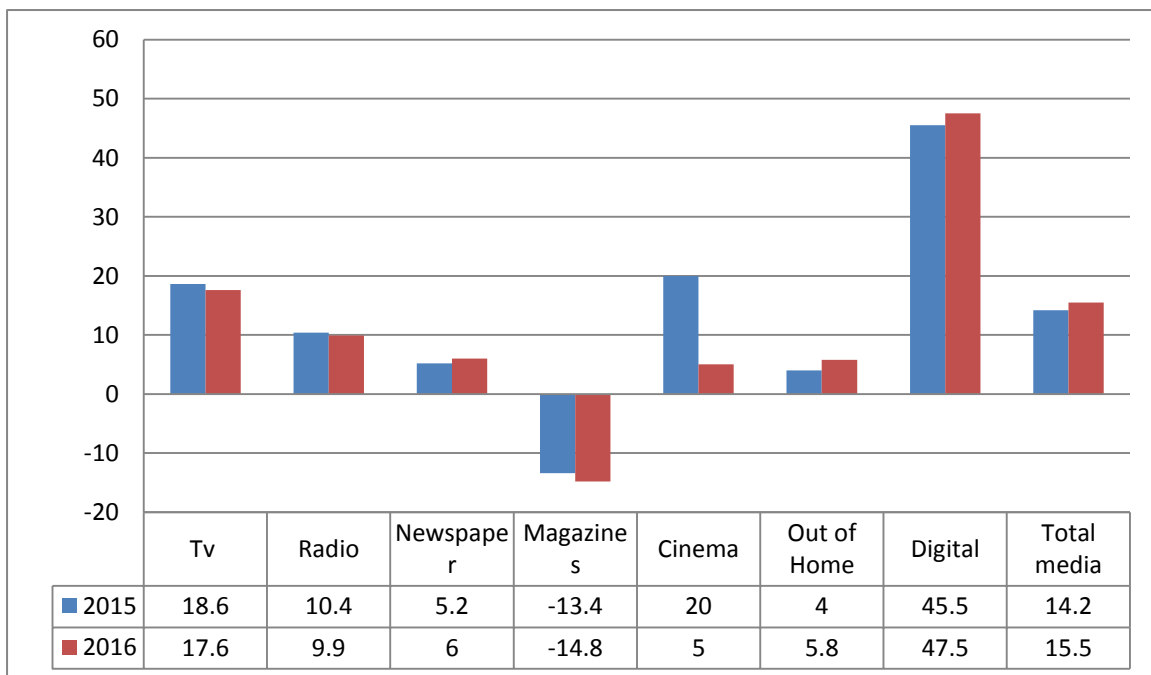


Fig Digital Growth in comparison to other factors

The above figure shows the Digital AD spending to grow the fastest in 2016. Ad spending in India will grow 15.5% in 2016 to Rs. 5486 crore with digital advertising expanding with the fastest pace of 4.5% media agency GroupM said in its 2015 and 2016 report. Digital

advertising accounted for 12.7% of all ads spending in 2016, the agency estimated up from 9.9% in 2015. Television and radio will see slower that in 2015.

Again while all the other industries are struggling hard to reach 5% to

10% growth rate digital marketing industry is becoming tall with 40% growth rate, portable handy mobile devices contributed more growth in web connectivity than computers that's because of affordability data plans and these initiate growth forecast that over next 5 years: mobile advertising revenues growth rate will lend to increase 27% with an excess of \$27 billion revenue in 2017. With the increasing in digital

marketing share- reports predict that it shares will reach to \$185.4 billion by 2017.

Digital marketing main growth comes from social media, people now days spend their time on social media and that is a plus point for marketing, there are more than 82 million active users for Facebook and it is expected that the nation will have the world's largest Facebook population by 2017.

Top 10 Digital Marketing Agencies in India

Company	Founded Year	Team Size (Employees)	Services	Top Client
iprospect India	1997	51-200	<ul style="list-style-type: none"> • Paid search • Organic search • Paid Social Media Marketing 	Clear Trip , HDFC, City Bank, Shop Clues etc.
WATConsult	2007	750+	<ul style="list-style-type: none"> • Digital Marketing • Mobile Marketing • Social Media Marketing 	Jockey, Peter England, Jack & Jones, Kotak Life Insurance etc.
Webchutney	1999	201-500	<ul style="list-style-type: none"> • Website design • Mobile Marketing • Social Media Marketing 	Airtel, Microsoft, Unilever, Marico etc.
Mirum India	2009	201-500	<ul style="list-style-type: none"> • ORM • Social Media Presence • Outreach, Response Service 	Titan, Master Card, Barclays, Procter & Gamble etc.
Quasar Media	2005	60+	<ul style="list-style-type: none"> • Digital Advertising • Media Buying and Planning • Social Media 	Twinnings, Uninorm, Dolby Honda, Pantene etc.
Pinstorm	2004	51-100	<ul style="list-style-type: none"> • Social Media Marketing • Search Marketing • Ads 	Yahoo, Canon, Greenpeace, Lee etc.
iStart	1991	50	<ul style="list-style-type: none"> • Digital communication 	Wikipedia, NDTV, moneycontrol.com, Ask etc.

			services	
			<ul style="list-style-type: none"> Digital films Interactive Kiosks 	
BCWebise	2000	51-200	<ul style="list-style-type: none"> Media Relations Product Marketing Public Affairs 	Emiami, Nanhikali, IPSA, Sunsilk,Hero Pleasure etc.
Resultrix	2008	201-500	<ul style="list-style-type: none"> Search Marketing Search Optimization Designing 	Engine Corbis, Bing, Intel, Disney etc. Engine
Ogilvy Public Relations	1980	1001-5000	<ul style="list-style-type: none"> Media relations Consumer Marketing Product marketing 	LG Electronics, American Express, BP, Ford, XEROX, NIDDK & dupoint

Importance of Digital Marketing

- Promoting your business through digital marketing gives you best possibility of targeting your potential customers.it is estimated that 3 billion people around the world are using internet and the number is increasing day by day.
- Digital marketing is only medium that can be accessed without any national or geographic boundaries. You can able to invest small amount on digital marketing and enjoy huge return on your investment.
- The cost of promoting your business in internet is cheaper when considered to other promotion medium. This feature helps small organisations to market their

business targeting the globe customer base.

- Digital marketing offer the ability to stay connected with your potential customers 24x7. If you are going to offer any discount, you can able to spread the new by sending e-mail or publishing on social networking sites.
- Digital marketing allows you to send bulk e-mails and message in short span of time. However, you need to implement effective marketing strategy to be successful.
- Digital marketing allows the business owners to get instant feedback from their customers. It helps you to make significant improvement on your services.
- Digital marketing allows your business to be available 24x7 and 365 days. It results in

increased leads, sales and profit to your business.

- Digital Marketing has a feature of flexible marketing. Businesses can change the digital marketing campaign according to the circumstances prevails in the market.

Shortcoming of Digital Marketing

- Although, digital marketing allow you to promote your business targeting global customers, the set-up cost of a website is too high. Further, you need to spend more time on choosing attractive layout for your website.
- There are several customers still not aware of digital marketing. Some people prefer buying products on store instead of buying it online.
- The rule of trading in digital marketing changed rapidly. It needs constant attention and surveillance to make sure the marketing strategy really works.
- When comes to digital marketing, you needs to be aware of fraudulent activities and online scams.
- Spamming is one of the prime challenges for digital

marketing and confidential data can be easily hacked.

Conclusion

Digital marketing has increased in last a few years in India. Digital marketing such as search engine optimisation (SEO), content marketing, influential marketing, content automation, e-commerce marketing, campaign marketing and social media marketing, social media optimisation, e-mail direct marketing, display advertising, e-books, optical disks and games, are becoming more and more common in our advancing technology. People have different views about it. But the fact is this digital marketing has tremendous potential to increase in sales provided business should have knowledge to implement it in right way. Benefits like increased brand recognition and better brand loyalty can be gained by effective digital media plan. Digital marketing campaign help in reduction in cost, boost in inbound traffic and better ranking in search engine.

Future of Digital Marketing in India

Day by day growing digital market in India is an evident that the digitization is taking place with a high speed. E-commerce website are providing all the goods and services through online portals online today.

The increasing number of ecommerce websites.

WARC Survey shows that 35% of advertisers would increase their mobile advertising spend 50% or more by 2020 in India. According to the GroupM report, consumer product makers will remain the most dominant sector in terms of ad spending with a 28% share of the total expenditure. Many advertisers will increase their ad spending to spur demand, helped by the buffer provided by low commodity prices, which have reduced their input costs. Thus, all reports and surveys conducted around the globe are showing that the digital marketing will grow more in coming years. Youth of India is very much technology friendly. By 2017, mobile devices are expected to reach around 3 billion units worldwide. So as more people use smartphones, tablets and other mobile devices, the potential of mobile market continues to grow.

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