



DIGITAL MARKETING IN INDIA

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ABSTRACT 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 analyze marketing campaigns and understand what is working and what isn't – typically in real time. This paper presents a depth analysis of digital marketing. This can be summarized that developments of digital marketing to enhance the success of the country they are several forms of evaluation of digital marketing depend on the growth, internet user, strategy. It examines the determinants and internet user, growth of digital marketing, industry wise digital within the theoretical frame work.

KEYWORDS :**INTRODUCTION**

Digital Marketing is making use of various types of digital technologies to promote yourself or your business. There are many types of digital marketing. It is very important for you as a brand to understand what will and will not work in regards to your digital marketing efforts. These days you can waste a lot of time and money focusing your resources on failing marketing campaigns.

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influence marketing content automation, campaign marketing, data-driven marketing and e-commerce marketing, 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. In fact, this extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones.

“The marketing of products or services using the digital channels to reach consumers. The key objectives are to promote brand through various forms of digital media. Digital marketing extend beyond internal marketing to include channels that to not required the use of internet”.

GROWTH RATE OF DIGITAL MARKETING IN INDIA

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. User engagement over social networks and internet penetration rate has given a clear signal that online presence is not only necessary but it is must for all the business who want to grow in new era. Look at the few interesting fact which will change your perception if you still among those who believe internet marketing is not effective. The following figure 1.1 growth of digital market advertising in India

SCOPE OF THE STUDY

In India only 16% people was using internet till the end of 2013 and usage of internet is increasing by 15% and its reach to 31% in 2014 and increase rapidly day by day. More than 40% business depends on digital marketing. With increasing of internet and smart phone users soon in coming years around 90% business will be depend on online marketing in India.

OBJECTIVES OF THE STUDY

The study has been under taken with the following objectives.

1. To study the profile of digital marketing in India.
2. To study the growth of digital marketing in India and world.
3. To offer findings, suggestions and conclusion.

METHODOLOGY

The present study is completely based on secondary data. The required data were collected from the published annual report, journals, books; newspaper, other publication, various websites and the main source of the secondary data are received through the internet.

REVIEW OF LITERATURE

Kiani, (1998) Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives.

Pepelnjak, (2008) with the availability of so many choices for customers, it is very difficult for marketers to create brands and increase traffic for their products and services. Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement.

Munshi (2012) today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner

DIGITAL MARKETING CHANNELS**GROWTH OF DIGITAL MARKETING WORLD AND INDIA**

The growth of digital marketing of Indian market compare to rest of world. India in 2013 became world no 3rd in internet uses by no of

people throughout the world. As we see in 2014 India was on 3rd position where as now in 2016 it is on 2nd position. The following table 1.1

TABLE 1.1 GROWTH OF DIGITAL MARKETING WORLD AND INDIA

S. No	Country	Total Country Population	Population Change(%)	Internet Users	User Growth	Growth	Rank
1	CHINA	1,393,783,836	0.59%	641,601,070	24,021,070	4%	1
2	UNITED STATES	322,583,006	0.79%	279,834,232	17,754,869	7%	2
3	INDIA	1,267,401,849	1.22%	243,198,922	29,859,598	14%	3
4	JAPAN	126,999,808	-0.11%	109,252,912	7,668,535	8%	4
5	BRAZIL	202,033,670	0.83%	107,822,831	6,884,333	7%	5
6	RUSSIA	142,467,651	-0.26%	84,437,793	7,494,536	10%	6
7	GERMANY	82,652,256	-0.09%	71,727,551	1,525,829	2%	7
8	NIGERIA	178,516,904	2.82%	67,101,452	9,365,590	16%	8
9	UK	63,489,234	0.56%	57,075,826	1,574,653	3%	9
10	FRANCE	64,641,279	0.54%	55,429,382	1,521,369	3%	10

Source: www://internetlivestats.com/internet user-by - country
http://en.wikipedia.org/wiki/global internet usage.

FIGURE-1.2 GROWTH OF DIGITAL MARKETING WORLD AND INDIA



2.2 COUNTRY - WISE INTERNET USER IN WORLD AND INDIA

The country - wise internet user in Indian market compare to rest of world. India in 2016 became world no 2nd in internet uses by no of people throughout the world. The following table 2.2

TABLE 2.2 COUNTRY - WISE INTERNET USER IN WORLD AND INDIA

S. No	Country	Population (2016)	Internet Users (2016)	Internet Users Changes	Non Users	Percentage (%)
1	China	1,382,323,332	721,434,547	15,520,515	15,520,515	2.2%
2	India	1,326,801,576	462,124,989	108,010,242	108,010,242	30.5%
3	U.S	324,118,787	286,942,362	3,229,955	3,229,955	1.1%
4	Brazil	209,567,920	139,111,185	6,753,879	117,385	5.1%
5	Japen	126,323,715	115,111,595	117,385	330,067	0.1%
6	Russia	143,439,832	102,258,256	330,067	4,124,964	0.3%
7	Nigeria	186,987,563	86,219,965	4,124,967	447,557	5%
8	Germany	80,682,351	71,016,605	447,557	555,411	0.6%

9	U.K	65,111,143	60,273,385	555,411	1,182,988	0.9%
10	Mexico	128,632,004	58,016,997	1,182,988	758,852	2.1%
11	France	64,668,129	55,860,330	758,852	3,232,544	1.4%
12	Indonesia	260,581,100	53,236,719	3,232,544	1,564,346	6.5%
13	Vite nam	94,444,200	49,063,762	1,564,346	2,242,750	3.3%
14	Turkey	79,622,062	46,196,720	2,242,750	1,855,574	5.1%
15	Phillippines	102,250,133	44,478,808	1,885,574	522,375	4.4%
16	South korea	50,503,933	43,274,132	522,375	666,922	1.2%
17	Italy	59,801,004	39,211,518	666,922		1.7%

Source: www://internetlivestats.com/internet user-by - country
http://en.wikipedia.org/wiki/global internet usage.

With a penetration rate of 34.5% India is worlds 2nd most internet surfing population so its clear there are still lot to go. The growth is rapid in this field and still a long way to go with higher pace that's the reason every freshers and professionals looking to build their career in digital marketing. USA has Internet penetration rate of 88% and even few of the European countries with more than 95% of penetration rate where as India still at only 35%. This shows the future scope of Digitalization in India. Government Digital Literacy scheme and many others factor are giving a boom to increase internet users in India. Online shopping industry is also growing with a rapid pace which is still getting sales from major metros and mid level towns only.

Digital Marketing and advertising is influencing peoples to buy and sell online and e commerce is getting more and more sales. With a hi growth through Digital marketing in business companies have starter spending more and more in Digital marketing as they are getting better ROI in Digital medium compare to traditional, another major benefits are all the expense and return are measurable which is not possible in Traditional Marketing. High Demand of Managing Companies activity over Online marketing and improve company visibility has opened a new door or opportunity. Demand are higher then supply so Peoples have one new career stream as Digital Marketer which is flexible and providing high career growth. Digital Marketing is a rapid career growth not only in India but also throughout the world. Companies are getting more and more dependent over internet to generate faster revenue for their business.

2.3 INDUSTRY - WISE GROWTH OF DIGITAL MARKETING

The following table no 2.3 calculate the percentage analysis in highest growth of other industry of digital marketing, the follow E-Commerce 16% Start-UPS/APP industry 12.8%, Media entertainment 11.2% , retail FMCO/ Education same percentage of 8% and lowest value travel agency 6.4% .

TABLE 2.3 INDUSTRY - WISE GROWTH OF DIGITAL MARKETING

S. NO	INDUSTRY - WISE GROWTH OF DIGITAL MARKETING	PERCENTAGE
1	E-Commerce	16%
2	Start-UPS/APP	12.8%
3	Media entertainment	11.2%
4	Retail/FMCO	8%
5	Education	8%
6	Health care	7.2%
7	Travel	6.4%
8	Real-Estate	4.8%
9	Others	25.6%

Source: www://internetlivestats.com

SUGGESTIONS

1. Most of the real sector people actually understanding the value of opportunity of digital marketing.
2. With the study of digital marketing I came to its emergence and extreme growth in today scenario.

3. Most of the sector opportunity for the digital marketing channel name search engine optimization, search engine marketing and social media marketing and later they will think about other channels which mean these three channel high acceptance.
4. It is easier to approach a company's if you first send them E-Mailer to related sector. and then call them in fact sometimes the company itself call having seen the E-Mailer

CONCLUSION

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

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