



A STUDY ON THE SCOPE OF DIGITAL MARKETING IN INDIAN ECONOMY

Commerce

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ABSTRACT

Marketing includes all the activities undertaken by the manufacturer of a product or service in order to promote the same among the customers. We can see a series of media used by the marketers for their marketing activities. The media used for advertising varied from printed cloths to digital advertisements. The marketers used print media in olden days to attract more customers towards their products. But now the trend has changed. The people are not much dealing with print media. There is a vast change in the technology and the people spent most of their time on internet and social networks. So the traditional way of attracting customers through printed media may not be effective as they succeeded in past days. In order to find the result the marketers should also be dynamic and should go with the digital media for marketing their goods and services. The use of digital media for marketing is called as digital marketing. Through this article I would like to make a review on the SCOPE OF DIGITAL MARKETING IN INDIAN ECONOMY.

KEYWORDS

Digital Marketing, Marketing, Advertising,

INTRODUCTION

Marketing is a form of communication between a company and its customers with the goal of selling its product or service to them. Communicating the value of your product or service is a key aspect of marketing. Marketing is the process of teaching consumers why they should choose your product or service over your competitors. If you are not doing that, you are not marketing. The key in marketing is finding the right marketing method and defining the right marketing message to use to educate and influence your consumers. It can be done through any of the media like, broadcasts, print, social media, digital and interactive. The companies use any of these media to make the communication effective.

DIGITAL MARKETING

As we discussed above, the companies can use many media to make their product popular among the public. As the modern world oscillates on technology, the most effective media of marketing today is internet. The marketing through internet can be simply called as digital marketing. Here the entire communication with the customers will be through digital media.

What is digital marketing?

Digital marketing is the promotion of products or brands through one or more forms of electronic media. It is different from the traditional way of marketing in which the communications were done through print and the like media. Digital marketing covers the whole activities to promote the products or services through digital channels such as search engines, websites, social media, e-mail and mobile apps. At present the reality is, people spent twice as much time online as they used to 12 years ago and while we say it a lot, the way people shop and buy really has changed. It means the offline marketing is not as effective as it used to be.

Forms of digital marketing

1. Search Engine Optimisation (SEO)

Search Engine Optimisation is a process of optimising the content, technical setup and reach of a website so that the pages appear at the top of a search engine result for a specific set of key word terms. The ultimate goal of SEO is to attract visitors to your website when they search for products, services or information related to your business. SEO can be a best practice of digital marketing. It enforces the need for a well-constructed and user friendly website, valuable and engaging content and the credibility of other websites and individuals to recommend you by linking to your website or mentioning in social media posts.

2. Social Media Marketing

Today, the people who use social media are not just watching cat videos and posting selfies on it. Many relay on social networks to discover, research and educate themselves about a product or brand before engaging with a particular organization. So the marketers, instead of merely posting on social networks, are also required to

weave social elements into every aspect of marketing and create more peer- to- peer sharing opportunities. As more customers wants to engage with your company more will be the users who share it. This will hopefully make them to be a customer and will influence their friends and relatives to become customers too.

3. Content Marketing

Content marketing is a type of marketing which involves the creation and sharing of online materials such as videos, social media posts and blogs that are intended to stimulate interest in products or services. An integral part of content marketing is social media. There is an expression that 'content is king'. As social media has great access to customers, content marketing can be a key pillar of modern SEO.

4. Paid Search

Paid Search or Pay Per Click (PPC) typically refers to the sponsored result on the top or side of a Search Engine Results Page (SERP). You only pay when your advertisement is clicked by people. You can tailor your PPC ads to appear when a particular key word is entered to a search engine to target a specific audience.

5. E-mail Marketing

E mail marketing involves the use of e mail for communicating with the prospective and current customers. It is a type of digital marketing. With the rapid growth of internet users, about 90% of the internet users are using e mail as a medium of communication. So by using e mail marketing the companies are able to reach a wide range of customers at a minimum of cost and risk. Here the content will be sent through the e-mails of current and prospective customers and thereby they will get attracted to a product or a brand. In order to be successful, the marketing e-mails should be trustworthy, relevant, conversational and strategic.

6. Mobile Marketing

Mobile devices are becoming an integral part of our lives. It's vital that marketers understand how to effectively communicate on this unique and extremely personnel channel. As mobile devices are very close to us all times, it makes marketing on mobile incredibly important but also much nuanced. There are different modes of mobile marketing like SMS, MMS, in-app marketing, etc. so finding the right method of reaching mobile users is the key. Beyond delivering the message through mobile device we should also consider it as a part of digital marketing and should give due consideration to the messages and other communications. With the penetration of smartphones, it became easy to share more attractive and effective contents on these mobile devices.

Future of Digital Marketing in India

Digital marketing is still at its initial phase in India. Most of the companies are still thinking to adopt the medium while many top brands have already rolled their digital marketing campaign seeing the large number of youth population in India and the raising technology savvy young generation, corporate will be more than happy to engage

the target audience and spread their products and services among them via digital media. Thus there will be a big change in the coming future.

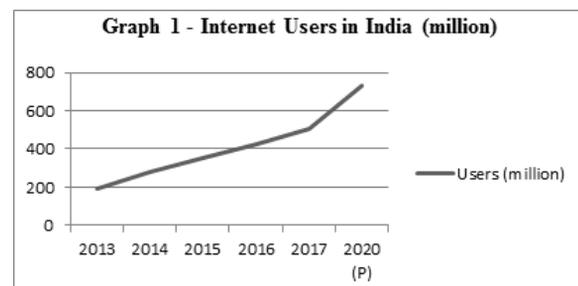
Keys that support digital marketing growth in India

• Internet users

With over 500 million internet users, India is the second largest online market ranked only behind China. The surveys show that by 2020 there will be about 730 million internet users in India. The growth rate in the number of internet users is over 28% in last year while that of the global internet users in only 10%. The number of people used internet in 2000 was only about 6million and it has reached 503million in 2017.

Table 1 – Number of Internet Users in India (2013-2017)

Year	Users (million)
2013	189.6
2014	278
2015	354
2016	427
2017	503
2020 (P)	730



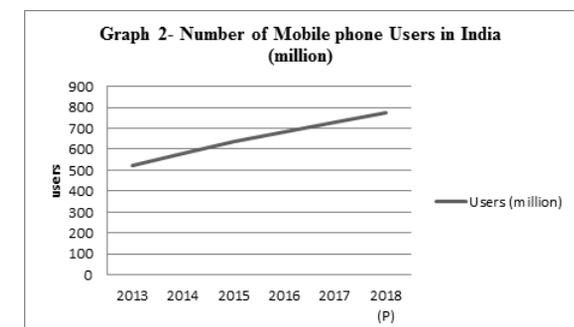
As we can clearly understand from the above table and diagram that in next year more users will be connected to internet, which gives more scope for digital marketers to reach target audience. One important thing we should consider is that the change of the number of users will reach 730 million in 2020 and this tremendous growth is achieved in India during a short period of 2 decades. This shows a green signal to digital marketers.

• Number of mobile phone users

Another factor which supports the future of digital marketing is the increasing number of mobile users. There is a fast growth in the mobile phone users in India.

Table 2 – number of mobile phone users in India (2013-2017)

Year	Users (million)
2013	524
2014	581
2015	638
2016	684
2017	730
2018 (P)	775



The above data shows the growth in the number of mobile phone users. During the five years there is a growth of about 40% in the mobile phone users. Among this, about 70% are using mobile internet. As the coming years will be more supportive to the technological innovations and inventions this number will show tremendous growth than the past

years. With this increase most of the time will be spent on mobile phones and internet as mobile phones can be easily carried. Then in order to reach large volume of customers, it is wise to choose digital media for marketing.

• Busy life schedule- dependence on online stores

Today the people are not getting much time for doing purchases and other activities more freely as they have done before. We can see a lot of online stores those are able to bring the products chosen at the doors of the customers. The customers also feel comfort of online shopping with less time and effort. By simply clicking on the link the customers are able to get the products selected at their doors. As people are becoming busier, they will not be going to spend their time in the markets for shopping. The digital buyer penetration in India is about 50% in 2017. The studies show that the number of digital buyers will reach over 100 million in next year. As they are depending mostly online sellers, in order to catch their attention the marketers should also try to be on their desks through digital media.

• Reduction in costs through inventions

The main factor which attracts the marketers to digitalisation is the amount spent on marketing. In traditional marketing, the marketers were required to use different media to reach the target audience. The cost of marketing was very high compared to digital marketing. In digital marketing we are using only one media and that is internet. There is no need to go with different forms of ads in digital marketing. By doing a simple ad we can access a large volume of customers. As the technology is on its growth, the fast advancement in technology will introduce new techniques to bind the customers together and to promote our products and services. This will naturally bring down the cost incurred at present. So the marketers can easily reach the audience at minimal costs.

CONCLUSION

Digital marketing is the use of digital media to market the products or services. Digital marketing is still at its initial phase in India. Most of the companies are still thinking to switch over to digital marketing while many brands already rolled their digital marketing campaign. The things are going to change and people are mostly spending their life with technology and internet. With this change, the marketers are also suggested to go with technology and internet in order to make their products and services popular among the customers. In future, the only way to reach a large market is to spread through internet. That is, to digitalise their marketing campaigns.

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