



ORIGINAL RESEARCH PAPER

Management

Digital Marketing : The Way Forward

KEY WORDS: Digitalisation, E-commerce, Data Transfer, Search Engines

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ABSTRACT

The Business scape the world over is undergoing a sea change. The way business is being transacted has been greatly influenced by the advent of technology, the removal of trade barriers and socio cultural changes in the society etc. So the marketing in the the new age requires new strategies. The segmentation and targeting process needs to be more precise and incisive. This paper attempts to understand the changes that are happening the adaption process on the part of the users and gauge these challenges which encompass these technological changes, use of e-commerce and internet, change in consumer orientation, the world becoming a global village and customized and personalized marketing strategies and evolution of digital marketing. The major part of the revolution is the advent of technology. The huge network of optic fibre and the transmission towers dotting the urban as well as rural landscapes have ensured that people are connected. Initially it was the connectivity for essentially the mobile phone use which enabled people could keep in touch with their friends and relatives by speaking to them. Then the widening of the band width brought with it the use of video calls, high speed data transfers and E-commerce. Swim or sink was the option staring at Businesses across India. One had to embrace the technology to stay current or be prepared

INTRODUCTION

As per the AMA(American Marketing Association) Digital Marketing is the use of digital or social channels to promote a brand or reach consumers. Basically, there are different channels available in the social media which range from social media searches, searching on mobile devices, the internet, search engines and various other available channels. Which can be done by other available means.

It requires new ways of marketing to reach out to the customers and understanding the impact of their behavior. As per the communication Advertising and marketing foundation, Digital marketing is a broad discipline bringing together all forms of marketing that operates through electronic devices—online, on mobile, on screen (The presence in front of a screen has in itself makes for an interesting study). Over the years it has developed enormously and it continues to do so.

Share of Average Time Spent with Media in India, 2017-2021 % of total

	2017	2018	2019	2020	2021
TV*	59.5%	58.7%	58.7%	58.1%	57.5%
Digital	27.7%	29.2%	29.9%	30.8%	31.6%
—Mobile (nonvoice)	21.6%	23.3%	24.2%	25.2%	26.0%
—Smartphone	13.7%	15.8%	17.1%	18.5%	19.5%
—Feature phone	6.7%	6.1%	5.7%	5.4%	5.1%
—Tablet	1.2%	1.3%	1.3%	1.3%	1.3%
—Desktop/laptop**	6.1%	5.9%	5.7%	5.6%	5.6%
Print*	7.0%	6.5%	6.2%	5.9%	5.8%
—Newspapers	6.5%	6.1%	5.7%	5.5%	5.4%
—Magazines	0.4%	0.4%	0.4%	0.4%	0.4%
Radio*	5.8%	5.5%	5.3%	5.1%	5.1%
Total time	4:13	4:38	4:59	5:14	5:24

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *excludes digital; **includes all internet activities on desktop and laptop computers
Source: eMarketer, April 2019

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www.eMarketer.com

Source: www.eMarketer.com

REVIEW OF LITERATURE

Dar, Ishaq Ahmad, Lakha Reena : Digital Marketing in India: An Overview IAHRW (Indian Association of Health Research and Welfare) 2018.

Different research studies and data from various websites

shows that India is moving towards digitization very rapidly year by year, and the Indian Government is also focusing on the complete digitization process of the nation by Initiatives like Digital India. The objective of Digital India is to revolutionize by implementing digitalization in every sphere of life, to improve the standard of living with ease in governance and delivery of services in this huge country using digital media and makes people to complete their tasks very conveniently by bridging the distances with saving time as well.

So it's the time for Digital in place of the traditional. If the companies do not use the digital marketing to market their wares, they could easily loose out in the game. Now a days the customers purchase the products on line. They easily get the information online and compare the product and prices without stepping out of the comfort of Office or home. It shows that the consumers prefer buying online rather than visiting a retail shop or shopping malls. So, with the change in the buying behavior of the customer the marketing companies have to change their marketing strategies and shall adopt digit marketing platform for marketing their products and services.

Kaushik Rajiv: Digital Marketing in Indian Context IJCEM 2016

Digital marketing has increased in last few years in India. People have differing views and opinions about it. But the fact is that this digital marketing has tremendous potential to increase in sales provided business should have knowledge to implement it in the right way. Benefits like increased brand recognition and recall and better brand loyalty can be gained by effective digital media planning. Digital marketing campaign helps in reduction of costs, boost inbound traffic and help obtain better ranking in search engines.

Rathore Amit singh Dr, Pant Mohit, Sharma Chetan : Emerging trends in Digital Marketing in India.

As we all experience a radical change in India towards digitalization. The consumers are looking and searching more on the internet to find the best deals from sellers preferably from India but aren't hesitating to even order from abroad. Digital marketing such as Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Content marketing, content automation, e-commerce 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. Today we all are connected through various social media platforms like Whatsapp, and facebook etc and the increasing use of social media is creating newer opportunities for digital marketers to attract the customers through the digital platforms.

In terms of value for money Digital Marketing is undoubtedly a Great choice/

Agarwal Udit, Verma Rajesh Dr : Emerging trends in Digital Marketing, International Research Journal of Engineering and Technology(IRJET), 2019.

Digital marketing industry in India is extended to all business sectors. Without Digital marketing businesses may fall short of creating present day marketing strategies and hence may lack business focus.

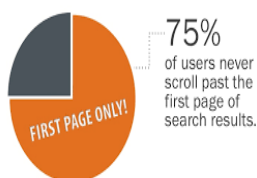
OBJECTIVES OF THE STUDY

- 1.To understand the Digital transformation of Indian Marketing Industry
- 2.Challenges facing the Industry in Digital Marketing

RESEARCH METHODOLOGY

The data for this study has been taken from secondary sources. Largely from various e-zines, Internet resources, web-sources, websites and also various research papers concerned with the subject

DISCUSSION



SOURCE: MARKETINGHUBSPOT.COM, OCTOBER 2016

Source: <https://www.slideshare.net/HubSpot/marketing-charts-graphs> data April 2010 slide share

Given the above figure being true any marketer would of course want to land on the first page of a search. This is keeping in view the psychology, habits, and a whole lot of mathematical modeling which is at work. With the changing landscape of business worldwide the various businesses have to adapt to the changing scenario and have to inevitably embrace the technology, make the most of the situation and make efforts and ensure to ride the wave. If they don't...they risk fading into the oblivion.

Lets now look at the emerging trends in this field with brief description about the same.

1.Search Engine Optimisation(SEO)

- The search engine ends up being the one source which introduces close to 93 % of the uses to the online world
- 91 % search Engine searches pertain to Google
- 81 % people search online before buying a product
- 75 % people never scroll beyond the first page.

There is a lot of technical jargon and word jumbling and effort is to arrive dot on for the query posed by an online business prospect..

2.Search Engine Marketing(SEM)

associated with the As per the definition the Search Engine

Marketing researching, submitting and positioning of a website within search engines to achieve maximum visibility and increase your share of paid and/or organic traffic referrals from search engines. SEM involves things such as Search Engine Optimisation(SEO), keyword research, competitive analysis, paid listings, and other search engine services that will increase search traffic for a site.

3.Content Creation

Is the process of identification of a new topic, which one wants to write about deciding on the form that the content is to take, formalizing your strategy and then producing it. In addition, most content creation processes involve thorough rounds of editing with other stake holders before content is ready for publication.

4.Social Media Marketing(SMM)

Social Media Marketing is a powerful way for businesses of various sizes to reach prospects and customers. Your customers are already interacting with brands through social media and and if you are not speaking directly to your audience through social media platforms like facebook, twitter, Instagram and Pinterest then you are missing out. Great. Social media is the channel ensuring success to your brand and also developing new loyalists. This in turn also gives rise to sales and also generates good leads/ marketing on social media brings success to your business creating devoted brand advocates and even driving leads and sales.

5.Mobile Marketing

Is the art of marketing your business to appeal to mobile business users. When done right mobile marketing provides customers/potential customers using

WE'RE ADDICTED TO CHECKING OUR PHONES



<https://www.customlogocases.com>

smartphones with personalized, time and location sensitive information so that they can get what they need exactly when they need it, even on the move.

1.Interactive Marketing

This ability to react to the actions of customers and prospects are indicative of trigger based marketing. It certainly is more effective than the normal direct marketing.

Event based marketing, event driven marketing or even trigger based marketing are all based on the same idea ie reacting to what the customer is doing and driving up the marketing effectiveness.

2.Viral Marketing

Viral Marketing basically makes use of the prevalent social networks. It actually is derived from how swiftly and deeply a virus infection can spread amongst the humanity with the covid-19 being the best example.It can be delivered by word of mouth or enhanced by the effects of Internet & mobile networks.

3.E-Mail Marketing

In its broadest sense every email sent to a potential or a

current customer could be considered e-mail marketing by the way of sending snail mail or the so called E mail

4. Affiliate Marketing

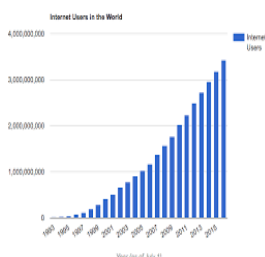
Affiliate marketing is a type of performance based marketing in which a business rewards one or more of its affiliates for each visit or customer brought by the affiliates' own marketing efforts.

Some other trends in digital marketing are also given as below

- Video-Marketing
- Advertising on Instagram
- Voice Search
- Use of Chat Bots
- Social messaging Apps

SCOPE OF DIGITAL MARKETING

The quantum leap in e-commerce and increase in online sales and traditional market paving way for digital marketing is a sure sign of the Digital transformation process kicking in.



Source: <https://www.paulhelmick.com/realtime-internet-usage-statistics/>

- *The growth of India's Digital Industry is at 33.5 %
- *Value likely to exceed Rs 225 Bn by end of year 2020.
- *The users of smart devices on an average check their screens atleast once every 9.6 minutes.
- *82 % of population spend time in front of some or the other screen ie Tv screen/Laptop/Tab/Smartphone etc

And behold ! The users of smart devices growing at the rate of 38 % penetration in India and which is a very good news for the digital marketing.

CHALLENGES BEING FACED BY DIGITAL MARKETING

- *Client Winning and Retention
- *Rapidly changing Business scape
- *Unrealistic client expectations
- *Timely payments
- *Dearth of Talent
- *Rising attrition
- *Upscaling of Business
- *Connectivity and outreach
- *Education and literacy
- *Target Audience outreach
- *Creating relevant content
- *Updation of latest Technology
- *Appropriate Digital channels
- *ROI
- *Stiff competition
- *Staying abreast in domain knowledge

There are many more challenges too, but we will have a look at some which are going to have an impact on the consolidation process of Digital Marketing as a viable medium of new age marketing strategy.

One of the aspects is unrealistic client expectations which is more as a result of lack of knowledge on part of the client. It

is a process which begins from scratch as in the we have to shake him out of the inertia of the conventional marketing techniques. Having convinced him about the efficacy of the Digital Marketing he will expect you to be possessing a magic wand and do an abracadabra. Having agreed to the change process adoption patience takes a beating so this is one of the very great challenges and it has to be handled very tactfully and its not that one size fits all solution.

This aspect has a cascading effect and leads to the next challenge which happens to be the penchant of the client either to link with results or inordinately delay the payments which hits a fledgling business very hard.

Talent has two virtues one that it is rare and the other that it comes at a cost. So, the first part will be to scout for good talent as it is not that easily found. Having found the talent again results in a tricky situation as talented people are generally quirky and finding them good engrossing and intellectually stimulating assignments all the time happens to be challenge. So, talent acquisition leads to talent management as well.

In the highly evolving futuristic field like this attrition is also a very challenging area. After learning the basic tricks of the trade there is every possibility of them being ensnared by competitors.

Updation of technology, availability of particular technology, corresponding band widths etc do pose a problem. Especially since Digital Marketing is largely technology oriented non availability of a particular bandwidth will hamper the effective narrative as far as the delivery to a client or to disseminate it among the target audience.

Return of Investment will be the primary thing on the mind of any client. So, the company would actually think of engaging only after it has a certain idea on when the return on investment actually begins and by when can the business recover the expenditure incurred on this particular head.

Competition is a double edged weapon. It certainly propels you to be the best in what you do but at the same time there is also an inherent threat of business rivalry and reducing margins with more number of players operating in a particular space. Some of the competitors could be resorting to unfair trade practices as well which enables them to lower the bottom lines with of course compromising on quality or other related issues.

Education literacy etc of the target audience also plays a major part as far as adopting digital marketing is concerned. India predominantly has a large rural population and lets say very important online surveys and propaganda related programmes which are hugely successful in the urban areas may not be drawing the same kind of response in the rural areas because of the interactive nature of activity which is inbuilt into the campaign. Especially if it entails giving opinion on line whether it is to rate the product or its other attributes. The rural population is a bit more reticent that way and are not predisposed to giving opinion that easily,

So, given above are some of the aspects which have been summed up which might pose as challenges while adopting this method.

WAY FORWARD

The change process is often slow but having kicked in it certainly keeps moving on. Keeping the usage patterns, technological linkages with rural areas, penetration of

technology and smartphone usage in the rural households as well the companies have realized the advantage of digital transformation. The ones who have missed the bus still have time to get on to it because it's a one way option ie if you do not adopt or embrace the technology then you risk extension. Slowly but surely even the stragglers are warming up to the idea and the Metamorphosis has begun.

CONCLUSION

India is a traditional country and certainly adores its history and heritage and is conservative in outlook and a wee bit resistant to change.

However with the advent of Technology the landscape of business or the Business scape as we call it, has rapidly changed or evolved.

The studies and research point to Digital transformation albeit with reservations and apprehensions. Notwithstanding all that, there certainly is a momentum. The Government too has come up with novel schemes like Digital India Initiative. This encompasses not only the Business scape but also results in improving the lives of an average indian as well. This aims at improving the standards of living, delivery of services and Governance standards.

The Businesses which have been apprehensive to adopt the digital transformation have been exhorted to adopt and reap the benefits and ride the wave.

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