

# Digital marketing – the need for every seller in India

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## ABSTRACT

*Digital marketing is changing the face of the industry in recent times. Over the next two or three years, digital marketing is likely to become a significant part of consumer marketing landscape. The digital industry is fast – evolving with around 450 million already online. The launch of Jio, India has seen nine times growth in usage of internet data. Digital marketing has witnessed a lot of progression and development. There has been a dynamic trend in marketing strategies with digital practices. This study is to develop and describe a framework of research in digital marketing that highlights the touch points in the digital marketing strategy process where digital technologies are having and will have a significant impact. The study can framework the developments and can extent the research around the points to be covered for developing future marketing strategies. The study reveals the agenda future research in digital marketing to analyse the need and strategies developed from the perspective of the industry.*

**Keywords:** Methylene blue; Malachite green; Soya bean seed powder; Isotherms; Kinetics

## Introduction

Multi-national corporations such as Google, Facebook, Amazon, Alibaba has emerged and has occupied the business industry through digital marketing. Digital relationships with customers were the importance of corporate in previous years. Digital technologies & devices such as smartphones, the Internet of Things (IOT), Artificial intelligence transforms customer's lives in the near future. The development of digital technology is re-shaping the process and strategy of marketing and the transformation for research in the broad space called "digital marketing".

Digital marketing is 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 encompasses all marketing efforts that use an electronic device or internet. Business leverage digital channels such as search engines, social media, email and websites to connect with current and prospective customers.

## Digital Technology changing the face of marketing in India:

In Digital Advertising report, Digital ad spends almost ₹19,000 crore in three years, almost the same as the size of the print ad industry today"

Recent trends, audiences are more mindful of the content that is being marketed, but also concerned about the regressive or stereotypical portrayals of gender roles and identity.

Samsung India Service (SVS) The most watched video in 2017, with 209M views featured with the care cum service rendered by Samsung.

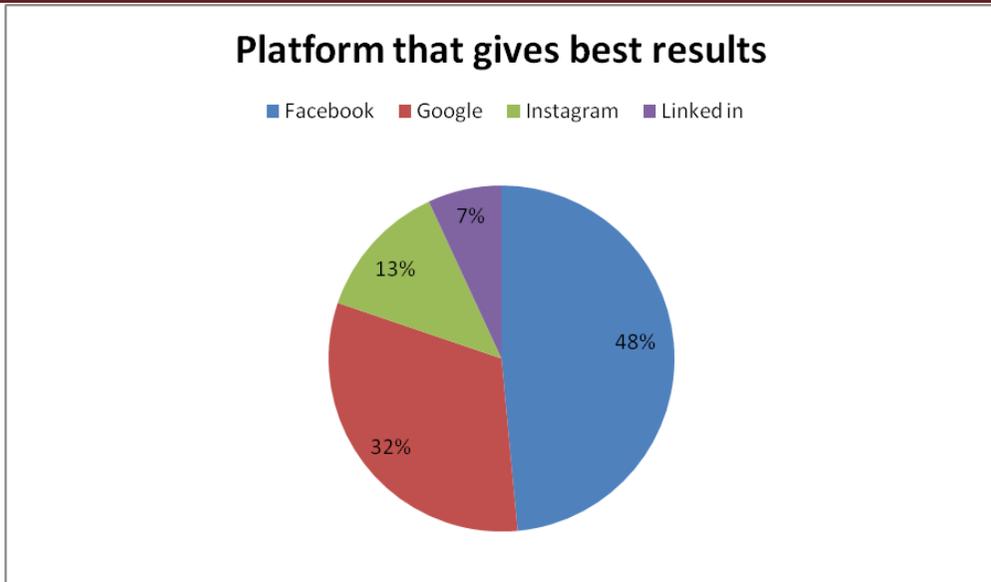
Vicks 'Touch care' campaign featured the true story of a transwoman, who fights daily to educate her adopted daughter. This video now with 21M views, and for all the right reasons.

Not only big businessmen, spenders and big players profit from the trend of online advertising, a small business enterprise also creates and sketches tie up with big brands to create profit.

BSNL users can pay their bills through Mobikwik. The online payments platform Mobikwik has entered the latest entrant in the online bus booking industry, now it has over 32 million subscribers.

Social media advertising too has become more accessible and affordable. Creating a comprehensive strategy for social media marketing and outsourcing all work for all channels (with a minimum of two social networks) costs anywhere from 2,00,000 to 10,00,000 per month. Facebook advertising costs on an average about \$0.27 per click. Youtube advertisers pay with an average cost of \$.10 to \$.30. The average cost per click in Google Ads is between \$1 and \$2 on search network.

The Internet has a way of throwing up surprises, especially when all it takes is one viral video to make someone famous. Actress Priya Prakash Varrier became an overnight internet sensation and stole million of hearts with just a 'wink'.

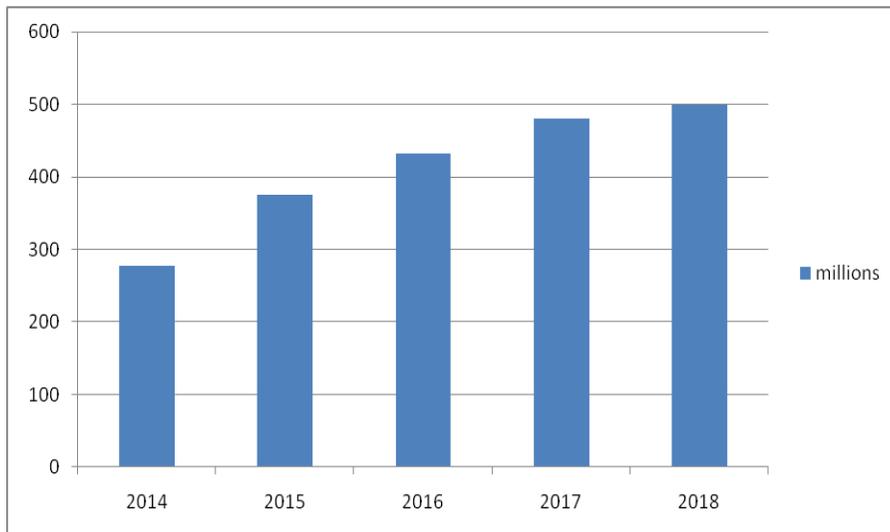


**Best Digital Marketing Services Strategies**

Social media	42%
E-mailers	3%
Mobile App development	4%
Display Advertising	4%
Content Marketing Via blogs	6%
Influence Marketing	7%
Search Engine Optimization	7%
Search Engine Marketing	8%

**Digital marketing trends in India**

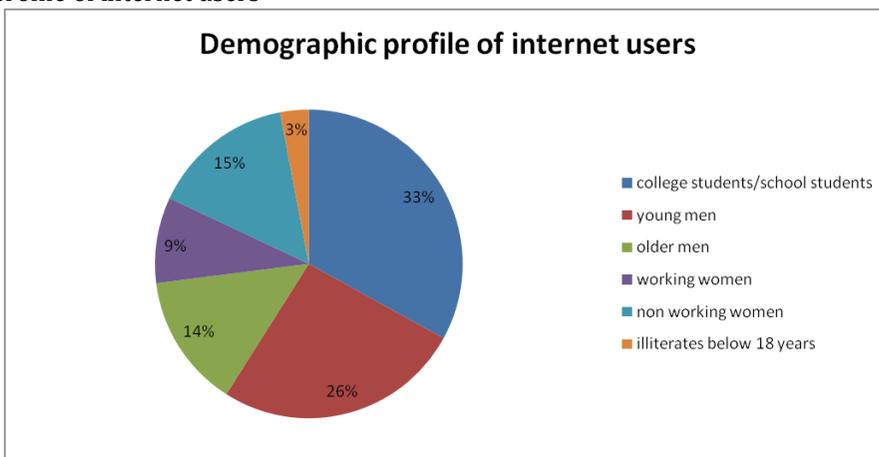
Internet users in India reached to 500 million by June 2018(IAMAI reports). India has emerged among the most preferred smart phone markets. Smartphone users in India consuming an average 1 GB data per day and spend around 90 minutes on online activities daily(Nielson India report).The findings of another report says, urban India witnessed growth of 9.66% from 2016 and rural India witnessed growth of 14.11% from 2016.



Source: IMAI & Kantar IMRBI

Growth rate of rural India is higher due to the low base effect.

Demographic profile of internet users



**Need for digital marketing strategy for industries/business in 2019**

Consumers are going digital. Many consumers agree they can't be without using smart phone. The number of smart phone users in India is estimated to reach 337 million by December 2018. It is estimated to increase to 490.9 million by 2022.

Digital marketing sources are more cost effective than the traditional marketing strategies. These digital tactics reaches vast consumers in a speedy way.

Firms without digital strategies don't have a clear strategic goal for what they want to achieve online in terms of gaining new customers or building deeper relationships with existing ones. Competitors using digital strategies will gain market share.

Convenience- craving customers demand online services, to know online audience; tools are to be set up as main digital platforms where we can find out the level of customer demand.

Firms need to use other forms of website user feedback tools to identify the weak points and fulfill the needs of the customer.

Firms must take their activities as common for digital marketing activities. Digital media work best when integrated with traditional media and response channels.

Many organizations purchase different tools for performing similar marketing strategies. Instead firms can go for digital marketing an effective way to make use of money and time through duplication.

Digital tactics like social media and blogging can help you deliver more contents, strategies that educate your customers.

**Suggestions for best digital marketing in India**

Indian companies using digital marketing services can recruit experts into their digital marketing service wing. The expert must be innovative, experienced and knowledgeable in all digital marketing platforms. The expert should have the passion and desire for creativity in digital marketing. The expert must be open minded to learn from everywhere. The expert must be innovative and knowledgeable in all digital marketing platforms. The person must be able to maintain professionalism in their work. Must have team building skills and a team player with a flexible work style. Digital marketing expert in India could easily earn up to 1.5 lakhs to 2.5 lakhs per month. The strength for digital marketing team varies accordingly

Small firms	1-3 members
Medium firms	5-8 members
Large firms	10-15 members
MNCs	25-50 members

Many institutions, organizations, agencies and even government organizations are providing courses to educate people in digital marketing field. Begin the carrier in digital marketing by giving employment to freshers.

Organizations can select the Best Digital Marketing Agency in India. Agencies provide best results for the clients based on requirement. They provide quality oriented digital marketing services. These agencies have a team of highly qualified Digital Marketing Expert, those who are capable of delivering best results to clients within short period. Agency can handle high budget projects globally as well as nationally. Firms can go for an agency with reputed client list and 24\*7 customer handling capacity. Many of the

Internet Marketing Agencies provides the best affordable packages for their service. Some of the Digital marketing Service Agencies in India are Techrista Sytem Pvt Ltd (established in 2009), Webchutney, Pinstorm (established in 2004), Watconsult, Foxymoron, Gozooop, Everymedia, Blogworks, Adsyndicate provides professional digital marketing services in India as well as across the globe.

Make a proper plan to use digital strategies but don't stick to it. Analyse the digital marketing strategy's past success and defaults which can help you to focus for future changes needed.

Digital marketing based companies need to do is to have a presence at the top of the Google Search results. Reaching top of the results page for a search query is a tedious task for every business person. Experts of those businesses can solve these kinds of tasks. Most digital marketing professionals are either qualifies in SEO, SMM, SEM, SMO, App Store optimization, Video Marketing, Mobile Marketing, Email marketing, Content Marketing or Lead Generation. This Growing need can be fulfilled with Digital Marketing Agency.

### **Conclusion**

The research and study of digital marketing is improving with the advancement of technology. The study started with the aim to analyse and give more suggestions related to the necessity of Digital Marketing for every person. Based on the study it has been found that Digital Marketing is the most important aspect to connect with the users. The study has also revealed that every business person must design an effective platform for digital marketing. The current trends and future necessities in marketing strategies have also been discussed.

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