

## Digital Marketing: Scope and Opportunities after Covid-19

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### ABSTRACT

*Traditional marketing was restricted to physical distribution of products and services. The changes happened in last 10 years gives rise of virtual space in the information age. These developments have forced companies to enter into marketing activities to be performed by using internet and social media sites. This has given good scope to digital marketing. Facebook, Instagram, Twitter, Google plus, linked-in, YouTube are mostly used digital marketing tools. Digital marketing has brought forth so many strategies such as affiliate marketing which consists of pay per click, pay per view, pay per call, pay per click advertising. In addition to this e-mail marketing, viral marketing, interactive advertising, blog or article-based marketing are also popular. There are newer marketing techniques being invented all the time. It is important to know how the trend would be. Companies are inventing new techniques to find better ways to make revenue and establish their brand on the internet. Consumers are becoming more and smarter as digital platforms are available to transact and buying. These changes widen the scope of digital marketing for the companies and provided lots of opportunities to explore.*

### KEYWORDS

*Digital marketing, digital platforms, social networking, Covid-19, online (Internet) marketers.*

### INTRODUCTION TO STUDY

The Internet has brought many unique benefits to marketing, one of which being lower of costs for distribution of information and media to a global audience. Thus, Digital Marketing is one of the fastest technologies. The scope of Digital Marketing is deemed to be broad in scope. Thus, the focus of this research is to study the current trends in internet marketing and use of internet marketing by customers using internet. They can be public sector employees, private sector employees, self-employed, businessman, students, unemployed users of internet. Digital marketing serves three business models. They are the B2B model, B2C model and P2P model. The B2B model deals with complex business to business transactions and internet advertising helps bring revenue to both. B2C model involves direct interaction between the business and customer. P2P model involves distributed computing which exploits individual exchange of goods and services. P2P model was mostly useful for distribution of video and data. But due to copyright problems P2P models have had troubles.

## OBJECTIVES OF THE STUDY.

1. To know and understand the current trends of digital marketing.
2. To study the different tools being used in digital marketing.
3. To study the various advantages of digital marketing to the customers in today's age.
4. To know the scope and opportunities among various digital marketing tools.
5. To explore opportunities in digital marketing after Covid-19 crisis.

## SCOPE OF THE STUDY.

### Traditional marketing

The previous traditional set of marketing was limited to door to door and mouth publicity. Previously the marketers were using physical manpower to promote their products. But now with the changing times, people want everything at their fingertips and fulfilling the needs of the customers is the highest priority of every business. So, the trend of digital marketing took off a few years back. Now that even the smallest thing can be found on the internet. People and the marketers are really going gaga over this digital marketing trend.

Now a days, we all can clearly see the difference of how the traditional marketing has seen a drastic change. And it has been taken over completely by digital marketing. Everyone in the country is preferring digital marketing over everything else. Even the start-ups are launching their business via digital marketing. This platform eases the process of every business. The company doesn't have to deploy the manpower to go physically into the market and promote the product. It offers a wide range of economical, powerful and contemporary mechanisms and mediums of marketing. Every type of product and service is now opting for the option of digital marketing. Because they know that this is the proven platform. Right from tech giants to hoteliers are on the digital platform.

### History of Digital Marketing

Considering the current volume of digital marketing business, it's hard to believe how young the internet marketplace is. While the duration of internet marketing has been short, the cumulative events leading up to where we are now having impacted the entire globe faster than any marketing revolution in history. In 1994, spending for internet

marketing totalled nearly nothing, but increased to over \$300 million in 1995. Now, little more than a decade later, marketing spending and digital marketing business has exploded to nearly \$200 billion (according to Forrester Research). Today, it's hard to believe in having an organization which doesn't have some kind of online presence.

When the internet was first introduced in the early 90s, it wasn't considered to be an advertising medium at all. Instead, the internet was treated as a tool for exchanging emails and digital information, but wasn't yet considered valuable for reaching customers. However, it wasn't long before marketing pioneers began to see the potential for internet marketing business as millions of web surfers logging on each day to find valuable and relevant information. Within just a few years, informative and educational marketing, as well as graphically enticing banner ads began to be show up.

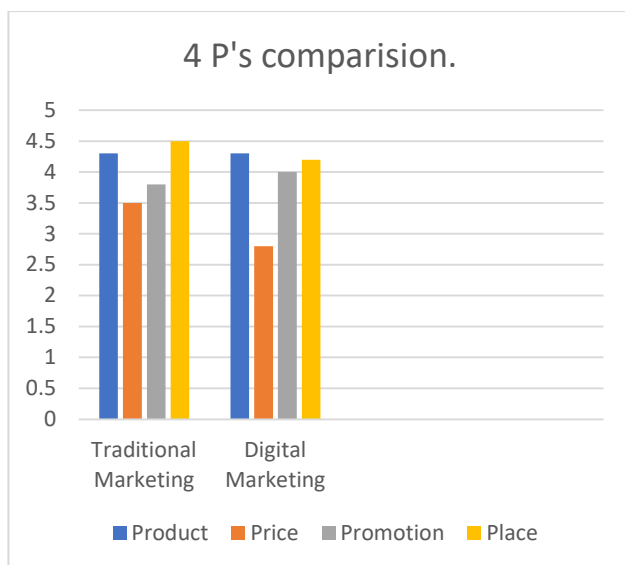
Most importantly, companies which had been spending huge amount of their marketing budget on offline list building, begin to realize that they could accomplish the same thing via email and for much less. It wasn't long before everyone from industry giants such as Microsoft Corp. to small businesses began to build company sites and spend marketing dollars to attract qualified traffic. Next, search engine companies like Yahoo! began to create significant profits from advertising alone. Then came the great internet marketing business bust around the year of 2000, which marked the beginning of the end for interruptive marketing such as flashing banner ads. As interactive features were added to web pages, consumers were given the option of turning off marketing messages at will and they did.

Suddenly, billions of "voices" began to rise all over the world, as the internet marketplace became as much a global community as it was an advertising medium. This led to a relational based marketing approach which has led to one of the most lucrative opportunities for solo entrepreneurs and small start-ups alike to make a small fortune working from their spare bedroom. Who knows where the internet marketing revolution will lead us, but one this is for sure: Those who understand the principles upon which the thriving digital marketplace is built will most likely never want for opportunities to create digital marketing business success and to earn solid income?

## ANALYSIS OF THE LITERATURE AVAILABLE.

### 1. Traditional Marketing Vs Digital Marketing.

In traditional marketing, 4Ps are considered as backbone or pillars of marketing. The 4-marketing mix can be considered as strategy part for the organisations. The each and every activity has to revolve around product, price, promotion and place. But when we are considering Digital marketing, three more mixes like presentation, process and personalisation of message have to add. The difference of 4 basic marketing mix have illustrated below.



### 2. Scope of Digital Marketing

Before we delve into the scope of digital marketing in India, let's understand the importance of digital marketing. Today, almost everyone is online. With access to cheap data and affordable smartphones, the number of people across the globe who have access to the internet has increased exponentially. This means that if the companies want to connect with their potential customers, engage them, create brand awareness and sell them some products or services, they can easily do it through online channels.

Businesses today leverage digital channels such as social media, search engines, email, and websites to connect with current and prospective customers. In order to transform the entire ecosystem of public services through the use of information technology, the Government of India has launched the Digital India programme with the vision to transform India into a digitally empowered society and knowledge economy. Now, the opportunities are not only

available in metro cities but also in small towns. The government has also come up with the application for Employment programs. Everything is going digital these days. Thus, if we talk about, digital marketing career in India, then you are at the right place.

### 3. The Growth of Digital Marketing

When we think of the key indicators of success in marketing, the first thing we think of is the number of people reached through marketing practices. The internet's penetration has reached outstanding numbers. Looking at India itself, it has the 2nd largest number of internet users in the world.

The government's e-marketplace is also seeing a considerable rise in its e-marketplace analytical graphs. All the registrations have gone up with minor fluctuations. The fluctuations happen at every place. People in India are getting to the technology slowly and it is going to take some time to get acquainted with it. All of this means that if the government is also giving a helping hand, then why to avoid it! Government is coming up with many projects under digital India initiative for the youths of the country. Indian Prime Minister announced that by 2020 on the digital space there would be more than 20 Lakhs available to students. Moreover, during the launch of Digital India week many industries joined hands with the government to make e-India a reality.

### 4. 7 P'S OF DIGITAL MARKETING-



The four P's - Product, Price, Place and Promotion have long been associated with marketing, but things have changed on the Internet. So along with a change in the nature of the four P's there are three new P's which are relevant to the internet marketer: Presentation, Processes and Personalization.

#### 1. Product

Product on the Internet usually changes form online, and the user experiences it electronically, in the form of text, images and multimedia. Physical goods are usually presented in the form of a detailed online catalogue that the customer can browse through. Technology allows the user to virtually touch and feel the product on the Internet - rotate it, zoom in or zoom out and even visualize the product in different configurations and combination. Content and software are two avatars of digitized products that can be even distributed over the Internet. On the Internet, E-marketing will be based more on the product qualities rather than on the price. Every company will be able to bring down the cost of its products and hence competition will not be on price. It will rather be on the uniqueness of the product. to be able to attract the customers and retain them.

#### 2. Price

Price has been drastically changed over the Internet. It lets the buyer decides the price. Also, it gives the buyers information about multiple sellers selling the same product. It leads to best possible deal for the buyers in terms of price. Pricing is dynamic over the Internet.

#### 3. Place

Place revolves around setting up of a marketing channel to reach the customer. Internet serves as a direct marketing channel that allows the producer to reach the customer directly. The elimination of the intermediate channel allows the producer to pass the reduced distribution cost to the customer in the form of discounts.

#### 4. Promotion

Promotion is extremely necessary to entice the customer to its website, as there are currently more than one billion web pages. Promoting a website includes both online and offline strategies. Online strategies include search engine optimization, banner ads, multiple points of entry, viral marketing, strategic partnership and affiliate marketing. Presently, the cyberspace is already cluttered with thousands of sites probably selling similar products. For the customers to know of the Company's existence and to garner information on the kind of products or services that the company is offering, promotion has to be carried out. There can

be traded links or banner advertisements for the same. Also, the traditional mediums like print, outdoor advertising and television can be used to spread awareness.

#### 5. Presentation

The presentation of the online business needs to have an easy to use navigation. The look and the feel of the web site should be based on corporate logos and standards. About 80% of the people read only 20% of the web page. Therefore, the web page should not be cluttered with a lot of information. Also, simple but powerful navigational aids on all web pages like search engines make it easy for customer to find their way around.

#### 6. Processes

Customer supports needs to be integrated into the online web site. A sales service that will be able to answer the questions of their customers fast and in a reliable manner is necessary. To further enhance after sales service, customers must be able to find out about their order status after the sale has been made.

#### 7. Personalization

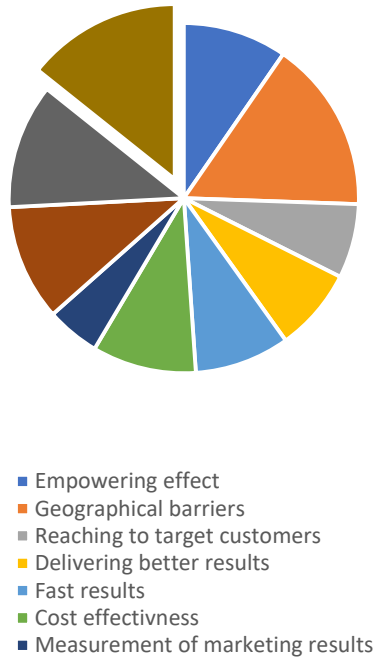
Using the latest software, it is possible to customize the entire web site for every single user, without any additional costs. The mass customization allows the company to create web pages products and services that suit the requirement of the user. A customized web page does not only include the preferred layout of the customer but also a pre-selection of goods the customer may be interested in.

#### 5. Advantages of Digital marketing over traditional marketing.

The information shows the result that there are majority of people emphasized mostly such advantages of online marketing as avoidance of geographic barriers, efficient target reach, cost effectiveness, wide audience, measurability, personalization and availability of internet marketing 24/7.



Share of Parameters



### 1. Empowering effect:

One of advantages of online marketing is related with its enabling effect especially on small businesses since can extent market reach and operational efficiency of small and medium enterprises (SMEs). Marketing has been restructured in such a way that even small businesses are given a good chance to promote and brand their products on a much larger scale. Email marketing, blogging, launching web-sites etc are among easily affordability-fostered channels than can provide small business with the ability to survive and compete. Therefore, digital Marketing Levels the Playing Field Between Large and Small Businesses with the difference in the size, number of manpower and available resources are not the main factors anymore in bringing success and revenues through your marketing campaigns. How effective and correctly you use digital marketing channels will generate the results you need, leveling the field that have allowed small and upcoming companies compete with the big boys.

### 2. Elimination of geographic barriers:

One of the key advantages of online marketing is that it removes all geographical limitation from the

practice of buying and selling. So, internet allows an unlimited global reach at outstandingly lower cost. Due to massive cost of traditional media, global reach was once the exclusive realm of huge multinational corporation, but the advent of cost-effective internet technologies has enabled smaller businesses to enjoy this kind of reach. Overcoming the geographic barriers, marketers are now able to present products and services to different groups of customers across the universe with the simple condition that they have access to internet.

### 3. Digital Marketing Can Reach Targeted Customers More Effectively:

One of the key characteristics of full Internet marketing is that these digital marketing tools were designed to target specific sets of customers or audiences. Unlike traditional mass media marketing where advertisements are broadcasted to anyone, even those who do not like or are not interested in a particular product or service. Internet marketing which is a form of inbound marketing attracts targeted customers who are specifically looking for the brands, products or services a particular digital marketing campaign is focused on.

### 4. Digital marketing delivers better results:

Internet marketing as an inbound marketing tool delivers better result and revenues than traditional marketing channel. This is because an outbound marketing such as newspapers, consumer magazine, radio and TV are getting out of style, whereas inbound marketing tools such as mobile media, social media, social networks and search engines are on the rise.

### 5. Digital Marketing Delivers Immediate Results:

Real-time marketing tools can bring businesses more benefits than other tools. Internet marketing is characterized with real-time interactions that can connect your business much more effectively with targeted customers. What you get are immediate results for your marketing efforts. The results are above-average conversions to either leads or sales everytime a targeted customer visits your landing pages or websites.

### 6. Digital Marketing is Cost Effective:

Compared to traditional mass media marketing, Internet marketing is much more cost effective. Internet marketing also does not require ridiculously large amounts of investment as what

businesses have done in the past with mass media marketing. Internet marketing channels are cheaper compare to traditional media channels, and in many cases, websites can generate traffic even for free.

#### 7. Digital Marketing Can Reach a Wider or Even International Audience:

Since most Internet marketing activities are done online, businesses are not bound by brick and mortar limitations when it comes to reaching out to a wider audience. The world just became smaller with Internet marketing, allowing businesses from one part of the world market to another as if they're just a few blocks away from each other. Geographical distances are now meaningless with Internet marketing, allowing businesses to reach and interact with targeted customers more than they could ever will using traditional marketing methods.

#### 8. Digital Marketing Results are Measurable:

Unlike traditional mass media that register vague metrics or inaccurate survey results from a sampling of the actual target population, Digital marketing results are easily measurable and available in realtime. Each click or visit to a landing page or websites, sign ups, and online purchases can actually be measured very accurately allowing digital marketers to easily gauge which particular Internet marketing tool will work for them and bring the best results. On top of that, this marketing analytics data can also give digital marketers a better insight about their targeted customers purchasing behavior among other things.

#### 9. Digital Marketing Can Be Personalized:

Not only is digital marketing highly targeted, offers and programs can be customized or personalized based on the profiles and other consumer behaviors your targeted audiences exhibit. This will give your customers better value for what they have paid for as well as a better insight of the kind of products and services your customers need and are looking for – which your business can provide or develop.

#### 10. Digital Marketing Helps Build Relationships:

Traditional marketing is one way and there is very limited or no interaction between an advertiser and the end customer. With Internet marketing, engagement is the key and being able to interact with targeted customers in real time can help build better customer-supplier relationships, build higher

levels of trust, and generate great customer loyalty that benefits both the business and their clientele.

#### 11. Digital Marketing is Available 24/7:

The World Wide Web never sleeps and so does digital marketing, allowing business with little resources to sustain a physical 24-hour operations to compete in the digital marketplace using Internet marketing tools that can run virtually 24 hours a day and 7 days a week.

### 6. Disadvantages of digital marketing

The following table provides the information about the collected information from websites and forums that was stated by different people.

#### 1. Digital Marketing Campaigns Can Be Copied:

One of the dangers in Internet marketing is that a particular campaign can easily be copied by a competitor, and many have done so with utter disregard for the legal ramifications their actions may bring. Trademarks or logos can be used to defraud customers and take away a sizeable market share from you. Not only that, these can also be used for perpetrating negative and erroneous information about your brand, product or service that will ruin your online reputation – and lose valuable targeted customers.

#### 2. Digital Marketing Can Get Drowned by Too Much Online Ad Clutter:

With both legitimate businesses and questionable entities like trolls, spammers and scammers present in the digital marketplace, the Internet is flooded by lots of online clutter. It would really be doubly hard for Internet marketers to get noticed by their targeted customers. Some consumers now have the tendency to simply ignore Internet advertising, making legitimate businesses lose valuable traffic and of course revenues in the process.

#### 3. Digital Marketing Will Not be Taken Seriously if Not Done Professionally:

Business owners and digital marketers should focus on bringing their Internet marketing campaigns to professional levels, otherwise they will not be taken seriously by their targeted customers. First impressions really matter whether you use traditional or Internet marketing and advertising channels so it would be to your greatest advantage to stay consistent and professional in whatever channel you are using for your campaigns.

#### 4. Digital Marketing Involves Too Much Competition:

Just like the proliferation of online ads, Internet marketing is faced with a great challenge of too much competition. Digital marketers are scrambling to get into a better position for optimum visibility for their marketing and advertising campaigns, and with the presence of too much competition, will make it doubly hard and expensive to get the attention of targeted audiences.

#### 5. Digital Marketing Reputation Can Be Damaged by Negative Feedback:

Digital marketing tools are prone to their perennial problem of negative feedback which can damage your online reputation. A single post or tweet that defames or give erroneous claims and negative feedback about your products or services can scar and ruin your Internet reputation for a long time.

6. Digital Marketing IS HIGHLY DEPENDENT ON TECHNOLOGY WHICH CAN BE PRONE TO ERRORS: DIGITAL marketing makes use and is highly dependent on technology. In many cases, technology can break down and produce erroneous results that can severely affect your Internet marketing campaigns. Non-working links to important landing pages, pay buttons that do not work and other similar stuff like can ruin your hold of your targeted audiences and lose good business.

#### 7. Lack of trust:

Closely related with the problem of security and privacy is the issue of lack of trust on the part of customers which has been recognized a great challenge on the way of online marketing growth. Several people still mistrust electronic methods of paying and still have doubt whether the purchased items will be delivered or not. On the other hand, prevalence of online fraud has made customers hold negative or doubtful attitudes towards online transactions. So much more clearly remains to be done to build up the trust and convince the customers that interactions which take place in the virtual world are as real and honest as those happen in the real, offline world.

### OPPORTUNITIES FOR DIGITAL MARKETING AFTER COVID-19.

So, it is imperative for those in charge of online marketing to understand the reality of new virtual world. One of the prominent realities of this new world is that today trust and customer power have

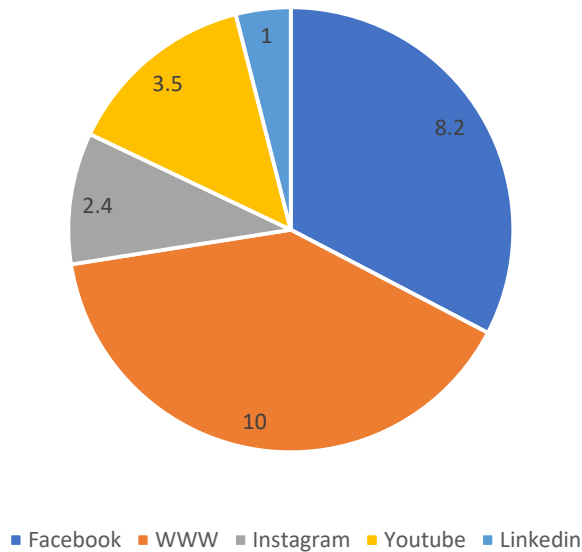
partnered to revolutionize marketing. Marketers and IT managers are challenged with the task of changing the online climate in order to gain retain online consumers. This has generated tremendous interest in learning about online trust and in developing new site designs to respond to the increased power of customers.

By [2023](#), the number of active Indian internet users will reach almost 666 million. So when companies see these numbers, they realize the importance of the internet as a channel of marketing. Online marketing is a cheaper method, with higher reach; this is extremely attractive to the companies as their aim is to connect with customers with the least amount of costs.

Companies are giving so much importance to digital marketing that some of the biggest ones are restructuring their marketing budget to shift their focus to digital. Unilever, one of the oldest and most successful companies, is set to completely transform itself as a digitally focused company. It has replaced the role of Chief Marketing Officer with Chief Digital & Marketing Officer. Unilever has said that this is an important step in becoming a *“future-fit, fully digitised organisation at the leading edge of consumer marketing.”* Unilever has also understood the e-commerce era and has recognized online retail as its most important growth channel.

In light of the COVID-19 pandemic, businesses are relying on digital marketing now more than ever. According to [Global Data](#), the growth of the Indian e-commerce market is pushing to ₹7 trillion by 2023 due to the lockdowns. With every consumer locked down in their homes, all traditional marketing efforts are out of the question. Businesses who didn't even have a social media page, will now have to speed up their digital transformation and design a digital strategy to communicate with their audiences. Thus, the digital marketing scope in future will not only thrive but also let businesses survive in the market.

### DM Tools / Social Media Sites



### The Future of Digital Marketing in India.

The digital marketing career scope in the Indian internet industry alone, is going to be worth \$160 billion by 2025, according to a Goldman Sachs report, which is three times its current value. Many companies are shifting their focus from traditional marketing to digital marketing. In fact, digital advertising spends are set to reach Rs 25,000 crore in India by 2021, at a growth rate of more than 10.5%. This is going to lead to a situation where lakhs of jobs will be available in the digital marketing sector which includes social media marketing, content creation, and online retailing, online advertising.

A recent report by LinkedIn shows that digital marketing jobs are one of the emerging careers in India since digitisation is being adopted so largely in the country. As the younger generation is emerging in India in numbers, we see a large increase in social media usage by Indians. In India, 67% of internet users will be under 35 by 2020 according to Statista and the total population in India under 35 is around 65%. This means, their biggest audience is this group and in order to reach them, they must enlist employees who are capable of doing so, which is the job of Digital Marketers.

### Existing Careers in Digital Marketing

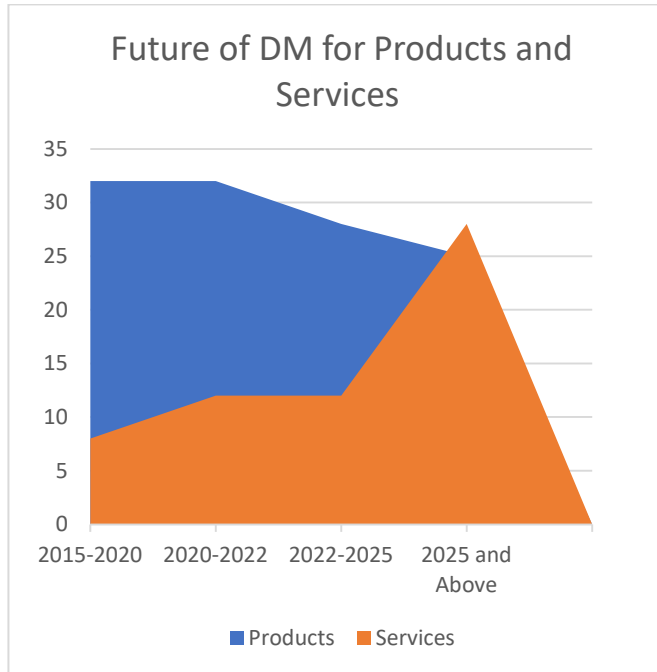
In terms of the kind of jobs that are available in the digital marketing sector, one of the biggest jobs

includes Social Media Marketing. Facebook now has 241 million active users in India — a million more than it does in the U.S. — making India the country with its largest user base. Ad spending in the Social Media Advertising segment amounts to US\$3,283m in 2019 in India. Social Media Marketers not only take care of digital ads which we see on social media platforms like Facebook and Instagram but the organic posts on these social media sites as well.

Within Social Media Marketing, there is a further division of jobs which include Digital Ads Manager, Content Strategist and Video Marketers. Looking at videos, Google-owned YouTube announced that India was its largest and fastest-growing audience in the world with more than 265 million monthly active users. It is also expected that 500 million Internet users in India will consume online video both for entertainment, sharing and learning, making YouTube an extremely lucrative place for Indian companies to advertise.

Along with Social Media Managers, SEO experts and Google Ads experts are also in high demand. SEO refers to Search Engine Optimization, which is where certain links rank on search engines like Google. Google receives over 63,000 searches per second on any given day. Stats show that a link that ranks higher on a Google Search page is likely to get more clicks. This makes SEO an important marketing strategy for companies. There are also jobs where people look after Google Ads for a company. This is because Google accounts for over 79% of all global desktop search traffic and Google Ads convert 50% better than organic search results. Companies also hire people for jobs like Email Marketers, Bloggers and E-commerce Experts, Marketing Automation all of which falls under the umbrella of Digital Marketing.





#### Corporate initiatives for Digital presence.

- Dabur also started organic content creation for Google Search through their site mybeautynaturally.com which included various interactive content perfect for SEO and Google ads. These activities led to Dabur's brand awareness increasing by 11% in the 18-24 age category, 245% lift in ad recall in viewers vs non-viewers (best in class in the India FMCG category, with 82% lift in females aged 18-24 and 113% lift in ages 25-35—their key audience) and even a Grand Prix award at Ad Fest 2015.
- If we look at the screenshot of Hiranandani's Facebook page then it is clearly visible that the real estate giant is targeting people with real-time pictures. If people are able to see the exact pictures of the product, they would intend to buy it.

#### **CONCLUSION& SUGGESTED RESEARCH**

Digital Marketing is an industry that allows people as employees to explore various options and techniques. It is not meant for just one kind of person; it fits many kinds of people, including those who are creative, analytical, insightful, technologically inclined. The digital marketing industry is constantly changing, where sometimes the trends will be for voice Searches, other times understanding trends like Virtual Reality and Artificial Intelligence will be needed. The digital

marketing industry is still at a very early stage. It is a dynamic environment allowing people to explore the world of digital, and understanding what consumers want. It doesn't require a specific degree, just the right skills in order to get the best opportunities what needed. The world of digital marketing is forever-changing, making it one of the most interesting industries to join.

Especially considering the current coronavirus crisis, the job market will increasingly focus on digital and technology skills as it will enable them to work remotely. Thus, companies are looking for people who are skilled to handle digital marketing jobs. This is seen specifically in a study done by Google and BCG, where India appears to be taking a progressive and more mature digital approach in marketing, ahead of many brands across APAC, Europe and Latin America, with the most mature brands reporting significant benefits for digital marketing efforts.

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