A STUDY OF DIGITAL MARKETING TRENDS IN INDIA

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ABSTRACT

This research paper presents a framework to investigate digital marketing research which highlights the techniques used in the process, along with its efficacy and the effects of different technology tools and social media platforms. We went over the study literature in the widely defined field of digital marketing and organized the research methodologies according to the elements using the framework. The study paper's goal is to evaluate the efficacy of various social media networks and digital media marketing techniques. This essay primarily examines the importance of digital marketing, the distinctions between it and offline marketing, and the impact of the internet and technological tools on the efficacy of digital advertising techniques.The purpose of editing this study report is to assist small businesses in understanding the value of social media marketing over traditional advertising tactics and implementing digital advertising into their business models.
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1. INTRODUCTION

The act of hawking the products or services of a business online through digital technology such as mobile phones, display adverts, and other digital media like Facebook and Google ads is referred to as digital marketing. As the "Father of Modern Marketing," Philip Kotler is revered. Digital marketing initially began to take off in the early 1980s. Traditional marketing, which predates digital marketing, is an outdated approach to advertising and promotion that uses a variety of offline techniques to reach a semi-targeted population. These methods may have changed over the course of a few decades.All advertising campaigns that make use of an electronic device—such as a computer, a smartphone, or the internet—are included in digital marketing. Businesses utilize digital platforms like search engines, social media, email, and more websites to build connections with current and potential clientele. Utilizing a variety of digital techniques and platforms to engage with consumers where they spend an enormous amount of time on the internet is known as digital marketing. *Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Management (SMM), Email Marketing, Online Advertising, Website, Affiliate Marketing, and Viral Marketing* are just a few examples of the various digital marketing implementation tactics. According to Boost Ability, the United States will spend $120 billion on digital marketing in 2020. This amount is over half of the entire sum of money used on media. Digital marketing has become more and more essential. According to Boost Ability, the amount spent on social media advertisements is predicted to double ($15,016 to $32,977) between 2016 and 2021. Spending on internet videos and display adverts will also rise. Digital marketing will probably surpass traditional marketing tactics in the near future. People just like stuff that is available online. In the words of Kevin O'Kane, general director of Google Marketing Solutions for Google Asia Pacific, the Internet is like rocket fuel for business growth.

RESEARCH METHOD:

2. Comprehensive research on effectiveness digital marketing strategies

The method of drawing in new clients for a business using specific banner advertising, articles, videos, photographs, flash animation, platforms for displaying ads, website changes, etc. is known as online marketing. Advertising efforts and educational materials are designed to entice customers to a certain website that the company owns. To reach significant audiences, this content is specifically shown on the website's home page or

main page. I Online marketing is the act of using web-based platforms to raise potential customers' awareness of a company's brand and its offerings.Digital advertising attempts to increase website traffic and possible customer conversion by encouraging people to view your business's advertising and visit your website. It uses the same core strategies as traditional offline advertising, such as establishment and brand recognition growth. deciding on a product's cost, establishing campaigns, and showing advertising for such services, in addition to deals, discounts, and other incentives .

2.1 Website

Since all other digital marketing components bring visitors to your website, which should effectively convert prospective customers, your website is the most effective digital advertising plan. Using top SEO strategies and tools, providing a positive user experience, and maximizing the analytics results presented by different analytical companies are all aspects of website design that drive conversions. Ineffective SEO will prevent a website from appearing highly in search engine results on a Search Engine Results Page (SERP), which will reduce the amount of clicks from Google, Bing, Duck Duck, and other search engines. Because you need to send as much traffic as possible to your website in order to make purchases directly, these clicks are crucial for your digital marketing efforts. Without appropriate SEO use, even the most elegant website will be mostly useless. By optimizing your website for search engines and utilizing keywords that visitors are likely to use, you may boost your search engine ranking and move your website up the organic listings. While Facebook and Twitter offer just basic analytics to monitor tweets and marketing campaigns, your website can gather a wealth of data about the people who visit it, including who they are, how they observed you, what they see when they are there, what products they enjoy, and their preferences. This data is extremely useful in analysing visitor preferences and can be utilized to market your resort to a specific, engaged audience. In comparison to social media analytics, websites are able to collect a lot more data on how visitors interact with your brand and website. Website analytics may track advertising campaigns in addition to providing demographic data on your visitors, giving you easy access to data about the success of the campaign.

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2.2 SEO (SEARCH ENGINE OPTIMIZATION)

The goal of SEO is to increase website traffic from people in the intended audience. These are customers that are actively looking for the goods and services the organization provides, as well as people who are looking for more material that is farther up the sales funnel. PPC is a type of paid advertising that runs on an auction model. With PPC, the company bids on the precise keywords they desire to be shown in their ads for; the ad is triggered when the user enters the term in their search. When a user chooses to click on one of those advertisements, which are displayed at the top of search results, the buyer of the keywords will subsequently be charged for that click. PPC seeks to connect with searchers who have inquiries about transactions, such as

Search engine users who click on an advertisement will be taken to the original website where they will see a call-to action conversion, which can be making a purchase, registering to a trial period subscription, or signing up for an   email   newsletter.

One of the most inexpensive forms of commercial advertising is paid clicks. PPC is a go-to internet marketing tactic for a lot of companies, including tiny startups, who have been looking for an efficient way for advertising their goods and services. It causes the company's website to rise to the top of search results, which can be favourable if the firm has a high organic search result rating and help it stand out from competitors. Google is the platform of choice for paid search advertisements because it processes over 60,000 searches per second or over two trillion searches annually. Because Google Ads offer a higher return on investment than other search engines, this is the reason why a lot of businesses allocate their PPC money to them. PPC advertisements target terms that have an opportunity to result in a transaction, and many consumers end up buying a good or service. PPC is a crucial component of all-inclusive advertising strategies.

Two distinct groups of SEOs exist.

2.2.1 Off Page SEO;

Off page is merely a reference to using the internet to advertise our website. We've included one image contribution in the Off page.
 1. Uploading a video
2. Social networking
3. Taking notes in books
4. Submitting a blog directory
5. Submission of a piece of writing
6. Polling

2.2.2 On Page SEO;

Basically, what we do on our website is on page. For example,
 1. Meta Title;
 2. Meta Description; and.
3. Content Production
4 . Google Analytics
 5. Google Web Master
6. Google Ad word

Google Search Console / Google web master:
Google Search Console is a free software tool that enables users to monitor the performance of their website's organic results, crawl difficulties, sitemaps, mobile usability, and backlinks. Many experts in the rapidly expanding fields of marketing, website design, developing applications, SEO, and business ownership use it significantly. A different acronym for the Google webmaster tool is the Google search console. Google Search Console is now the official Google webmaster tool. These tools are free programs that you may use to handle the technical aspects of your website. You must add your website and confirm that you are the owner of the domain name in Google Search Console in order to use this revolutionary service.

2.3 CONTENT MARKETING

The objective of content marketing is to use content to connect, engage, and reach customers. Users can learn useful information from this content, which comprises blog entries, infographics, banner ads, and movies. Marketing colleagues use content to target consumers with certain information. These materials are distributed on social media sites like Facebook, YouTube, Instagram, and so forth.

The selected content ought to be authentic, helpful, and relevant. In order to persuade consumers to share their unique, outstanding contents with friends, family, coworkers, and other members of their social network, creators should focus on developing original content. As a digital media approach, content marketing aims to boost traffic, create conversions, and give the intended demographics useful information.

Utilizing content marketing to link more users to a certain product and turn visitors into customers through funnel buying is a smart way to leverage digital marketing. The best thing is that compared to traditional marketing methods, it creates 54% more leads and costs 62% less. A endured, long-term strategy with a strong return on investment is content marketing. This return on investment consists of both increased associate conversion rates and new clients and leads for the company. Over sixty percent of people say that like businesses that produce authentic and helpful content. While many users opt to ignore the messages which businesses choose to express, many users react favorably to informational content from companies.

2.4 EMAIL MARKETING

The goals of email marketing are to acquire new clients while simultaneously maintaining hold of current ones. It's a great way to build brand awareness, stay at the top of customers' minds, and promote repeat business. email marketing involves creating and improving promotional strategies in addition to expanding the number of people watching. In order to keep users subscribed, email marketing also emphasizes presenting them with useful content.

The idea is that, even though these customers might not require the goods or services right now, they will keep the brand name in mind for future purchases. When they're ready to make a purchase, this brand awareness helps customers select the preferred company. Because the firm has established itself as skilled and reliable, those subscribers are more likely to decide on it whether they require repair, emergency services, or installation. You can personalize the email marketing and segment the audience as a benefit of this method. For instance, businesses might design a campaign just for customers who visited or bought a specific product from their website.

As an approach to digital marketing, the primary goal of email marketing is to remain in front of prospective consumers' minds while also offering previous clients personalized content, such as product coupons, and helpful information, such as industry news, to keep them coming back. Its remarkable yield demonstrates how this Internet marketing approach might boost sales, brand recognition, or customer retention rates for businesses. It also demonstrates that consumers enjoy weekly promotional emails. Email marketing is a top internet marketing tactic for companies looking to increase sales and generate leads. Email design, personalization, and audience segmentation can all help to maximize the impact of email marketing. For instance, effective segmentation can boost your sales by up to 76%.

2.5 SOCIAL MEDIA MARKETING

Increasing conversions and brand exposure are the main goals of social media marketing. Depending on the target demographic and their preferred channels, a social media marketing campaign might involve one or more social media networks. The most often used social networking sites for this Internet marketing tactic are LinkedIn, Pinterest, Instagram, Twitter, and Facebook. This tactic usually includes advertising in addition to social media marketing for the business. Building and preserving your company's reputation while also increasing brand awareness and conversions are the key objectives of social media marketing. For this reason, the main goals of social media marketing are to engage shoppers on many platforms and produce both promotional and informative content. Less than 30% of businesses use social media as a tool for marketing. Better yet, social media accounts for almost 25% of users' online time, making it an ideal platform for collaboration. Other justifications for using social media marketing are as follows: Over 65% of customers use social media platforms for customer support. Social media is used by users for purposes beyond just sharing content with friends and family. They also utilize it to communicate with businesses, either by praising their pleasant purchase or asking for help from the company in question. There are few ways for customers to get in touch with a business that is not active on social media. Discomfiting the clients they serve may result in a low rate of client retention, which directly affects sales.

2.6 VOICE SEARCH OPTIMIZATION

The company uses voice search optimization to make both new and old website content more voice search friendly. The goal is to get the website to rank at the top of Google search results, or featured snippets. The highlighted snippet shows how voice assistants—Amazon Echo, Siri, and others—respond to voice enquiries. Thus,

When someone searches for "find a sushi restaurant near me," The emphasized excerpt would be the response from Siri or Amazon Echo. Voice search optimization is crucial since voice searches comprise distinct queries than text searches. This approach works even better for local businesses because so many people use voice search and mobile devices to find restaurants, salons, grocery stores, and other necessities. Getting the highlighted snippet for keywords related to the target market and business is the aim of voice search optimization. The business expands its target base and raises its online visibility to customers, which may result in store visits, product purchases, and other activities.

Voice search is the most used search method as more people buy smartphones with voice-activated speakers. It's among the newest tactics in digital marketing that businesses can use.

Every day, 50% of adults do voice searches. Analysts predict that in the next years, this percentage will rise even higher. Thus, those who use voice search optimization early on will stand to benefit the most.

Their websites are already ranked for featured snippets, which will draw more customers from the demographic you are targeting.

Consumers desire promotional content from businesses, and over half of voice-activated speakers want promotional brands like email. When speech-activated speakers give businesses these promotional alternatives, you can use your investment in voice search optimization now to benefit your brand later on. Customers have an interest in learning about your sales and new goods.

2.7 VIDEO MARKETING

The business grows its customer base, boosts revenue, and broadens its reach by utilizing video marketing. The goal of this strategy is to produce educational and interesting videos for its intended viewership. A variety of videos, including instructional, announcement, behind-the-scenes, and event videos, can be used for video marketing. Regardless of the topic of your videos, you are trying to increase brand awareness among your target audience. Potential consumers convert as a result of this brand knowledge. With the use of other companies' advertisements, video marketing aims to increase conversion rates, brand recognition, and revenue for the firm. It achieves these objectives through generating excellent, useful content for users. It's also a great complement to content marketing and email marketing, which both gain from the use of videos.

Similar to content marketing, the videos have the power to affect user purchases. For   example, a how-to video may convince viewers that your product is the ideal choice for their line of work or way of life. A video posted by an influencer might also encourage their followers to pick your products if your business engages in influencer marketing. It's essential to optimize your pages because visitors find pages with videos more engaging, especially on social media. Adding videos to your content will help you rank higher for competitive keywords, which will drive more quality customers and leads to your website.
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2.8. DIGITAL MARKETING IS FUTURE

2.8.1 Increasing website traffic:

Increasing website traffic for a business is one of the key objectives of any digital marketing tactics. There is a purpose for visitors to a website. regardless of whether they're seeking details about the People aren't visiting their website by accident; they are looking for things, trying to find out how to get in touch with them, or reading a recent blog article.

Through content marketing, SEO, or email marketing, the website of the business can draw more visitors, which increases the number of opportunities for someone to tell prospective buyers about what the organization has to offer.

2.8.2 Driving storefront traffic:

Getting clients into a firm that has a physical presence is probably one of its key objectives. Similar to local SEO, digital advertising methods can assist in achieving this objective and increasing foot traffic. Because 80% of local search results turn into purchases, users rely on search to identify nearby companies.

2.8.3 Boosting brand awareness:

Utilizing digital marketing allows a business to reach a wider audience of possible clients via search engine results, email inboxes, social media platforms, and other channels. More people become aware of the abovementioned brand as a result. They will learn about the company's identity, offerings, and distinctive characteristics from rivals. They are therefore more likely to remember the brand and make a purchase when they require the goods or services they supply.

2.8.4 Raising revenue and conversions:

Generate more income is the primary goal of every advertising initiative. Sales for your company might rise by enhancing the target audience's traffic to the website and store and partnering with the top digital marketing agency.

2.9.   COMPREHENSIVE DIGITAL MARKETING TOOLS

Analysing the objectives, audience personalities, and marketing strategy that your business currently uses. looking at the target market and marketing approach of your rivals. researching the wants and needs and online behaviours of your target audience.

2.9.1 GOOGLE ANALYTICS

One crucial tool for internet marketing is Google Analytics. It enables you to compare the data to earlier times and assess the performance of different campaigns in real time. You may track a wide range of crucial indicators using Google Analytics. You may keep an eye on how well your onsite content, user interface, online marketing tactics, and device functionality are doing. You can see from all of these numbers what is and is not functioning. After the identification of the site's issues, your business organization can put the business model's answer into practice. You can get the data you need to make improvements to your website with Google Analytics. The "page tags" used to install Google Analytics are known as the Google Analytics Tracking Code in this instance. This is a little piece of JavaScript code that the owner of the website puts to

AdWords:

Through the Google AdWords marketplace, businesses may pay to have their website appear directly among the top organic search results, depending on keywords. In essence, you choose which keywords to use to promote your brand. A term or phrase that a user searches for and finds your advertisement is called a keyword. Only the terms you choose will result in your ads showing. Google charges you for each click on your advertising after tallying the clicks. They also track impressions, which is merely an indicator of how many times a user has seen your commercial after they have looked for this specific term. The CTR is calculated by dividing the number of clicks by the total number of impressions.

This represents the proportion of visitors to your advertised page as a result of clicking on your advertisement. Think of Google AdWords as a bidding site. You place a bid and a budget. Your willingness to pay for each click is determined by your bid. Google employs an equation called Ad Rank to decide which sponsored search ads appear first on the SERP.

AdSense:

From small-time bloggers to some of the biggest publishers online, Google AdSense is a well-liked method for websites to monetize their content through adverts. Advertisers using AdWords pay Google either per click (PPC). Google then shares a portion of that money to the AdSense publishers. Unlike graphical content, which dominated the advertising scene when Google AdSense was introduced in 2003, plain text is used to serve ads. In an attempt to reduce the intrusiveness of advertisements, improve page loading times, and eventually evoke a more favourable marketing response from site visitors, Google made its choice to offer plain text . You may make money online by placing tailored adverts next to your content using AdSense, a free and easy method. With AdSense, you can display captivating and pertinent advertisements to your website's users and even alter the look and feel of the ads to fit your website. Website owners and bloggers can make additional money with Google AdSense by having clicks on their content generate traffic for Google. For instance, reading an article on fashion accessories enhances the likelihood of purchasing fashionable clothing significantly more than reading an article about cars. Over 90% of internet users globally are served up by Google display advertising, which serves over a billion impressions to over one billion consumers each month.
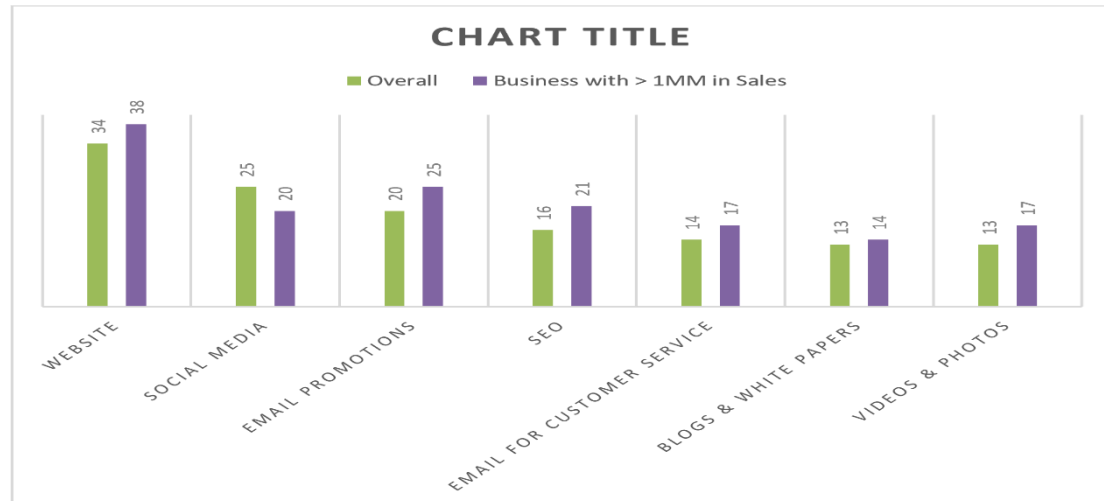
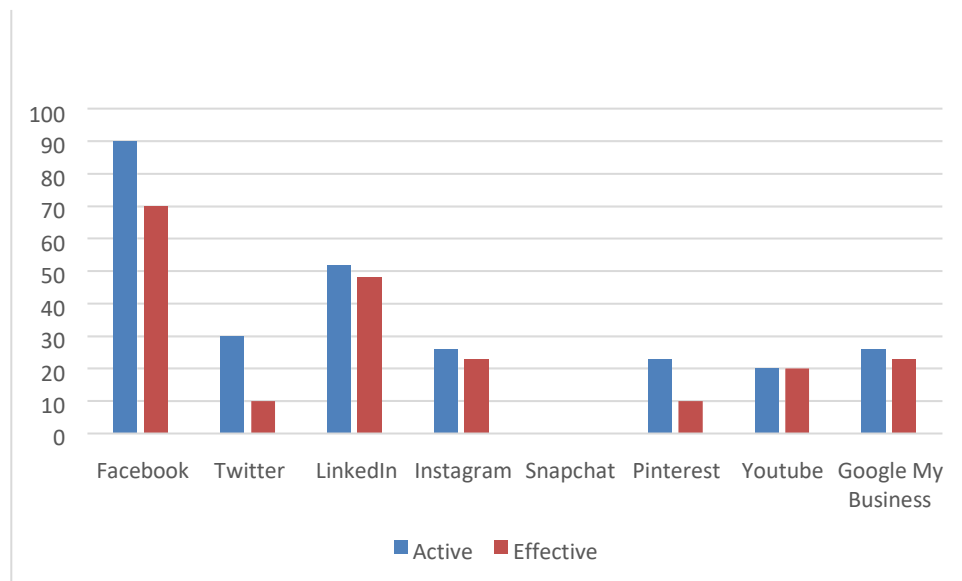Figure 1: Comparing the effectiveness of different digital marketing strategies

Figure 2: Different Social Media Platforms

3.   CONCLUSION

The first goal of the study was to analyse the many types associated with marketing. After much deliberation, it was determined that building a relationship with people is the most crucial component of digital marketing. The ways to establish a connection with clients are illustrated by the engagement ladder. The study also showed that businesses need to create a platform that works well in order to use digital marketing effectively. It's demonstrated that integrating all systems with the digital platform has become crucial in the current environment. The shift of newspapers from print to digital formats serves as an example of the present modernization tendencies. The investigation was conducted

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