

DIGITAL MARKETING

**AGAMJYOT SINGH CHAWLA , AKASH KUMAR ,
Dr. Pramod Kumar Srivastava**

OBJECTIVE OF THE STUDY

Consider how digital marketing can be used in the Indian economy's rapid growth.

Investigate Indian digital marketing tactics.

You'll learn about the current challenges and opportunities in Indian digital marketing.

INTRODUCTION

Distinguish between traditional and digital marketing methods.

The term "digital marketing" refers to advertising products or brands using electronic media. Unlike traditional marketing, digital marketing uses channels and methods that allow for immediate analysis of marketing campaigns.

If you're an online marketer, you'll want to keep an eye on metrics like the number of views and sales a piece of content generates. Other digital marketing channels include podcasts, electronic billboards and channels, digital television and radio, wireless text messaging, instant messaging, mobile apps, and others.

How can digital marketing benefit your company?

Customers can now get their hands on information at any time and from any place thanks to the widespread adoption of digital media. Your customers have no reason to rely solely on you to inform them of your offerings any longer. Third-party opinions, such as those expressed by the media, their own friends and family and even their peers, can influence customers' perceptions of your company in today's world. You have a better chance of persuading them if you can persuade them. Digitally-driven consumers expect relevant and personalised communications from companies they can trust, as well as offers tailored to their individual preferences and needs.

All aspects of customer service fall under this umbrella.

Digital marketing is critical in today's business environment, but it should not be the sole focus. As a result of this information, you can communicate with your customers in the most efficient manner and at the most optimal time and location. Customer preferences and expectations must be taken into account across all channels, including the Internet, social media platforms and direct mail in order to make this work.. It is possible for marketers to create seamless, consistent, and seamless customer journeys by utilising this data. You'll be able to have more fruitful interactions with your customers if you have a better understanding of their routines and preferences.

MARKETERS IN THE DIGITAL WORLD FACE CHALLENGES.

The use of digital channels is becoming more widespread. Due to the wide range of digital channels and devices available, consumers are exposed to a wide variety in protocols and interfaces.

Because digital channels are less expensive than traditional media, businesses of all sizes can utilise them. Competition is becoming more intense: As a result, it's becoming increasingly difficult to attract new customers.

A rise in the amount of data collected:

- Consumer data is being generated at an exponential rate by digital channels. It's essential to be able to sift through the ever-increasing amounts of data and find the relevant information when making decisions.

In digital marketing, three factors determine the success or failure of a campaign.

When it comes to successful digital marketing, what are the most important elements?" The following are three things to be aware of in the world of digital marketing:

Keeping in touch with customers via a variety of channels, both digital and traditional, can help improve their overall satisfaction.

- Make better decisions faster with big data by talking to your customers and finding out what they want.

LITERATURE REVIEW

TRADE OF COMMERCE

Over time, commerce has evolved. Things could be exchanged in a simple "barter process," such as milk for grain, before the development of money. The concept of a "market place" emerged as a result of the

development of money. The four P's of commerce can be summarised as follows: The successful completion of a transaction depends on all four of these elements. Variations on the four Ps of commerce are determined by the various combinations that each P makes up. If they could deliver their products to their customers' doors, a few pioneers realised that people were willing to pay a premium for this service. There was a slight adjustment in price and location to make it easier for customers to purchase products at their homes. Customers loved this idea, and the term "street vendors" was coined as a result. Immediately following the establishment of the postal service, businesses saw an opportunity to increase sales and began sending out mailers that detailed their wares. The concept of "mail order cataloguing" was born as a result of this. As media vehicles advanced, the "tele-shopping" network evolved inevitably from there. Online commerce is currently the most common form of commerce in today's world. A virtual marketplace for goods and services is provided by the Internet, where sellers and buyers can meet and trade goods and services. "E-commerce" has emerged as a boundary-less trade medium in the era of globalisation, allowing people from all over the world to conduct business with each other. The distribution channel for B2C and Since the internet can now reach customers' homes, C2C e-Marketers have taken on new significance. Products that previously had been delivered by mail have now been converted to electronic formats and are available for purchase online. For online payments, debit and credit cards could be used instead of cash or checks. As e-commerce transactions do not involve any face-to-face interaction, the product's promotion takes on a greater significance. "Great deals," "discounts," and "convenience" are the primary concerns of e-Marketers when it comes to promoting products online.s.

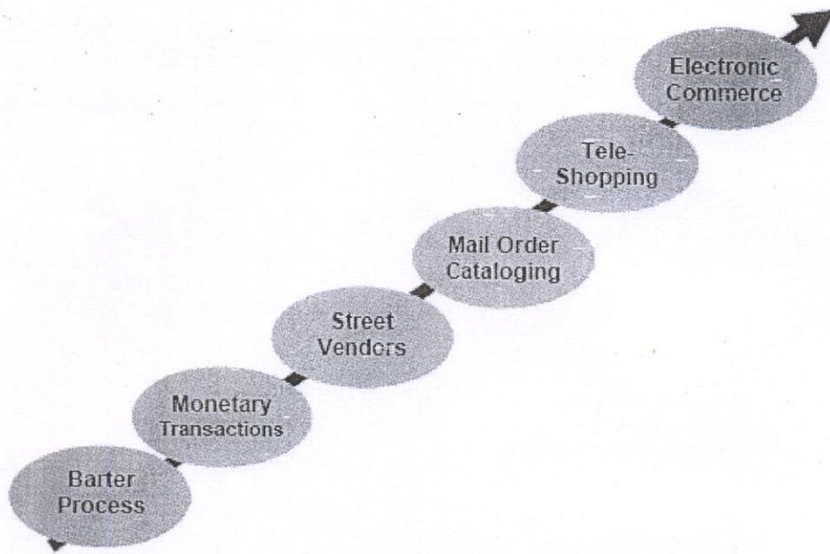
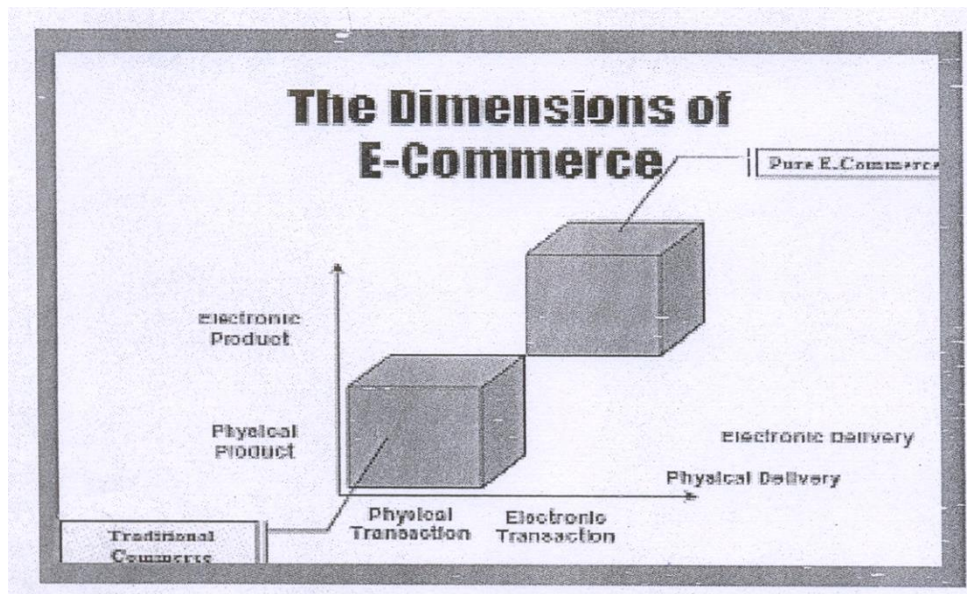


Fig: Evolution of Commerce



RESEARCH METHODOLOGY

RESEARCH PERSPECTIVES AND IMPLICATIONS

The term "research" refers to the pursuit of knowledge in common usage. A thorough investigation or inquiry is one that focuses on finding new information in any field of study. This means that in order to

conduct research, one must first identify problems, formulate hypotheses or possible solutions, collect, organise and evaluate data to draw inferences and draw conclusions, and then test those inferences against the hypotheses that were originally proposed.

RELATED RESEARCH TYPES

The following are the main types of research:-

In descriptive research, the focus is on finding facts to determine the nature of something as it is.

If you're interested in determining whether or not your hypothesis is true, you'll need to conduct analytic research.

In order to help with decision-making in a variety of areas, such as product design, process design, and policy formulation, applied research is conducted.

In order to satisfy one's intellectual curiosity, this type of research is conducted.

In quantitative research, the focus is on the non-quantifiable aspects of the research subject, which means that this type of research cannot be used for quantitative analysis and measurement.

Measurements and quantitative analysis techniques are heavily emphasised in this type of research.

RESEARCH PROCESS

An effective research process includes a series of actions or steps that must be taken and the sequence in which these steps must be taken.

COLLECTION OF INFORMATION

There are many real-world situations where the data at hand is insufficient, and thus, it is necessary to collect new data. It is possible to collect the appropriate data in a variety of ways, depending on the researcher's resources and the amount of money he or she is willing to spend.

It is possible to collect primary data either by conducting an experiment or by conducting a survey. For a survey, any one or more of the following methods can be used to collect data: face-to-face interviews, telephone interviews, or online surveys.

As a result of what I saw

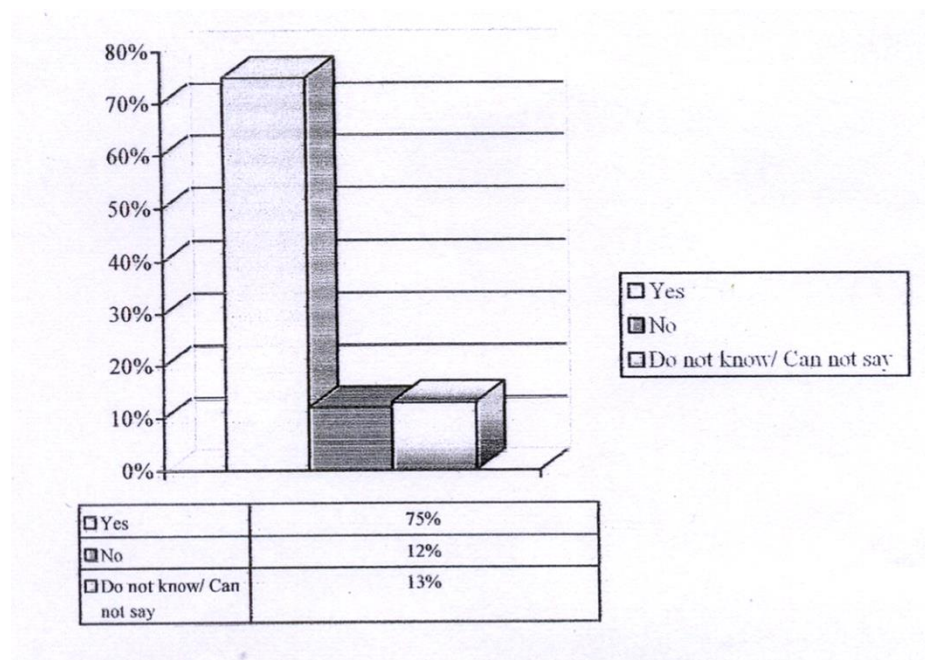
- By conducting a one-on-one interview
- Questionnaires

Secondary Data:- This is data that has already been used by other researchers and is easily accessible in the library or on the internet.

DATA ANALYSIS

Among the many aspects of India's economy that are becoming increasingly digitalized are its monetary policy and marketing strategies.

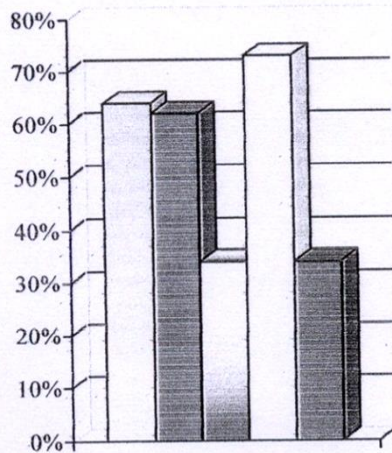
Opinion	Percentage
Yes	75
No	12
Don't know/can't say	13



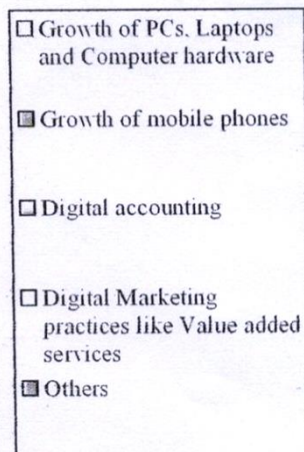
Digital technology, including financial aspects, is becoming increasingly important to the economy, according to the majority of those polled (75 percent). Respondents' familiarity with India's digitalization phenomenon is demonstrated by this finding. A mere 12 percent of the people polled were aware of such incidents.

1. What according to you is more a symbol of the digitalized economy and market?

Opinion	Percentage
Growth of PCs, laptops & computer hardware	64
Growth of mobile phones	62
Digital Accounting	34
Digital marketing practices like VAS	73
Others	34

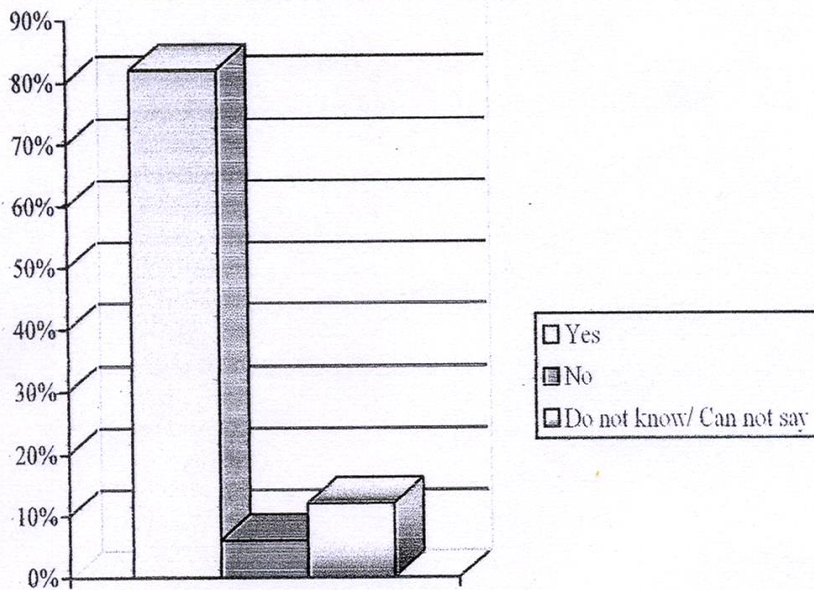


<input type="checkbox"/> Growth of PCs, Laptops and Computer hardware	64%
<input checked="" type="checkbox"/> Growth of mobile phones	62%
<input checked="" type="checkbox"/> Digital accounting	34%
<input type="checkbox"/> Digital Marketing practices like Value added services	73%
<input checked="" type="checkbox"/> Others	34%



According to a survey, 64 percent of respondents believe that an increase in the density of computer hardware, such as PCs and laptops, is a key indicator of Indian economic digitalization. Sixty two percent of the increase in sales was due to the growth of mobile phones. India's economic digitalization is a symbol of digital marketing strategies, 73% of those polled agreed. The term "digital accounting" was familiar to 34% of those surveyed. Do you think that with the growth of the digitalization project in various facets of the economy and its acceptability among the people has brought a change in the marketing strategy of the products and services?

Opinion	Percentage
Yes	82
No	6
Don't know/can't say	12

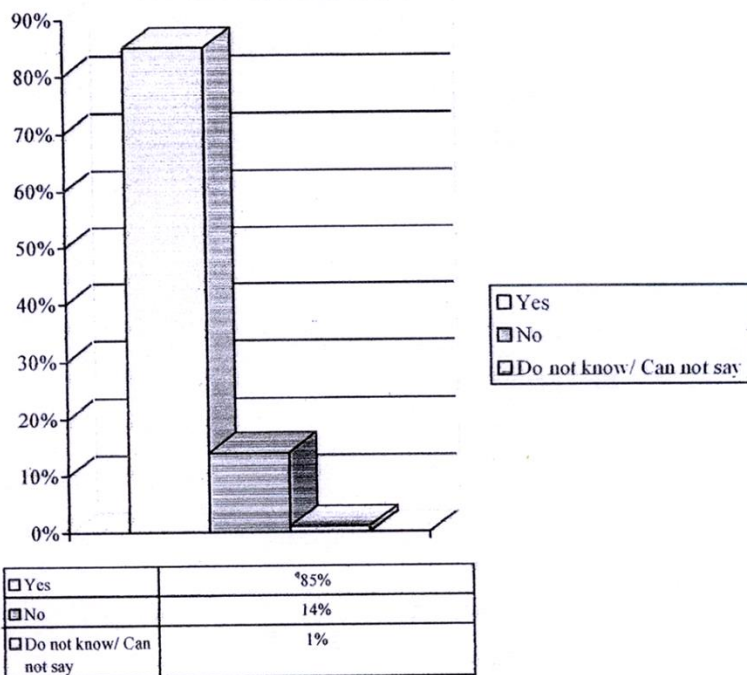


<input type="checkbox"/> Yes	82%
<input type="checkbox"/> No	6%
<input type="checkbox"/> Do not know/ Can not say	12%

82 percent of the respondents said that the companies' marketing strategies have changed as a result of the rise in digitalization and the widespread acceptance of it by the general population. Six percent of the participants did not share this sentiment.

2. With regard to the digitalization of the market economy, which statement according to you is correct?

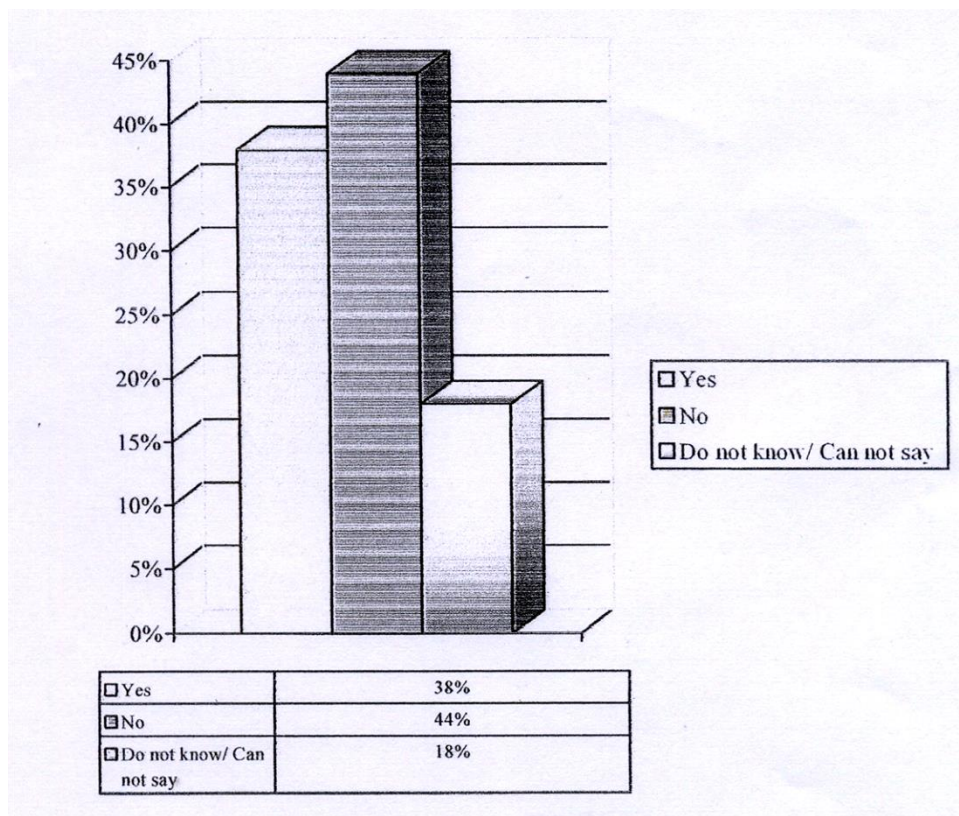
Opinion	Percentage
Virtual market has not affected the real market	23
Virtual market has replaced the real market	18
Virtual market has eroded the significance of the real market but both co-exist	52
Don't know/can't say	7



The digital phenomenon is still in its infancy in India, as discussed earlier in the literature. 23% of those polled said the digital market in India has had no impact on the real market. Among those polled, only 18% said they believed the internet has completely replaced the direct marketing methods used by businesses. Despite the fact that the virtual or digital market has diminished the importance of direct marketing, 52 percent of the respondents believe that both types of marketing practises coexist.

3. Do you think that risk factor is involved in digital marketing?

Opinion	Percentage
Yes	85
No	14
Don't know/can't say	1



85% of the respondents agreed that digital marketing strategies have a higher risk factor than other marketing strategies, in terms of return, when it comes to the return on investment. One-fourth of those polled said they were unwilling to consider such a risk factor at all.

CONCLUSION

Traditional marketing and business functions, such as information delivery, are being replaced or supplemented by the Internet for Indian companies. Custom applications and product development with global partners are also being developed with the help of this technology. At the moment, there appears to be a shift in global B2B internet usage. Even large and small businesses may be underutilizing the Internet, despite its obvious potential. Despite the fact that most of the company's uses are becoming more and more complementary, businesses appear to be using Digital Content Marketing more for business enhancement than revenue advancement. Competitive intelligence is a way of using data to deliver value and keep an eye on the competition's position, and even simple Internet activities such as collecting and disseminating information point to this type of approach to data. B2B operations on the internet can be shown to improve relationships by creating systems and protocols that address the concerns of both customers and suppliers.

RECOMMENDATION

It comes as no surprise that the Internet is primarily used to facilitate international information exchange. The Internet's ability to support both synchronous and asynchronous communication makes it an ideal platform for the dissemination of information. The Internet is a more effective tool for business-enhancement activities such as distributing tailored information about the company and its products to specific audiences. Internationalization appears to have no effect on the adoption of Digital Content Marketing by global B2B businesses. The percentage of a company's revenue or profit that comes from international operations has no bearing on how that company uses the Internet. It may not matter if a company is focused on the global market because the Internet has become so pervasive. If Indian businesses want to take advantage of national and international business opportunities, they should focus on digital marketing practises.

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