

Emerging Trends in Digital Marketing in India

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ABSTRACT

The massive Indian market is changing fast. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time on online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Keen marketers keep on top of the scale of change and ensure their marketing strategies and touch points reflect where the consumer is spending their time. These notes give a sense of the scale of change we've seen so far and implies the scale of what is coming.

Key words: *Digital Marketing, E-Commerce*, the consumer, professionals.

Introduction

Digital Marketing is a part of a Digital Economy. India is a fast moving nation towards digital economy and this movement has been accelerated with the demonetization of the Indian Currency in the last quarter of year 2016. With its various government digital payment promotion schemes has been launched. Digital market requires digital promotion and marketing strategies. The telecom sector is also playing an important role in the digitalization movement. Recent launch of reliance telecom Jio with the free & unlimited internet facilities has played a revolutionary roll. The other prominent companies like Airtel, Idea, and Videophone & BSNL are also offering attractive internet plans. Indian banks are also providing more customer friendly & secure money transaction services. Now Indian consumer is spending more time on social media and internet surfing. Thus the visibility of any product is more through the digital media than the traditional marketing techniques. Digital marketing techniques includes Content Marketing, Marketing Automation, Ad Words, SEO, Social Media, Email Marketing and Website Design. The key player's role players and infrastructure providers in Digitization of an Economy are government, banking system, Shopping Portal in India, Internet Service Providers and Software Service Providers.

Meaning

The use of the Internet and other digital media and technology is to support the modern marketing has given rise to a bewildering range of labels and jargon created by both academics and professionals. It has been called digital marketing, Internet marketing, e-marketing and these alternative terms have varied through the time. Digital Marketing is the term most frequently used today in the marketing, so that is the term we focus on. In simple words we define digital marketing is "Achieving marketing objectives through applying digital technologies and media". So, the digital marketing is about utilising digital technology to achieve marketing services or objectives. There is no essential need for the digital marketing is to always be separate from the marketing department as a whole, as the objectives of both are the same. However for now it remains a useful term because digital marketing requires a certain skills to utilise the digital technology effectively and efficiently. As the recent Developing Digital Skills 2015 report showed, many marketers are now spending > 50% of their time on digital marketing activities and two of the three top job roles in marketing are digital, so clearly digital skills are needed for the marketers & managers.

Effective Ways of Digital Marketing

In order to achieve success one supposed to move in the following manner

- Plan - Create a structured plan and roadmap by reviewing your current weaknesses and the opportunities to boost online leads and sales.
- Manage - Review your marketing activities, so that you know where to focus to get the Quick Wins which will make the biggest difference
- Optimise - Learn the best practices and success factors to help you compete to get better results

It is no exaggeration of that you live in a digital world and from that perspective it is imperative that your business has an impressive presence of the digital space. In the essence of, digital marketing is the future of marketing in the world with the added advantages that it is cheaper than traditional marketing 24/7 and is measurable.

Let's list the different ways you can use the digital medium to popularize and drive conversions for any start up or business.

a) Search Engine Optimization (SEO)

In layman's terms, the Search Engine Optimization (SEO) is essentially tweaking your website so that it can come up naturally or organically for search results in Google, Yahoo Bing or any other search engines.

Google updates its algorithms are regularly so that only the relevant results come up. From that perspective, many of experts say that SEO is dead and the effort is futile. However, the truth is that Google tries to prevent algorithm manipulation and filters sites that don't deserve to be on the top of the SERPs (Search Engine Result Pages). So there is no doubt to you should have invest in SEO work. Your website should address the technicalities related to content and query matching, spearing, indexing, and interpreting non-text content.

Remember, it is the most cost-effective marketing strategy that will bring organic traffic to your business and also profits.

b) Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is the comprehensive strategy to drive traffic to your business, primarily through paid efforts. Hence it is also called Paid Search Marketing.

The universe of SEM is diverse and complicated. Based on your business structure, you may choose PPC (paper-click) or CPC (cost-per-click) model, or CPM (cost-per-thousand impressions) model.

There are different platforms for SEM. By far, Google Ad Words (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most popular.

SEM is also includes the Display Advertising, Search Retargeting & Site Remarketing, Mobile Marketing and Paid Social Advertising etc.

You may choose a single-point of strategy like PPC, or go for a complete SEM strategy, including Display and Retargeting. But whatever you do, make sure that your work is managed by experts as wrong planning may make your costs go haywire.

c) Content Creation

Content can be presented in different formats, including blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and updates, images, banners, info graphics, podcasts, webinars, videos, and social media sites ETC.

All recent changes to Google's algorithm - be it Panda, Penguin or Hummingbird - point to the fact that content is the most important metric while filtering search results.

You can be creative and create content on any topic and then skilfully link it indirectly to your business. You may like to read our article on how to include content and market your start-up or business free of cost. Also, you need to customise your content for different platforms through the digital marketing. For example, the content for mobile phones should be crisp and short. Remember, that an effective strategy will engage your readers and leave them interested in more information from you about marketing. Good content is shared and is the best way for branding your business and promoting the sales.

d) Social Media Marketing (SMM)

Social Media Marketing (SMM) is an offshoot of your Search Engine Marketing (SEM) efforts. It involves driving traffic to your sites or business through social sites like Facebook, Instagram, Twitter, Google, etc.

As we mentioned above, good content are shared and liked. So create and customize content for different social media platforms in marketing. Remember to be prolific and original; you need to engage with users on a daily basis, at least four to five times a day. Your SMM efforts can be especially helpful for branding and driving sales.

e) Digital Display Advertising

This again is a subset of your SEM efforts. You may use a variety of display advertising formats to target potential audience - be it text, image, banner, rich-media, interactive or video ads.

You can customise your message based on interests, content topics, or the position of the customer in the buying cycle. However, note that Digital Display Advertising is relatively costly. You need experts to drive good ROI for your business.

f) Retargeting and Remarketing

Essentially, Retargeting or Remarketing is a strategy to target customers who have already visited your website. It is based on cookie technology. Retargeting has emerged as a preferred strategy as you target customers who have already shown interest in your business; and hence the conversion rate is high. You may engage in Retargeting on your site, or on social network or on the mobile. Visualise your strategies based on the customers' buying cycle.

g) Mobile Marketing

The website, apps and content is being customized for mobile devices. The mobile users are growing day by day and it is the most effective way of marketing.

h) Interactive Marketing

Make sure your advertising strategy engages the potential customer in a conversation.

According to a survey by ExpoTV.com, 55 percent respondents preferred to have ongoing communications with the companies they buy from; and 89 percent felt more loyal to the companies if they were invited to provide feedback. Use tools like widgets and opt-in features to make your website interactive, solicit feedback and track user behaviour. Engage with the customers actively and customize offers based on their preferences and browsing activities.

i) Viral Marketing

Viral Marketing is a strategy where a unique content spreads exponentially online, because the content is appreciated, shared and liked immensely. This is a great way to brand and drive traffic to your website. The content can take any format; all you need is to be creative.

j) Email Marketing

When you send a commercial message through email to a list of potential customers, the strategy is called Email Marketing. With an effective email marketing software, you can maintain email lists that are segregated based on several factors, including customers' likes and dislikes, and spending habits. Remember to send personalized emails; this helps to develop trust. However, note that Email Marketing may also be considered as spamming and there are laws against it in some countries.

k) Affiliate Marketing

Affiliate Marketing is a performance-based marketing program, where you pay publishers who bring you customers. The performance may be based on conversions - promotions, leads or simply sales. You may like to be part of the affiliate programs of different publishers. Essentially, the publishers will give you space in their pages to advertise your business and help you drive conversions; and you will pay them based on the compensation model. You may avail the help from an Affiliate Network, which will give you a large base of publishers, and other benefits like tracking and reporting technology. Affiliate Marketing is especially useful for start-ups, as it will bring in more traffic to their business through high-traffic sites. In essence, Affiliate Marketing is a win-win situation for both the merchants and publishers. Sites like Amazon, eBay, Link Share and Flip kart run Affiliate Programs. In fact, most online businesses with appreciable traffic have their own affiliate programs.

l) Digital Media Planning and Buying

When a media agency researches and makes a comprehensive strategy framework, we call it Digital Media Planning. Be it in driving sales or conversions, launching a new brand or promoting an established brand, or changing customer behaviour, the media agency plans different platforms and formats to reach the desired audience. It studies reach and frequency of different web-based and mobile applications. The agency works with different partners and buys relevant space and ideas. This is called Media Buying. In essence, Media Buying and Planning entails all the strategies that we have discussed above.

m) Web Analytics

Perhaps, the most important aspect of your Digital Marketing is Web Analytics. Essentially, Web Analytics helps you to collect, measure, understand, analyse, plan, report and predict the web activities for your business. Web Analytics should not be confused with Web Statistics. As opposed to simple reporting, Web Analytics gives you analyses and different angles to ponder vis-à-vis your business. Some of the important Web Analytics tools are Google Analytics, Spring Metrics, Woopra, Clicky, Mint and Chart beat.

It goes without saying that every advertiser should use Web Analytics to understand his business and improve the ROI and conversions.

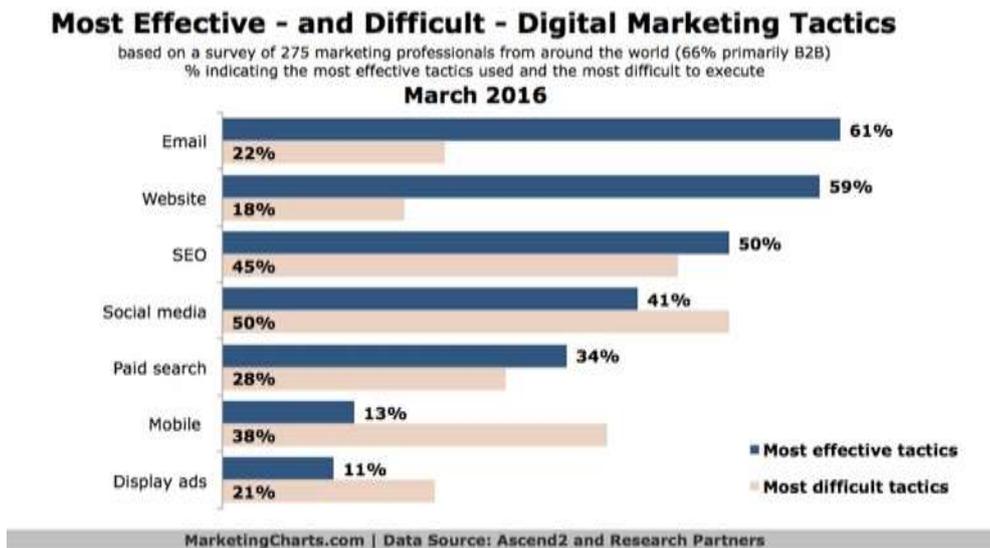
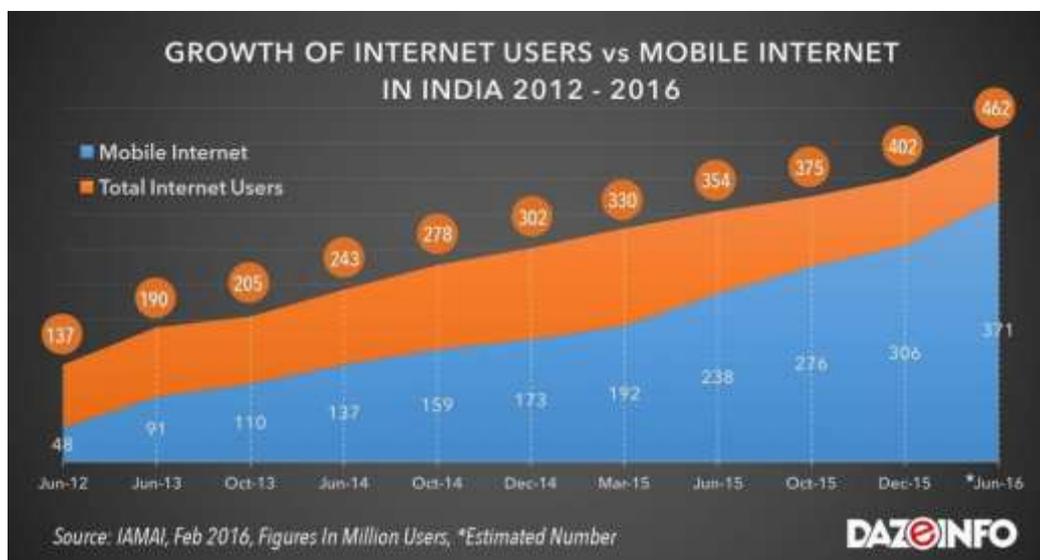


Fig. Most Effective and Difficult Marketing Trends

The figure below shows that Email and Website constitute the most effective tactics and least difficult to execute.

Changing Trends



The figure shown above is showing the growth of the mobile and internet users in India. This shows that Internet users are rising rapidly in India. With this rise the scope of digital marketing is also rising.

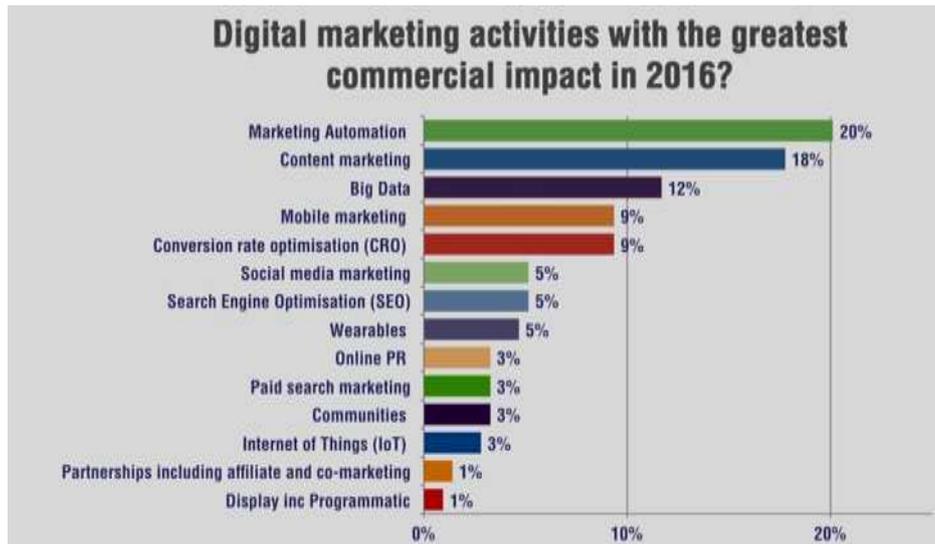
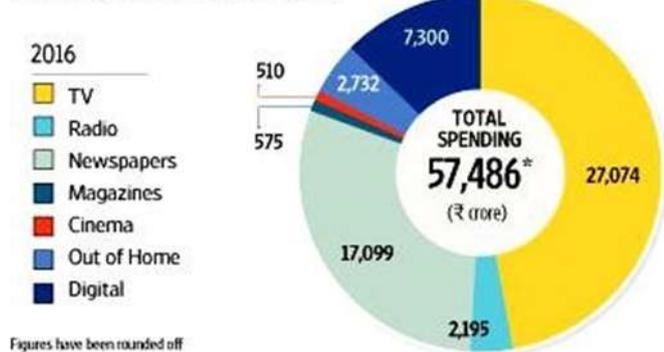


Fig. Digital Marketing Commercial Impact Source: <http://www.smartinsights.com/>

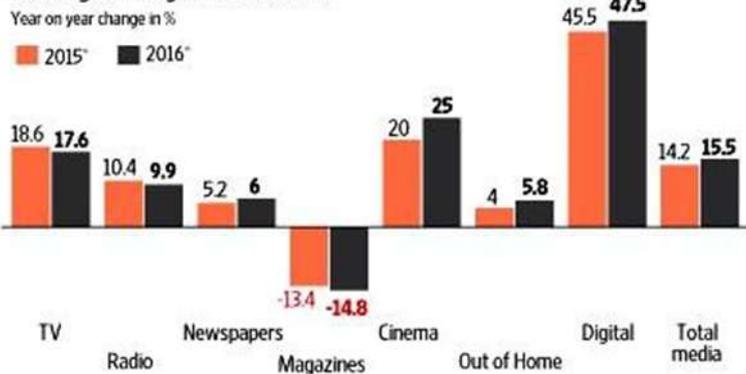
The above statistics shows that various digital marketing activities with the greatest commercial impact in 2016. The Marketing Automation having the highest impact on the business of the company.

Following is the Statistics of Year 2015 and 2016

TV will be the dominant medium...



...but digital will grow the fastest.



*Estimates

Source: GroupM

Fig. Digital Growth in Comparison to other factors

The above figure shows the Digital AD Spending to grow the fastest in 2016. Ad spending in India will grow 15.5% in 2016 to Rs 5,486 crores with digital advertising expanding with the fastest pace of 4.5% media agency Group M said in its . 2015 and 2016 report. Digital advertising accounted for 12.7% of all ad spending in 2016, the agency estimated up

from 9.9% in 2015. Television and radio will see slower growth than in 2015. Again while all other industries are struggling hard to reach 5% to 10% growth rate digital marketing industry is booming tall with 40% growth rate, portable handy mobile device contributed more growth in web connectivity than computers that's because of affordability data plans and these initiate growth forecast that over next 5 years: mobile advertising revenues growth rate will tend to increase 27% with an excess of \$27 billion revenue in 2017. With the increasing in digital marketing share – reports predict that it shares will reach to \$185.4 billion by 2017. Digital marketing main growth comes from social media, people nowadays spend their time on social media and that is a plus point for marketing, there are more than 82 million monthly active users for Facebook and in India it is expected that the nation will have the world's largest Facebook population by 2017.

Major factors affecting the Digital Marketing

- a) **India's literacy rate** is at 74.04%. Kerala is the most literate state in **India**, with 93.91% **literacy**. Six **Indian** states account for about 70% of all **illiterates in India**: Uttar Pradesh, Bihar, Madhya Pradesh, Rajasthan, Andhra Pradesh and West Bengal. Thus increasing literacy positively effecting the digital marketing growth in India.
- b) **Expensive technology**: The mobile and internet rates are very competitive and now it is in reach of a common man also.
- c) **Cost of advertising**: The cost of advertising is very low. One can have its own website in just Rs. 5000 in India. One can promote his product on Google with Google AdSense with just Rs.1000 a month.
- d) **Inherited limitation of Technology**: In India the youth is very adaptable towards technology but still large population is not so friendly with the electronic gadgets.
- e) **Unavailability of Infrastructure facilities in India**: The internet connectivity is still not available in Indian rural areas.
- f) **Believe in Traditional business practices** : The small businessman having running its business in a small area and quite focused on that area only then he prefers Traditional ways of Promotion as it he finds it is more visible to the people around.
- g) **Lack of Online Business Experience**: Lack of awareness about the digital marketing is also a major limitations in the growth of the digital market.

Futures of Digital Marketing in India

Day by day growing Digital Market in India is an evident that the Digitization is taking place with a high speed. E-commerce website are providing all the goods and services through online portals online today. The increasing number of ecommerce websites. WARC Survey shows that 35% of advertisers would increase their mobile advertising spend by 50% or more by 2020 in India. According to the Group M report, consumer product makers will remain the most dominant sector in terms of ad spending with a 28% share of the total expenditure. Many advertisers will increase their ad spending to spur demand, helped by the buffer provided by low commodity prices, which have reduced their input costs. Thus, all reports and surveys conducted around the globe are showing that the digital marketing will grow more in coming years. Youth of India is very much technology friendly. By 2017, mobile devices are expected to reach around 3 billion units worldwide. So as more people use smartphones, tablets and other mobile devices, the potential of mobile market continues to grow.

Conclusion

As we all are experience a radical change in India towards the digitalization. The consumer are looking and searching more on internet to find the best deal form the sellers around India. Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media 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 what's app and Facebook and the increasing use of social media is

creating new opportunities for digital marketers to attract the customers through digital platform. Digital marketing is cost effective and having a great commercial impact on the business.

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