

Digital Marketing In India: An Umbrella Marketing

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Abstract: Through Digital Marketing...

“Brands can now be direct sellers, content producers, bloggers, tweeters and even friends without having to rely on media to deliver those messages. Consumers can seek out those brands, connect with them through social networks, tweet about them, and instantaneously let all their friends know what they think about them or what they plan to buy.”

Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life and as people use digital devices instead of going to physical shop.

The main objective of this paper is to identify the effectiveness of digital marketing in the competitive market. The supportive objectives are following:

- ✓ *To show the various elements of digital marketing;*
- ✓ *To focus on the basic comparison between traditional and digital marketing;*
- ✓ *To discuss the effects of various forms of digital marketing on the firm's sales and other activities;*
- ✓ *To show the various advantages of digital marketing to the customers.*

I. INTRODUCTION

Even before the Internet there were many different ways to advertise, in different media such as radio, TV, newspapers, magazines, as well as via telemarketing or pamphlets. Usually the goal was to get a company- and/or product name, a statement etc. communicated to as many people as possible for the smallest price possible. The traditional marketing was in use before digital marketing could come in contact. Traditional Marketing had some of its own characteristics:

- ✓ Traditional marketing includes print, broadcast, direct mail, and telephone
- ✓ No interaction with the audience
- ✓ Results are easy to measure
- ✓ Advertising campaigns are planned over a long period of time
- ✓ Expensive and time-consuming process
- ✓ 24/7 year-round exposure is not possible
- ✓ Responses can only occur during work hours
- ✓ One way conversation

But this wasn't enough for the growth of economy and thus Digital Marketing came into existence in order to get effective results and promote 24/7 sale techniques.

Therefore, Digital marketing is a type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media.

Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio. L'Oreal's brand Lancôme uses email newsletters to keep in touch with customers and hence tries to strengthen customer brand loyalty. Magazine publishers can activate and drive their

customers into Internet with e-mails and SMS messages to improve re-subscription rate.

According to Chaffey (2011), social media marketing involves “encouraging customer communications on company’s own website or through its social presence”. Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to “marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles”.

So, let us face the facts: The Internet is no longer a medium of “new economy”, and “E-business” as a term has rather been rendered obsolete. The Internet is used in any and all industries, as a branding and marketing tool, as an internal communication tool, and as the start of most business transactions. Today companies use the Internet as one of the most powerful tools in a big number of ways. The Internet has unlocked a large number of search options and new ways of highlighting the important aspects of any item. Thus marketing has been redefined via the Internet, and given even small businesses a chance to promote and brand their products on a larger scale. The Internet has therefore experienced enormous growth in online advertising, since its inception in the early 1990’s. It is still however executed in the usual one-way-communication, as it has always been done.

Success stories in advertising are easy to find: Amazon is using their customers to market products to others via the “other buyers, who looked at this, also looked at this”. Coca Cola are storytelling via the Internet, MasterCard use humorous clips, and through that viral marketing.

II. VARIOUS ELEMENTS OF DIGITAL MARKETING

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are given below:

ONLINE ADVERTISING

Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Through online advertising, company well controls its budget and it has full control on time.

EMAIL MARKETING

When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build

customer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services.

SOCIAL MEDIA

Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company’s product or services. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities. Through Twitter, company can increase the awareness and visibility of their brand. It is the best tool for the promotion of company’s products and services. In LinkedIn, professionals write their profile and share information with others. Company can develop their profile in LinkedIn so that the professionals can view and can get more information about the company’s product and services. Google+ is also social media network that is more effective than other social media like Facebook, Twitter. It is not only simple social media network but also it is an authorship tool that links web-content directly with its owner.

AFFILIATE MARKETING

Affiliate marketing is a type of performance-based marketing. In this type of marketing, a company rewards affiliates for each visitor or customer they bring by marketing efforts they create on behalf of company. Industry has four core players: the merchant (also known as “retailer” or “brand”), the network, the publisher (also known as “the affiliate”) and the customer. There are two ways to approach affiliate marketing: Company can offer an affiliate program to others or it can sign up to be another business’s affiliate. If company wants to drive an affiliate program, then, the company owner has to pay affiliates a commission fee for every lead or sale they drive to company’s website. Company’s main goal here is to find affiliates who can reach untapped markets.

ENGINE OPTIMIZATION (SEO)

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine’s “natural” or un-paid (“organic”) search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

PAY PER CLICK (PPC)

Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website rather than “earning” those clicks organically. Pay per click is good for searchers and advertisers. It is the best way for company’s ads since it brings low cost and greater engagement with the products and services.

III. ADVANTAGES OF DIGITAL MARKETING TO CUSTOMERS

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the consumers as given below:

A. STAY UPDATED WITH PRODUCTS OR SERVICES

Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.

B. GREATER ENGAGEMENT

With digital marketing, consumers can engage with the company’s various activities. Consumers can visit company’s website, read information about the products or services and make purchases online and provide feedback.

C. CLEAR INFORMATION ABOUT THE PRODUCTS OR SERVICES

Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store.

D. COMPARISON WITH OTHERS

Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way.

E. 24/7 SHOPPING

Since internet is available all day long, there is no time restriction for when customer wants to buy a product online.

F. SHARE CONTENT OF THE PRODUCTS OR SERVICES

Digital marketing gives viewers a chance to share the content of the product or services to others.

Using digital media, one can easily transfer and get information about the characteristics of the product or services to others.

G. APPARENT PRICING

Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the customers.

IV. LIMITATIONS OF DIGITAL MARKETING

- ✓ Although, Internet marketing allows a wider reach, the start-up costs of a website can be high. This includes the cost of the required software and hardware, and maintenance costs.
- ✓ There are still a lot of customers who use the Internet just for having more information about a product and prefer to buy it in person. For example, Digital marketing allows a customer to view how a phone looks like and its technical specifications, but customers prefer having a look at the phone in the store to get a hands-on experience.
- ✓ The rules of the trade change rapidly in Digital marketing, and it requires constant attention and monitoring to ensure that your marketing strategy does not look out-of-date.
- ✓ The biggest disadvantage of Internet marketing is its vulnerability to fraudulent activities. There are a lot of illegitimate websites out there which look similar to original websites and rob the customers of their money. Spamming is also one of the biggest challenges for Internet marketing and confidential data can be easily stolen by hackers.
- ✓ Internet marketing lacks the human touch that is involved when a customer buys a product from a salesperson. This hampers the prospects of relationship building which plays an important part in repeat sales and word-of mouth publicity.
- ✓ Internet marketing depends heavily on technology, which is vulnerable to technical faults. For example, if a customer clicks on your advertisement but due to a technical glitch, is unable to buy the product, he may easily become irate and take his business somewhere else. Although, there are some challenges involved in Internet marketing, it can be safely said that Internet marketing has led to increased transparency and ease of buying products. The need of the hour is to counter the challenges so that Internet marketing proves to be truly beneficial for all.

V. DIGITAL MARKETING IN INDIA

FUTURE OF DIGITAL MARKETING IN INDIA?

Digital marketing is a booming career option today in India. With striking features like cost-effectiveness, instant response, flexibility, convenience, effectiveness, Digital Marketing is making a strong impact in the world of Marketing and Advertising. The future scope of the Digital Marketing industry is that there will be more points of contact.

Right from the assuming power, DIGITAL INDIA and MAKE IN INDIA have been two big USPs of Prime Minister Narendra Modi.

VI. GROWTH OF DIGITAL MARKETING

Digital Marketing Industry is worth \$68 billion! Also, according to eMarketer, Last year, advertising via Mobile phones and tablets rose 200 percent, to \$6 billion. This market is estimated to touch \$7.8 billion soon. This rise is leading for high demand for professionals skilled in Digital Marketing.

While all other industries are struggling with a growth rate of 5 to 10 %, digital media industry is booming high with 40% growth rate. But the most remarkable point is that this growth rate is not going to be stagnant in the coming years.

VII. SCOPE TO DIGITAL MARKETING IN INDIA

If you asking from the career aspect or from the sales aspect, the answer is YES. Check the ad shows, it is shifting more towards Digital Marketing Ideas. It is not a replacement for TV or Radio; neither is it replaced for print medium. It is a different medium available for marketers.

THE MAJOR SHIFT IN DIGITAL MARKETING SCOPE

- ✓ **FROM ANONYMITY TO IDENTITY:** Now people are on web with full identity, this is enabling businesses to interact with more data, better targeting.
- ✓ **FROM INFORMATION TO ENTERTAINMENT:** From information based technology, digital marketing has lead to more for entertainment activities and thus enabling more advancement among the technology and environment.

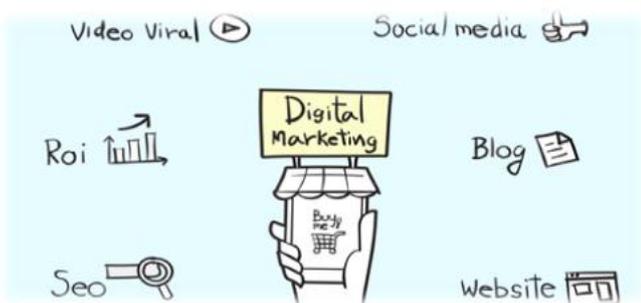


Figure 1

The way we look at digital Marketing is:

- ✓ Quick Sales from Digital Marketing.
- ✓ Branding for Sales
- ✓ Organic Growth for Sales

WHAT IS THE FUTURE SCOPE OF THE DIGITAL MARKETING INDUSTRY?

INDIAN SCENARIO: Digital Marketing is still at its initial phase in India. Most of the companies are still thinking to adopt the medium while many top brands have already rolled their digital marketing campaign. Seeing the large number of youth population in India (More than 40% of total

population of India, around 460 millions youth is there, in which 333 millions are literate and the rising technology savvy young generation, corporate will be more than happy to engage the target audience and spread their products and services among them via digital media. Thus there will be a Big Change in coming future.

Indian digital marketing scenario has changed tremendously after the it boom, India with 60,000,000 internet users provides a very good platform for online marketing. Also with a growth rate of over 1000% the potential looks good too. The penetration is a mere 5.2% - but which is actually good.

The cream of the society - the people most likely to have pockets deep enough to trade or make purchases online are among the 5.2% of the population. This makes targeting these high-end profiles easier & your leads are more likely to be converted.

However, one area of concern is the support operations that help convert the leads into sales. These are mainly call centers' & back offices that are responsible for following up on the leads that are provided to them. But the staffs at these organizations in India is many a times not that well trained for digital marketing & usually the high potential leads are lost due to inability of the staff to convince the lead. The lead is mostly very expensive. They get one lead after incurring a huge cost through a lot of clicks.

Hence, more than educating internet users it would be vital to train the support teams so as to consolidate the current amount of leads that you are getting. Otherwise, we many end up in a situation where we have high demand, high potential but inadequately trained staff to service the lead.

- ✓ While in many countries Digital Media course has emerged as one of the mainstream degree but here in India it is still under the control of digital media agencies who took the initiative to teach people on Digital Marketing with live projects. Many of the premier business schools are in a positing (of course seeing the demand) to run the digital marketing program. But most of them are running short of the quality faculties.
- ✓ Further insights have revealed that an average Indian spends 45 minutes on Facebook in a day. The huge number of smart phone users with apps adds up further to the consumer base for brands to interact and take opportunities.

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries.



Figure 2

VIII. OBJECTIVES OF THE STUDY

The main objective of the study was to convey the current condition of digital marketing in India. Though our Prime Minister Mr. Narendra Modi has turned up the country into a remarkable mode but still some companies are fighting for it to deal with such scenario. The cost efficiency and diversity of digital channels facilitate marketers' frequent and interactive communication with their customers. They offer new prospects to cultivate customer relationships. So, there were some tools regarding digital marketing which explains how the key elements of Digitalized Marketing can lead to an improved customer value, commitment and loyalty.

This research also helped to figure out some technical aspects of problem which are stated as follows:

- ✓ Finding the online presence of client
- ✓ Understanding the current condition in terms of digital marketing.
- ✓ Identifying what solution would be better.

But, Companies should not rely entirely on online marketing; they must make it a part of Integrated Marketing Communication. As a result of which limitations of online marketing will be covered as the other mediums will build the required capability and positive image about the brand. This credibility will generate trust among customers towards the brand.

IX. RESEARCH METHODOLOGY

Methodology comes from systematic and theoretical analysis of the methods to evaluate suitability of one specific method to apply to a field of study. It typically encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques. This study is conducted based on both primary and secondary data sources.

PRIMARY SOURCES

Primary source is a source from where we collect first-hand information or original data on a topic. Interview technique was used with structured questionnaire for the collection of primary data.

SECONDARY SOURCES

Secondary source is a source from where we collect data that has already been collected by someone. We have collected secondary data from the published financial statements of the firms, newspaper and articles. For the purpose of this study, we have selected fifty firms randomly which are using digital marketing system to sell their products to customers. Additionally, we also collected data from 10 executives from sample and other different firms to know their opinion on the effectiveness of digital marketing.

Collected data and information has been organized, explained and analyzed by using different statistical tools and techniques. This study shows results both in descriptive and analytical way.

X. DATA ANALYSIS

Key Performance Indicators

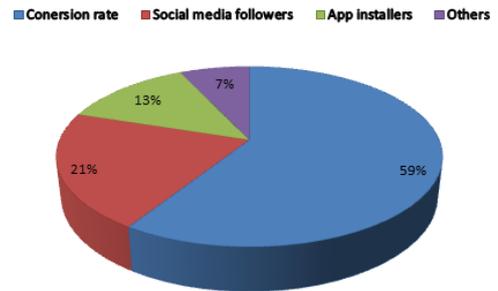


Figure 3

Digital Marketing Tools

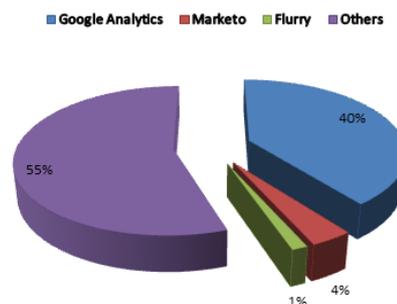


Figure 4

Maximizing Customer Engagement

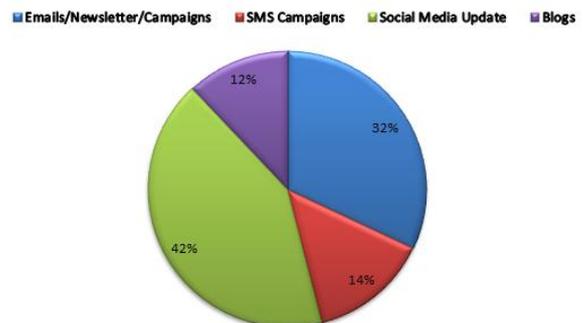


Figure 5

Content King

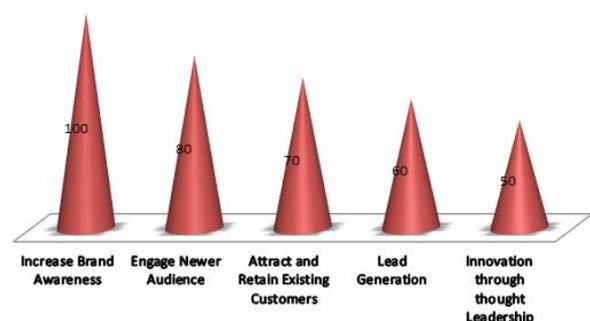


Figure 6

XI. FINDINGS

- ✓ Most of the real sector people actually understanding the value and opportunities of digital marketing.
- ✓ With the study of Digital Marketing, I came into its emergence and extent growth in today's scenario.
- ✓ What we discover in client servicing is convincing client is bit complex as they too have complete knowledge about the digital Marketing and explaining how we are better than others.
- ✓ Most of the sectors initially opt for the digital marketing channels name search engine optimization, search engine marketing and social media marketing and later they will think about other channels which means these three channels are of high acceptance.
- ✓ It is easy to approach a company if you first send them an E-mail to related sector and then call them in fact sometimes the company itself call having seen the E-mail.

XII. CONCLUSION

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no

boundaries. Company can use any devices such as smart phones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like "Rome was not built in a day," so, digital marketing results won't also come without attempt, without trial (and error). The watchwords "test, learn and evolve" should be at the heart of all digital marketing initiatives. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

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