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## Future and growth of digital marketing in India

**Dr. Y Srinivasulu and Dr. K Rajaiah**

### Abstract

India, a densely populated country with a population of 1,339,180,127 (as of July 2017) ranks second in the world. There are ample opportunities that are created every minute for the people. And when we say digital marketing, then note that the future of digital marketing in India and the scope of digital marketing in future is going to get brighter in the coming years. A mobile phone has become the basic need for everyone. According to a survey (by Internet and Mobile Association of India (IAMAI)), India will have around 500 million internet users by June 2018. This will create a fascinating business opportunity to sell services and products to a growing population of tech-savvy internet users. The industry is shaping out to become one of its kind markets, as the International Journal of Advanced Research Foundation is claiming 2013 to 2018 as the golden era of digital marketing in India. The country is surely up for a digital uprising and in fact, the funding is already colossal. About \$1.5 billion investments were marked in the short span of 2013 to 2015 towards Indian agencies. Digital Marketing and advertising is influencing peoples to buy and sell online and e commerce is getting more and more sales.

**Keywords:** Future, growth, digital marketing

### Introduction

India, a densely populated country with a population of 1,339,180,127 (as of July 2017) ranks second in the world. There are ample opportunities that are created every minute for the people. And when we say digital marketing, then note that the future of digital marketing in India and the scope of digital marketing in future is going to get brighter in the coming years. A mobile phone has become the basic need for everyone.

Even if your mother wants to try out a new recipe, she definitely uses YouTube to take the jot down what is needed and how it is to be done. And when it comes down to the business, no doubt the trend of digital marketing is on the boom. Everyone wants to market their products and services through the internet to increase the reach. Compared to traditional marketing these are some key benefits which make this marketing strategy more effective and affordable.

According to a survey (by Internet and Mobile Association of India (IAMAI)), India will have around 500 million internet users by June 2018. This will create a fascinating business opportunity to sell services and products to a growing population of tech-savvy internet users.

### Objectives

1. To know the future of digital marketing is going to be bright in India,
2. To examine the Scope of Digital Marketing,
3. To discuss the Mobile Marketing,
4. To enumerate the Video Marketing and
5. To Evolution in Digital Marketing industry in India

Let's list down the top 10 reasons as to why the future of digital marketing is going to be bright in India.

### 1. Drastic changes in 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.

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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. How was the marketing for real estate earlier? It was mostly through print media or banners. But now, all the real estate giants prefer the digital platform to market their blissful homes to their customers. Making the content engaging is now their mantra to succeed.

If we look at the above 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. In this way, 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.

## **2. Digital is the new name**

Everyone in the country prefers digital marketing over everything else. Even the startups 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.

It is not that the business owners are promoting their product always. They try to engage with their audience through various facts. Above is the screenshot of a famous Pav Bhaji joint in Nashik, Maharashtra. Being a small scale hotelier, they are choosing the digital marketing option to reach out to a larger bunch of people. This is not by informing the audience about their product. But instead, they have posted some engaging content that would interest the viewers. Thus, such kind of tricks is working a lot for the marketers these days.

## **3. Government's "Digital India" initiative backs up**

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. Stop debating over the choices and get to know what benefits it holds.

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. Reaching global markets**

Today, it is said that "Being Digital is Being Global". And this is the reality. Through digital platforms like Facebook, Twitter, Instagram, LinkedIn, one can reach to the audience of any corner of the world. The reach of these social media platforms is so huge that you can connect with almost everyone now.

In India, many people are doing business whose target audience is the USA only. So anything is possible with social media. Many companies from the USA also prefer Indian Digital Marketing Agencies to plan out their social media campaigns.

In other words, there's a lot happening in India's digital marketing space. Many people are talking about it and searching for it as well.

## **5. Institutions coming up with Digital Marketing courses**

Many institutions are nowadays introducing degree courses in digital marketing that has a practical approach. The academic courses are residential and online both.

Mudra Institute of Communication is India's topmost college to learn communication. The college is offering a certification program in digital marketing. Also, it offers courses in branding and advertising. There are many other colleges who are coming up with a curriculum that involves digital marketing.

Even many digital marketing agencies now have their own academy where they teach digital marketing to the prospective students. It is as simple, when there is demand, there has to be a proper supply. The demand for digital marketing is on the rise and those who know are coming up with ideas to train the students.

## **6. Small towns getting digitally equipped**

Metros are already a part of the digital economy. But now as the scope of digital marketing is increasing, the towns and cities are also getting highly connected with digital mediums. Many start-ups are getting launched in small cities and they are reaching the global audience via social media.

If we take an example of online portal Scoop Whoop, it was started by Sattvik Mishra and 5 others in August 2013 in Delhi. But the way they were writing their content and posting it on social media made them start overnight. Everyone in the country is a fan of content that this web portal is generating. They are completely accomplished on social media today with more than 1000 likes on each post.

## **7. Affordable**

Comparing it with other marketing platforms, digital marketing is one of the most affordable media to promote the product. Gone are the days when one was spending thousands and lakhs getting the ad printed in the newspaper? With digital media, it has become so easy. If you are a real estate company, you can promote your new project on social media by reaching thousands of people at one time.

Creating an ad on Facebook hardly costs around Rs.40 per day, which is nothing. Average cost per click is Rs.0.52 to Rs.2.3. Spending lakhs of rupees on a single ad and spending just Rs.40 per day can give good results. Many industries and new start-ups, all are heavily investing in the digital marketing activities. They are looking for people who can devise and implement digital marketing strategies that suit their needs.

**8. Higher engagement rate**

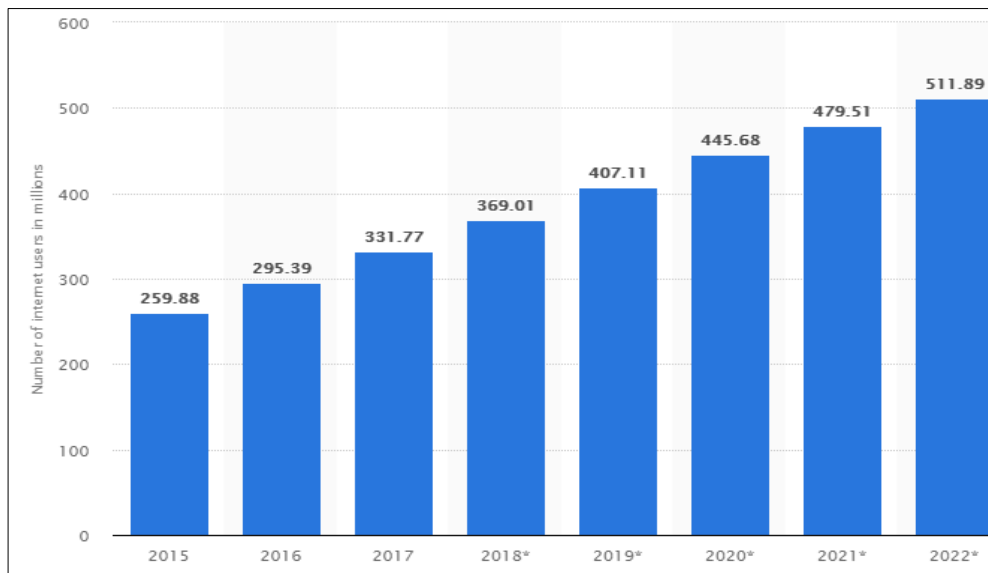
Since people are heavily using social media for everything, the engagement rate ought to be higher. People need quality

content for updating themselves and getting entertained. So it is the responsibility of the digital marketers to generate content that engages the audience.

The online food delivery service, keeps its audience engaged all the time by posting creative content on the Facebook page. Their page is all about food but they make it so creative that one cannot scroll it down without hitting the like button.

So the bottom line is, if you are creative, you will be a big hit on the digital platform.

**9. Growth in the number of internet users**

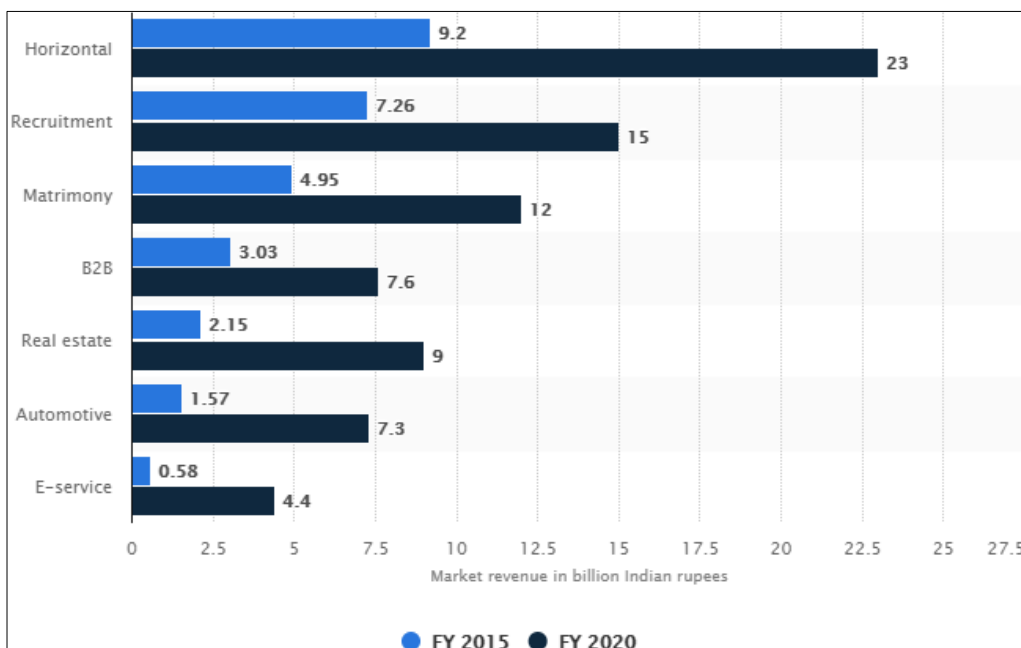


**Fig 1:** Growth in the number of internet users

The above graph clearly says everything. People using the internet in 2015 were 259 million which go up to 331 million in 2017. It has been predicted that the number internet users are to get doubled by 2022. This is because, the rate in which the country is growing in terms of everything, people will be heavily dependent on the internet in the coming years.

**10. Increased digital classifieds market revenue**

It has also been predicted that the revenue generating from digital classifieds is going to be five times more than it was in 2015. In the financial year 2020, the highest revenue will be around 23 billion.



**Fig 2:** Revenue generating from digital classifieds

All the revenues will be doubled by 2020 in the field of digital marketing. Therefore, in order to put yourself in the driving seat, all the Indian business have to be well-versed with digital marketing in order to represent the country in the global marketplace. Not only businesses but the candidates who are looking for a career opportunity in this field can find lakhs of jobs in almost all the cities.

The scope is wider when it comes to digital marketing. Digital Marketing will remain as the most powerful way of marketing in the future. But as the dynamics of digital marketing is changing every day, a digital marketer has to be agile, alert, and smart and adapt to latest changes. Not only that, digital marketer of today and tomorrow will have to anticipate changes and implement it way earlier than the change actually happens so take advantage of it.

**Scope of Digital Marketing**

The industry is shaping out to become one of its kind markets, as the International Journal of Advanced Research Foundation is claiming 2013 to 2018 as the golden era of digital marketing in India. The country is surely up for a digital uprising and in fact, the funding is already colossal. About \$1.5 billion investments were marked in the short span of 2013 to 2015 towards Indian agencies. So, the best is yet to come.

Digital marketing overcomes so-called geographical foundations and introduces business with a completely new set of potential customers opening new scope for investments. And why not – 72% of the total digital

marketing agency experts believe they need to switch to the digital methods to be in the race.

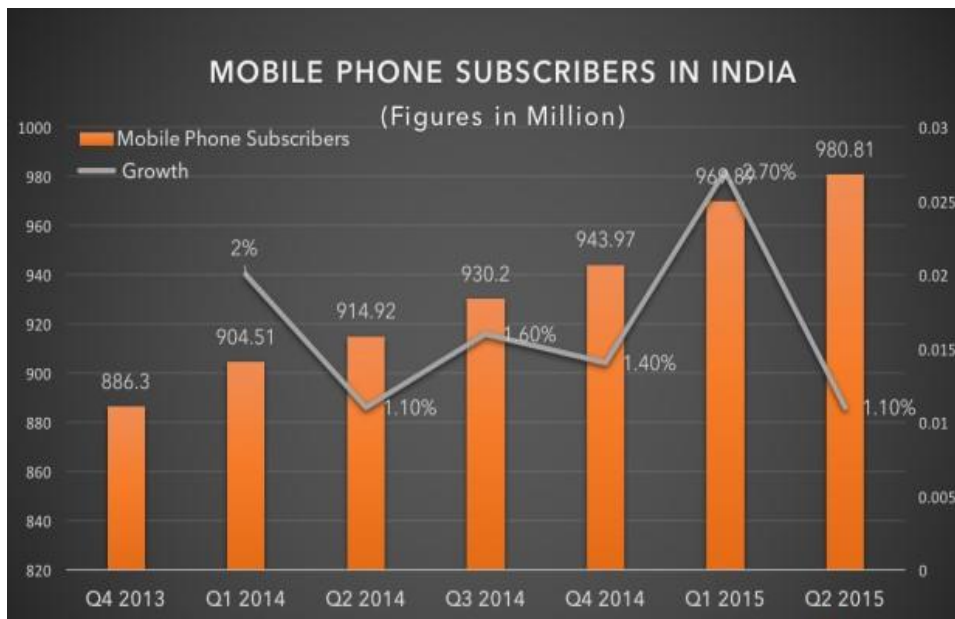
The scope of the concept covers the vast markets of E-commerce, Social Media, Pay Per Click advertising, SEO, online content, and many others. As businesses, in the remotest corners of the country align themselves with global standards, a new line of businesses and professionals are poised to take over the industry. The two major tools they have at their disposal are Mobile and Video Marketing.

**Mobile Marketing**

Google, the biggest search engine, has shifted its focus to mobile-first index, and every digital agency India has no option but to sit up and take notice. Statistics for the US already show that 72% of all US digital ad spending by 2019 will be for mobile advertising. That is less than a year away, and Indian marketers are fully-aware of the potential of marketing directly to an individual customer.

Marketing Land has clearly stated even for offline purchases, 90% of shoppers, owning a Smartphone, will turn to the online medium to reach a decision. This is the power of digital marketing those businesses and marketing professionals will need to leverage in the future to stay in the reckoning.

Digital marketing overview reveals that Social media has been playing a supporting role to marketing. Over the years, it has been noticed that 92% of social media users are from the mobile devices. This enables the size of digital marketing industries.



**Fig 3:** Mobile phones subscribes in India

Source: TRAI, September 2015

According to the research made by the Internet and Mobile Association of India (IAMAI, 2008), communication has become a real mass communication tools having about 286 million accounts in 2008. The Indian telecommunications market has tremendous growth opportunities and according to IAMAI is projected to exceed 500 million by 2010. According to TRAI, the numbers of mobile subscriber based in India grew to 980.81 million users in the second quarter of 2015.

Adoption for the mobile device is getting higher day by day. SMS marketing is one of the true mass market media channels across many demographics before the convergence of mobile internet and mobile devices.

**Video Marketing**

Growing need for the visual content has turned video marketing be one of the most appealing trends of digital marketing in 2017.

Video marketing stats are equally staggering, and defining, for the scope of digital marketing. After all, 51% of the

professionals know video gets the best ROI (Return on Investment) as it can drive organic traffic by a whopping 157%. The reason is purely scientific – an audio-visual content has a 90% higher retention rate when compared to textual content.

For those looking for a piece of the pie, keep in mind that consumption of bit-sized videos will increase. If you want to stand out against the millions of videos posted online, a great video is not going to be enough. Digital marketing growth via Video SEO, Video optimization and other tools is going to gain importance.

In a nutshell, the growth of digital marketing is in direct proportion to the rising use of Smartphone and the Internet. But nothing prepared industry watchers for the fast-paced changing trends, from cumbersome desktops to laptops to mobile & video, all within a decade. As for today, every agency will tell you, the scope for the industry is headed north, as dependency on online tools and resources continues to increase for both marketers and customers.

### Email Marketing



Fig 4: Online Marketing

Email marketers of some of the most successful marketing agencies claim a return of \$40 for every dollar they invested. From the digital marketing overview, it was discovered that well-targeted email marketing will be one of the most effective ways of ensuring conversions in 2017. As shown from the figure below, email is one of the most effective methods for digital marketing as there is a facility to disburse messages to millions of people at a time.

### Evolution in Digital Marketing industry in India

As much as changes is existing in the search engines, marketers are also trying shift their ways of targeting audience so as to meet up with the current evolution in Digital Marketing industry in India.

Apart from the above channels through which digital marketing takes place, activities under Digital Marketing industry in India are not limited to social media, email, content, search engine, etc. Digital marketing is either done in-house where companies might hire people for their own or clients' digital marketing needs. A company may outsource to specialist digital marketing agencies or given to consultants. Some of the Digital Marketing Agencies are:

#### Webchutney

India's leading digital marketing agency. Webchutney has announced key movements within executive leadership across New Delhi and Mumbai. The move signifies a clear mandate to accelerate growth by forging stronger ties with partners and clients, while streamlining vertical units and

fortifying operational efficiency. The agency has grown to over 200 people across New Delhi, Mumbai and Bangalore with a diverse client portfolio ranging from startups to Fortune 50 companies within 13 years of establishment. Webchutney was Ranked India's number one digital agency in 2008, 2009 & 2011. Their services include online advertising, Website Designing, Mobile Marketing, SEO, Analytics, Application Development and Social Media. Some of their clients are Airtel, Flipkart, Pepsi, Coca-Cola, Bacardi, Red Bull, PepsiCo, Mastercard and Microsoft, to name a few. The growth signifies the rate of growth of digital marketing industries in India.

#### Pinstorm

Pinstorm is a digital advertising firm headquartered in Mumbai, India with offices in New Delhi, Bangalore, Singapore, Kuala Lumpur, Zurich and Santa Clara within 13 years of establishment. It's a world where not just desktops and mobile phones but TV programs, billboards and newspapers are going digital. The world where industrial era practices of command-and-control or even Kotler-type 4P approaches simply don't cut it anymore, the world that demands a different kind of business and brand thinking. At Pinstorm, what they offer is a completely new approach to building your brand in this digital age. An approach driven by a different philosophy – where they believe innovating on the product offering can be far more impactful than innovating in TV commercials, and where they think outsmarting the competition is a better thing to do than outspending them.

An approach that sees strategy, research, user experience, web design, mobile-friendliness, advertising, search optimization, viral videos, Facebook campaigns, Twitter updates, real-time listening and responses as a seamless set of tactics that stem from one overarching brand strategy. An approach that has helped their clients win comprehensively in their markets. This digital marketing industry is having a good numbers of major clients. They are: Walt Disney, Yahoo, Canon, HSBC, Café Coffee Day, ICICI, ET Now, GQ among many others.

#### OBBSERV

OBBSERV is a leading technology-driven digital marketing and web assets development company co-founded by an IIT Delhi Alumnus having 5+ years of experience. The team of OBBSERV consists of 30+ talented members with some of them being tech geeks, creative designers, innovative storytellers, and genius strategists. Right from offering cost-effective marketing strategies to giving trackable and quantifiable results of increased rankings, traffic and conversions, Obbserv's result-oriented approach is both its strength and motivation.

Some of the prominent clients OBBSERV has worked with include but not limited to International Finance Corporation (World Bank), IIM – Ahmedabad, Indian Institute of Crafts and Design, Limeroad, etc. The success of their clientele, in terms of services provided, is a derivative of experience in domain understanding, data science, artificial intelligence, and impactful strategic solutions. With a strong belief in engaging the users in online interactions that guarantee the conversion of a lead, Obbserv turns all odds in its favor. In a practice of breaking their own records in terms of conversion of the real audience, Obbserv is moving towards growth and achieving heights. Lastly, it's the innovative



sense of carrying out the projects & perfect work-life balance that helped OBBSERV win “The UCCI Excellence Award, 2018.”

**GOZOOP**

GOZOOP was established in 2010. GOZOOP is not a run-of-the-mill digital agency. Besides the obvious services like social media consultancy, lead generation, viral campaigns and SEO/SEM services, GOZOOP puts in a lot of effort in R&D and creating innovative services and solutions. One of GOZOOP’s first in-house products, Zozolo.com, deals with social commerce and social loyalty solutions. GOZOOP has a mobile division as well that develops mobile apps. GOZOOP services are now viral throughout India.

**Avignyatainc**

AVIGNYATA means omnipresent. They are company striving to take the services of websites, mobile applications, social media marketing campaigns, search campaigns and manage online reputation to all part of India. Avignyata is involved fulfilling the mandate of the rise in social media marketing in India. They are one of the pioneer and leading digital marketing industries in Mumbai with skilled professionals with marketing insights. Their objective is to develop a virtual ubiquity for the brands, incorporate all the areas that have a positive impact on the brand, help clients analyze their online outreach and promote them as a Social Media entity.

**WINDCHIMES Communication Pvt. Ltd**

WINDCHIMES is a global-award winning digital media agency that is redefining conventional marketing from one way brand speaks to building a dialogue. We provide the entire bouquet of digital services including Social Media, Web & Mobile Development, Design, Video & Publishing solutions, Social media advertising, SEO, PPC & Display and Educational Workshops.

**ANTZ Media**

They focus on internet-based management of products and services. The company is located in Kochi. they provides the following services : Online brand Managements,

designing solutions, multi level marketing; They provides all this services to the following companies and brands: Melathil, Ayu: Care, Heal Wellness Solutions, Oberon, Euro Agencies, IAAI, Deeksha, Precision Solutions, Food Circle, Coral Designer Tiles

**BC Web Wise**

This company has really worked hard with a very good numbers of clients. They deal with all aspects of internet media solutions and other advertising and promotional need of clients. They produce the following services: internet media solutions, websites, internet advertising, e-newsletters, mobile marketing, online research, content management. There services have cut across the following company or brands: Hindusthan Lever, Microsoft, ITC, Kellogg’s Chocos, ABN Amro, Yahoo (India and Singapore), M ONE, MindShare, WNS, Madison, Kingfisher Airlines, PCS Technology, Ruchi, Crest Communications, Indian Institute of Interior Design, Zyduz Cadilla, Peerless, BPL, Johnson n Johnson, HP Gas, Star TV, Garnier, Maruti, Crossword, Orange, etc.

Digital marketing industry in India is still in its initial phase. Most of the companies are still thinking to adapt to the medium while top companies have already started exploring the importance of digital marketing. Smaller cities in India are giving birth to digital marketing agencies. Corporate organizations will be glad to spread the good news on their product to the entire large population. This can be achieved while literacy education is more intensified in the country. That is, literacy in English language and other foreign language, literacy in the use of computer and more digital marketing awareness by learning digital marketing.

**Digital Marketing and Advertising**

Digital Marketing and advertising is influencing peoples to buy and sell online and e commerce is getting more and more sales. With a hi growth through Digital marketing in business companies have starter spending more and more in Digital marketing as they are getting better ROI in Digital medium compare to traditional, another major benefits are all the expense and return are measurable which is not possible in Traditional Marketing.



Fig 5: Digital Marketing and Advertising

High Demand of Managing Companies activity over Online marketing and improve company visibility has opened a new door or opportunity. Demand are higher then supply so Peoples have one new career stream as Digital Marketer which is flexible and providing high career growth. Digital Marketing is a rapid career growth not only in India but also throughout the world. Companies are getting more and more dependent over internet to generate faster revenue for their business.

### **Conclusion**

I conclude that the Digital marketing is growing with a rapid pace not only in India but throughout the world as well. While all other Industry are struggling with a growth rate of 5-10%, Digital marketing industry is booming high and already achieved growth rate of 30% last year and estimated growth for year 2016 is 40% and the most important part is that growth rate is not going to be stagnant in coming years. As the internet users are increasing day by day ecommerce industry is also on a booming path. Companies are shifting their advertising budget from traditional marketing to digital marketing strategies. Studies indicate that the number of consumers who shop online in India is likely to cross 100 million by the end 2017, and the e-retail market is expected to increase to 65% in the year 2018. Such figures are clear indication that the digital marketing services will continue to experience tremendous growth and changes. Businesses in India need to embrace the digital changes and adopt the trending innovations to stay competitive and accommodate a large number of internet users.

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