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Digital marketing paradigms in India- A study

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Abstract

Information and Communication Technology is vital and integral part of the urban Indian life. The sellers and buyers are connected virtually. The geographical boundaries are replaced by the virtual spaces. The invention of the new digital platforms to promote the product and the services has the wider reach enabled making the globalization to reach the nook and corner with the click.

The Digital Marketing has become the vital course of action of business houses and they are striving for each single innovation which can be possibly added in the modern business so as to maximise the revenue of business house. India as far as digital marketing is concern has shown a bit late entry. The present study presents the digital marketing perspectives in Indian context.

Keywords: Digital Platforms, Revenue, Virtual

Introduction

Digital Marketing in India

Today in India, a country of over 1.25 billion people, every working professional is obvious to be familiar with digital marketing, whether he he's a part of it or not. Simply speaking, digital marketing is the way to promote your products or services online. As per Digital Media Institute, it's targeted promotion of your products or services using digital channels, like SEO, SME, SMS, email, Social Media Marketing, PPC etc. This term of digital marketing was first coined in 1990. This advent started with the development of internet, although its initial modes were not as we look today, such as Facebook, twitter, Google adverts, etc. Since internet was not that widespread the talk of digital marketing was too early to talk.

But late as Internet began to expand in the world, in the year 1993, first clickable banner came into place. Later first commercial web magazine, Hotwired, bought few banners for their advertising. This was the start of the online marketing. Because of this steady shift, the year 1994 saw new technologies. The very next year, 1995, public access to internet was inaugurated in India. The digital market is in a steady state of change. Therefore, as digital marketing grew rapidly in the world, in India too it rose that much. Today, world tech and ecommerce giants like Amazon's net earnings are worth billions of US dollars in India. Therefore, digital market is prevalent in India's market as retail market does and is keeping on changing V.Selladurai (2017) [8].

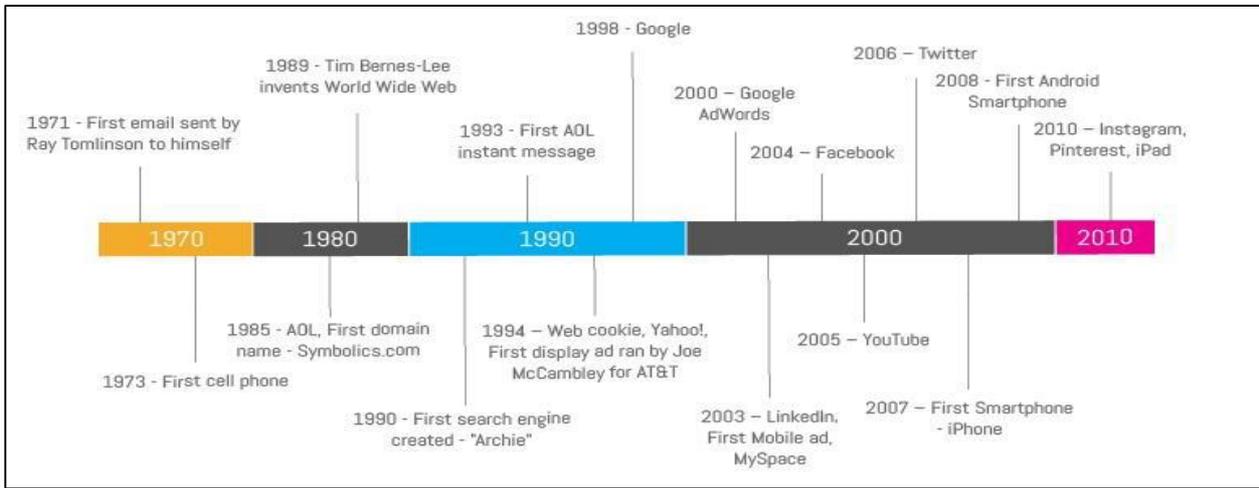
Description of Digital Marketing

Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses. According to American Marketing Association, The performance of business activities which directs the flow of goods & services from manufacturer to consumers. In Present era, Manufacturers are using digital marketing as a tool to attract more & more untapped customers in urban area and rural area both.

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance Dr. Satyendra Narayan Singh [2].

The following picture reflects the evolution of Digital Solutions and their respective impact on Digital Marketing-

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(Source-Courtesy:http://www.mediaocean.com/sites/mediaocean.com/files/pictures/Digital-Marketing-History-Graphic_FINAL.png
Retrieved dated: 05 April 2016)

Fig: Evolution of Digital Solutions

Digital Marketing versus Traditional Marketing

The following table lists a few points that differentiate digital marketing from traditional marketing

Traditional marketing	Digital marketing
Communication is unidirectional. Means, a business communicates about its products or services with a group of people.	Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services.
Medium of communication is generally phone calls, letters, and emails	Medium of communication is mostly through social media websites, chat and email
Campaigning takes more time for designing, preparing and launching	There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service	The content is available for general public. It is then made to reach the specific audience by employing search engine techniques.
It is conventional way of marketing; best for reaching local audience	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign	It is easier to measure the effectiveness of a campaign through analytic.

Habitual Marketing Vs Digital Marketing

Table: Comparison between Habitual Marketing and Digital Marketing

Habitual Marketing	Digital Marketing
Habitual marketing contains various medium like telephone, put on air, print and direct mail	Digital marketing contain email marketing, social media, online advertising, pay per click, affiliate marketing, text messaging and search engine optimization
There will be no communication with the viewers	There will be communication with the viewers
Outcomes can be measured easily	Outcomes are to a great extent
Ad campaigns are designed over a long period of time	Ad campaigns are designed for a short period of time
Process of traditional marketing is time-consuming and expensive	Active way to promote products or services and inexpensive
Success of traditional marketing tactics is eminent if the firm can reach enormous local audience	Success of digital marketing tactics is eminent if the firm can reach a specific number of local audiences
One promotion campaign prevails for a lengthy time	Ease to change the campaigns and innovations can be done to the campaign
Inadequate reach the customer due to insufficient number of customer technology	As it uses various customers' technology digital marketing reaches to the wide range of customers
Round exposure 24/7 year is not possible	Round exposure 24/7 year is possible
Viral exposure is not available	Ability to go viral
Conversation is on way	Conversation is two way
Customers get responses only during working hours	Customers get responses and feedback anytime

Advantages digital marketing to consumers and analysis: Digital marketing technologies permit the customers to keep on with the company information rationalized¹. These days

a lot of customers can way in internet at any place whichever time and companies are constantly updating information regarding their goods or services. Customers

¹ Gangeshwer DK, E-Commerce or Internet Marketing: A Business Review from Indian Context”, International

Journal of u- and e- Service, Science and Technology, 6(6), 2013, 187-192.

know how to visit company's website, examine with reference to the products and make online purchase and afford feedback. Consumers get complete information related to the products or services². They can make comparison with other related products. Digital marketing allows 24 hours of service to make purchase for the consumers. Prices are transparent in the digital marketing³.

Digital Marketing Offerings

Digital Marketing Offerings by Service Line

Service	Offering
Digital marketing content management	Reusable template and components creation Dynamic flexible services Plug and play authentication Content transfer mapping and configuration Functional testing SIT/UAT Metadata management Tagging Data cleansing Creative designs
Digital marketing campaign management	Campaign management and delivery Channel marketing including search, email, display, and programmatic Ad pacing Social media ads Loyalty management CRM helpdesk
Digital marketing analytics	Segmentation Web traffic and content analytics Marketing campaign insights Social media listening and sentiment analysis Data enrichment SEO/SEM PPC campaign setup PLAs Channel analytics
Digital marketing consulting	Personalization strategy Data strategy and KPIs Data measurement framework UI architecture and design Target operating model design Consumer and marketing insight

Review of Literature

V.Selladurai (2017)^[8] highlighted SWOT analysis of digital marketing in India. Today in India, a country of over 1.25 billion people, every working professional is obvious to be familiar with digital marketing, whether he's a part of it or not. Simply speaking, digital marketing is the way to promote your products or services online. In India only 16% people was using internet till the end of 2013 and usage of internet is increasing by 15% and its reach to 31% in 2014 and increase rapidly day by day. India is one of the most populated countries in the world, with a population of 1.2 billion as of June 2014. Penetration of Internet is around 20

% in India, which is less compared to US which has 80% internet penetration and China which has up to 50%. But 20% of 1.2 billion people makes it 25 corer internet users and is having global rank 3 in Worldwide Internet users ranking. SWOT analysis of digital marketing is to say in brief, SWOT analysis is an in-depth analysis of any topic by bringing out the Strength, Weakness, Opportunity and Threat of it. This helps the user to understand all the aspects of the topic, both negative and positive V.Selladurai (2017)^[8].

Dr. Satyendra Narayan Singh^[2] begins with an introduction about Digital Marketing and it further highlights the present trends in Digital Marketing in India and discusses the necessity of using this strategy of marketing for the marketing of the product and services. It cannot be denied that the world is rapidly shifting from analogue to digital. People are consuming more and more digital content on a daily basis and companies that have not yet recognized this in their marketing strategies need to adapt fast. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and their touch point mirrors where the consumer is spending their time Dr. Satyendra Narayan Singh^[2].

Dr.K.Rajaiah (2019)^[3] feels that 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. Dr.K.Rajaiah (2019)^[3]

P.Ganeshbabu (2018)^[7] observes that Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on the internet or cellular phone-based applications and tools to share information among people. The number of social media user's is more than the population of some of the countries today. Impact of social media on marketing can be judged by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media P.Ganeshbabu (2018)^[7]

Yusuf kamal (2016)^[1] finds that this era of business is about innovative and technology based products and services, here technology and systems consist of one way and reverse journey, which is visible when a bank launches a mobile app and at the same time other company is involved in inventing new apps for banks and other simplified ways of living life. The business world has witnessed the popularity of online shopping industry and has also seen the emergence of e commerce in other areas which has ultimately given rise to Digital Marketing. Digital is touching the urban India in lot many aspects and still holds tremendous potential which can

² Gregory Karp, Personal Finance Writer for THE Morning Call, Allentown, Pa. Chickago Tribune, 12,(2), 2014, 24

³ Yuliharsi Md. Aminul Islam and Ku Amir Ku Duad, Factors that Influence Customers' Buying Intention on Shopping Online, International Journal of Marketing Studies, 3(1), 2011, 128-139.

multiply the opportunities for business enterprises Yusuf kamal (2016) [1].

M. Shirisha (2018) [5] Digital marketing is the fastest e-Commerce solution available. We can buy or sell fast in this marketing strategy. You can reach out maximum audience or customer with the help of digital marketing and you can do that fast. It really plays an important role in modern commerce system. This system makes our business more fast and accurate. Digital marketing is infinitely more affordable than traditional offline marketing methods. But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one M. Shirisha (2018) [5].

Trends in Digital Marketing Approaches/Commonly Used Domains/Portals by Digital Marketers

Digital Marketing Trends Institutions are incorporation of a wide range of digital channels so as to connect consumers in an addition to customised way. Digital Marketing trends that organizations are rapidly taking up include.

Mobility

Business Insider's latest report indicates that worldwide, one in every five individuals owns a smart cell phone, three and one in every seventeen owns a tablet. That's a boost of nearly 1.3 billion smart phones in last four years. Hence an increased user support accessing the internet using smart phones has driven many businesses to optimize their online substance for mobile devices.

Community Media/Social Media

Institutions are focusing on involvement with customers through social medium to offer real-time communications. Social media helps Business Institution reach out to a huge pool of prospective customers by supplying them with remedial and campaign-related understanding.

Social-Local-Mobile Marketing

The growing fame of smart mobile campaign, increasing position based social performance like knowledge sharing, re-evaluate reading via social media and the development of Global Positioning System (GPS) are serving companies influence Social-Local-Mobile Marketing actions.

Customised Content Marketing

Customer rendezvous, acquisition and preservation have all taken on a new face with the delivery of unique, adapted, and relevant messages through acknowledged digital channels. Email is one of the most chosen marketing channels to transmit targeted institutional messages and campaigns to live and prospective consumers.

Advanced Analytics

Enlarged adoption of digital channels is yielding large volumes of consumer behavioural data. Superior actionable analytics can aid organizations name targeted marketing strategies.

Search Engine Marketing (SEM)/Search Engine Optimization (SEO)

Business Organisations are targeting on SEO efforts and compensated search advertising for enhancing the traceability of their merchandise and services.

Impact of Digital India By 2019

- Broadband in 2.5 lakh villages, universal phone connectivity
- Net Zero Imports by 2020
- 400,000 Public Internet Access Points
- Wi-fi in 2.5 lakh schools, all universities; Public wi fi hotspots for citizens
- Digital Inclusion: 1.7 Cr trained for IT, Telecom and Electronics Jobs
- Job creation: Direct 1.7 Cr. and Indirect at least 8.5 Cr.
- E-Governance & e-Services: Across government
- India to be leader in IT use in services health, education, banking
- Digitally empowered citizens public cloud, internet access

A two-way platform will be created where both the service providers and the consumers stand to benefit. Hence, the main focus of Digital India is to make the people of India to be digital and therefore marketing companies should focus on Digital Marketing for marketing of their products and services Dr. Satyendra Narayan Singh [2].

Types of Digital Marketing⁴

Digital marketing can be defined as "An attempt as a cyclic practice done by a business which involves the analysis of needs of customers, which is followed by a manufacturing process as per the read needs of customers from target market, which also gives space to the sound pricing and study about the convenient place where product of a service will be kept for sale, however the last phase of one cycle of this practice is about monitoring the released satisfaction after consumption of the sold product or a service and the mandatory part in this cyclic practice is each part consist of use of modern communication devices from information and communication technology available till date".

Digital Marketing is often referred as Online Marketing, Internet Marketing, and Web Marketing. Few popular and commonly used Digital Marketing channels are

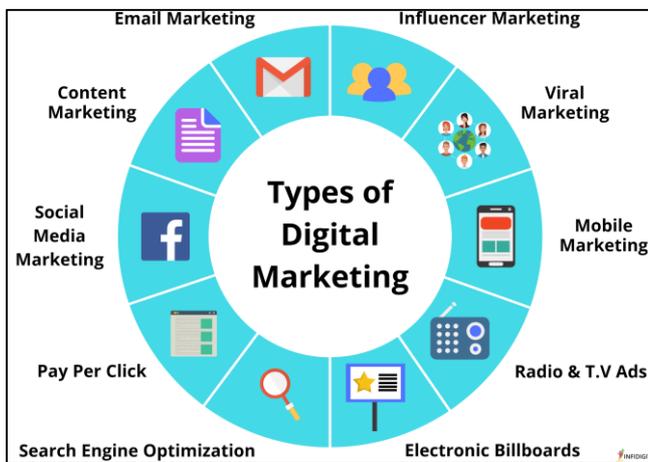
- ✚ Catalogue with the search engines.
- ✚ Search Engine Advertising.
- ✚ Social Media Marketing.
- ✚ Mobile marketing.
- ✚ Google Analytics.
- ✚ Online Display Advertising.
- ✚ Email Marketing.
- ✚ E Commerce Marketing.
- ✚ Affiliate Marketing

Digital Marketing is divided majorly into 10 types. Here is the list of various types of digital marketing are:

- Search Engine Optimization (SEO)
- Pay Per Click (PPC)
- Social Media Marketing (SMM)
- Content Marketing

⁴ <https://www.infidigit.com/blog/what-is-digital-marketing/>

- Email Marketing
- Influencer/ Affiliate Marketing
- Viral Marketing
- Mobile Marketing
- Radio& TV Ads
- Electronic Billboards



▪ Search Engine Optimization (SEO)

SEO stands for search engine optimization and as the name suggests, it is the science and art of getting your web-pages to rank higher in SERPs (search engine results page).

SEO consists of both on-page SEO and off-page SEO tactics: while the former is all you do with/on your website to win customers over, including authoring on-point, useful and engaging content, the latter is what you do outside your website, including linking activities. The ultimate goal of SEO is to increase the number of website visitors by ranking highly in Google (or other search engines') SERPs (search engine results page) for certain target keywords. Add to this the fact that SEO is the least expensive of all the marketing techniques listed here while also yielding highly long-term, sustainable results, and you just cannot afford to ignore it.

You must bear in mind here that SEO deals with unpaid or organic search results which are populated by Google based purely on merit, i.e. how suited your website (and its contents) is to the user. Given that Google has a vice-like grip around 90% of the global search market, this branch of digital marketing can help you attract up to 22,000 website visitors from just being the top search result for a keyword. SEO also lets website owners maintain an uncluttered website structure that is easy to crawl and index by search engines. Whatever your business goals, we highly recommend that you adopt SEO services as one of your marketing techniques. Here is the complete SEO guide for your reference.

▪ Pay Per Click (PPC)

Pay-per-click marketing deals with paid search results on Google and involves bidding on specific keywords that will garner the most web traffic for you.

It goes without saying that this branch of digital marketing, along with SEO, demands a thorough analysis of keywords, especially those that are relevant to your business. You can use the Google Keyword Planner and Google AdWords to carry out your research and arrive on a set of keywords that are popular yet cost-effective for you. It is then a matter of

executing both short as well as long term PPC projects that will charge you every time a user clicks through to your site through the paid ad on Google.

The overall cost per click (CPC) will vary based on how in-demand a specific keyword is, i.e. the competition you face while attempting to land that keyword, and the quality score of your site, i.e. a measure used by Google to determine the spot where your paid ad will be placed on its SERP. A well-thought-out PPC strategy from PPC experts can give your web traffic a nudge in the right direction. Small businesses may not be able to go for this digital marketing method, especially for longer periods. Hence, it is best to do a business needs analysis before deciding what to do. Please note that both SEO and PPC campaigns can be tracked or measured using the supremely handy Google Analytics tool. Follow the link to know more about what is PPC

▪ Social Media Marketing (SMM)

Social media marketing is the use of social media platforms so as to connect with your audience and build your brand.

Everybody is on various social media these days and this can only mean one thing for new businesses – promoting their brand on appropriate channels to gain a vast fan following is a no-brainer. Paid/sponsored ads on social media are a viable option as they reach the demographic you intend to target and run for the duration you have set. Moreover, such paid ad campaigns are measurable and can also help you understand a customer group better. Paid ads aside, setting up a brand page can help you interact directly with customers and hear what they have to say about your product/services.

Frequently posting compelling, topical, on-trend content will lead to it being shared by people on social media and subsequent brand recognition or awareness. If you are a B2B (business-to-business) company, LinkedIn is the way to go. If you manufacture very visually appealing products, Instagram could be the way forward. However, having a Facebook page that is alive and kicking (read: one with regular, well-timed content, including contests, sale reminders, informative videos about a product, etc.) works well for almost all businesses. Whatever social media channel you choose to employ, the key is to study your prospective customer base and make your social media presence a welcoming and standout one to them.

▪ Content Marketing

Content marketing is a type of marketing which involves creating relevant and consistent content to attract defined audience.

Content marketing services form the very backbone of digital marketing as it can lend itself superbly to other branches and help in transforming passive website or social media page visitors to active customers. All you have to do is to have your ear to the ground and thoroughly understand what your consumers need and desire. No matter what type of content you create, be it blog posts, vlogs, picture montages, you name it, if it adds value to the lives of customers and enhances their experience, it is a win for you. It is important to remember here that content marketing is a continuous process and it pays to invest in a good content marketing team. It is also crucial that you pay attention to content placement and look for avenues that will provide you with maximum visibility. Additionally, you do not always have to sell your product/services to people – just

communicating with them will help you reap benefits in more ways than you know. Once you have created quality content that people would not mind spending a few minutes browsing through, you can share it on various marketing platforms and of course, your site.

▪ **Email Marketing**

Email marketing is a process of sending commercial messages to group of people via email.

Some of us may view email marketing as a slightly archaic method that may not yield as positive an outcome as others. But modern technology has given us the gift of personalization and tracking tools that will help you design an email campaign that stands out and monitor its opening rate, click-through rate, etc. Let us warn you that emailing someone out of the blue will not be appreciated and can affect your company's reputation negatively. Instead, target those who have opted in to hearing from you and avoid buying email address lists from third parties. Keep your current/prospective customers informed about the latest developments in the industry, a new product/service launch or the posting of a new blog article, ask them for their feedback on a past purchase, give them a recurring service reminder, etc. Being considered a trusted source of information can land you a spot in someone's recognized email senders' list instead of just being part of a tall stack of spammy emails.

▪ **Influencer/Affiliate Marketing**

Influencer marketing is a type of online networking advertising which includes influencers to endorse and make reference to your products.

We have all swooned over celebrities and waited for their next social media update with baited breath. And then there are industry experts or content creators with legions of fans of their own. Many companies work with such influencers to create brand awareness and convert at least some of their huge fan following into profitable leads for themselves. Many others let affiliates or brand representatives reach out to a varied demographic and generate sales. Furthermore, Google AdSense is a good way for website owners to make money by carrying ads about various products and services while brands gain more visibility.

Many online businesses even have influencers take over their social media channels for a day or two to work their magic and guide their followers onto their social media page or website. While these influencers or affiliates may be offered an upfront amount or a percentage of or commission on sales and leads, this form of digital marketing needs to be well-researched in order to work. For not only are you entrusting those outside of your company to speak for you, you must be very sure that their image/personality will compliment you. We highly recommend that you work out the details of your collaboration with such influencers and affiliates beforehand for an effective campaign.

▪ **Viral marketing**

Viral marketing is a type of marketing where consumers give or share information about the company's goods or services through social networks.

In today's modern-day and age, anyone can become an online sensation if they put out offbeat content that you just cannot afford to miss as a consumer. This content can be in any form, including videos, blog posts, etc. and revolve

around a variety of genres or topics, like travel and food, beauty, online journalism, etc. Advertisers these days seek out such content creators in an attempt to have information about their products/services placed strategically within the content. Although there is no sure shot way of making content go viral, this form of digital marketing can garner short-term yet remarkable upswings in web traffic or the number of people who show interest in your brand.

▪ **Mobile Marketing**

Mobile marketing is a way of marketing through SMS.

Sending marketing messages through SMS and push notifications is a time-tested way of getting the recipient's attention, especially since more than 90% of such messages are opened right after receiving them. This, coupled with mobile search and social ads is a powerful way of influencing a customer. Modern geofencing options ensure that you can target a specific demographic with precision and ease. Sending customers news about deals, discounts, coupons and sales, loyalty point updates, etc. are a great way to engage with your customer. Simply make sure that you give enough thought to annoying and intrusive pop-ups, mobile site responsiveness, slower internet/data speeds on the go, etc. while attempting to incorporate mobile advertising into your overall marketing plan.

▪ **Radio and TV Ads**

Radio & TV Ads are a form of marketing that uses radio or TV ads as a source of marketing. Radio and television took the world by storm when they were first invented but today, they are fast giving way to other more powerful media and communication channels. To top it all off, today, there exist online and/or mobile radio and television. Traditionally it was difficult to know exactly how many listeners of radio, watchers of TV and readers of print ads acted on the message communicated to them. But with the advent of digital radio and TV, it is easier to reach the people you want to reach, when and where you want to reach them. This laser focus is a big draw even at a time when these advertising channels are sinking into obscurity. One should also consider advertising with online/mobile video/audio streaming platforms like Netflix, Amazon Prime, Gaana, Saavn, etc. though they may not fall in the umbrella of conventional radio or television.

▪ **Electronic Billboards**

Did you know that you may have to shell out anywhere between one to fifteen lakhs per month to rent an electronic billboard in a major Indian city? It all depends on the location of the electronic billboard, your advertising competition and the features (extra blinking lights, life-size figures of mascots or brand ambassadors, etc.) you want to include, of course. However, many argue that the charm of a digital hoarding is lost in today's times where everyone has their noses buried in their phone and hardly takes notice of them. Still others claim that the more attention-grabbing, grand and glitzy your ad, the higher the conversion rate for your business. And then there are those local businesses who erect a cannot-ignore electronic billboard in the midst of a busy thoroughfare just before an important event/season for a temporary but sizeable spike in interest in their brand. Whatever the truth of the matter, a very important facet of this kind of digital marketing is the high costs involved.

Hence, it is entirely left to you to decide when and how to use them.

Digital Marketing Specifics

Digital marketing performance indicators

There are at least 50+ key performance indicators (KPIs) that are used to measure the success of digital marketing campaigns, ranging from search engine rankings and conversion rates to opt-in registrations and cost of customer acquisition. These KPIs help to see the larger picture and gauge the effectiveness of a digital marketing strategy. KPIs also help to understand aspects such as brand engagement, influencer response, sales, and related factors, and ensure that the company's investment isn't going down the drain.

Technology as a key component

Digital marketing is no longer limited to powerful narratives of what brands have to offer, i.e. what is broadcast on digital media channels and platforms. With consumers engaging with brands in real time, the technology, the data, the digital engineering, analytics – all of these come into play in executing a successful digital marketing campaign.

Today, aspects such as responsive web design, marketing automation, and big data are not merely talking points at conferences, boardroom pitches or articles, they are being translated into action. In the survey, when asked to rate how critical technology is as an enabler for digital marketing on a scale of 1 to 5 (5 being highest) the average rating was 4.01, clearly indicating the important role it plays. Technology is an immersive part of digital marketing, and practitioners (as well as those associated with this field) felt that technology is changing the way we see digital marketing at a speed that is difficult to keep up with. And that has much to do with how the efficacy of digital marketing is measured, analysed, and improved upon thereafter.

Google Analytics as a popular digital marketing tool

There are a number of SEO and digital marketing tools that help businesses grow. But Google Analytics is not only the first tool that is used to set the foundation, but according to many, it is often the only tool they need to use for many of their marketing campaigns. Populated with features that can be leveraged at many stages – from targeting to campaign measurement to optimisation, it is easy to reason why it is so popular. And, among those who were surveyed, 86% users said Google Analytics remains the most popular digital marketing tool. Other tools like Hootsuite, Marketo and Flurry did not make it beyond the 4% mark.

Benefits of Digital Marketing

1. Cost-efficient

You can easily plan a successful *online marketing strategy* within your budget by the use of digital marketing that offers an inexpensive technique in comparison to other advertising channels such as radio, TV and more. A well-planned and well-managed *digital marketing campaign* can reach a large audience at a lower cost than the traditional marketing methods.

2. Better exposure

Reach numerous prospects by switching to a *digital marketing campaign* within a small investment. Be found where your audiences are looking for you. You will notice long term results by using digital marketing.

3. Save Time

Digital marketing provides real time results within no time. Time is precious for all of us, so why waste even a Nano second. **Digital marketing** gives you an opportunity to see the number of visitors to your site, what is the conversion rate, what is the peak trading time, how many subscribers have added you in a day and more.

4. Social currency

Digital marketing gives you a chance to create *engaging campaigns* using different types of media. These campaigns can go viral on social platforms, passing on from one person to another, hence gaining social currency.

5. Brand Building

Brand building is what every business tries to accomplish and *digital marketing* helps develop your brand by promoting it on several platforms, the more viral your brand goes, the more reputation your brand will earn in the eyes of search engines as well as users. (M.Shirisha, 2018)

Conclusion

The use of digital marketing and spends on it are only going to increase exponentially in the coming years as India's internet user base expands and a growing number of newer, younger consumers come online. It is clear that while companies understand the importance of digital marketing, they are struggling to come to terms with how to make it more effective. There is a lot more to experiment with and learn from in the near future. The digital marketing in India is here to stay and influence the business growth to newer heights.

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