



## A STUDY ON DIGITAL MARKETING SERVICES AND ITS SCOPE IN INDIA

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### **Abstract**

*In the present world, everyone is slowly adducting towards the internet. We are spending most of our time on online like watching movies, videos, playing games, chatting and moreover every product, service is available for online purchase ranging from small groceries to big machines. Now presently going to the shopping malls, buying the products, standing in the billing queue and carrying things home seems like a tedious job. Why to spend so much time and effort when it all can be done on online just by clicking a button in Smartphone or laptop.*

*As consumers are spending most of their time online, then where does one expect the companies to promote their products/services? It has to be on the digital platform. Traditional methods of marketing like newspaper ads, radio ads, banners, tv ads etc started losing their sheen and moreover traditional marketing is very expensive. Whereas digital marketing techniques are fast, practical and affordable. Let us consider an example, advertisement in television would costs lakhs of rupees just for 10-30 sec of video where as social media campaign would reach large customer base at a fraction of cost. The scope of Digital marketing increasing rapidly day by day mainly in developing countries like India.*

**Keywords: Digital Marketing, Online Ads, Digital Ads, SEO, SEM.**

### **Introduction – Digital Marketing**

Digital marketing is the marketing of products, services through digital channels such as mobile apps, search engine, websites, emails etc.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

### **Digital marketing considers the following things**

Website rankings in search engine results Advertising on search engine platforms Conversion through SMO & SEO campaigns Optimization of internet marketing & associated ROI Ads in the form of banners, images, text and videos on other websites Some of the most important Digital marketing techniques are marketing, content marketing, search (SEO), search engine marketing (SEM), pay per click, affiliate marketing, e-mail direct marketing, display advertising, e-books and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ringtones.

### **1. Social Media Marketing**

Social media marketing is the marketing of products/services through a social media websites or applications. Social media platforms like Facebook, YouTube, Twitter etc has a huge customer traffic i.e nearly 1 billion active users daily. Marketing in social media platform is not just posting banner ads, image ads etc in websites, but it also includes sharing of information, engagement with followers, fans and competitors with the goal of promoting their products/services. This enables us to maintain a very good public relationship.

Many startup companies using social media marketing rather than traditional one in order to compete with their competitors.

### **2. Content Marketing**

Content marketing is nothing but promoting the products/services indirectly in the form of storytelling. A clever content marketing is not a promotional in nature but instead it educates and inspires the audience. Content marketing make customers to have a emotional attachment with the company. A good content is the fuel that drives the digital marketing activities

1. It is a key pillar of modern SEO
2. It helps companies to get noticed on social media very easily.



### **3. Search Engine Optimization (SEO)**

SEO is the process of optimizing the websites in such a way that they show up on the top list of the search results in the search engines like Google,bing,yahoo etc.Search engines show up the results based on the keywords entered by the website owner behind it. So in SEO technique, digital marketers edit the keywords in such a way that those websites starts appearing on the top list of search results i.e they enter the right keywords in a right place for any particular website.

There are multiple strategies for optimizing your website(s) for search engines – some of them are accepted by google and others are regarded rather shady and may result in Google penalizing your website.

There is a strong connection between content, social media marketing and SEO. The most obvious is that social media and SEO are perfect distribution channels for content.

### **4. Search Engine Marketing (SEM)**

We know that in SEO we no need to any money to the search engines; there we have to just alter the keywords behind the website. But in SEM, we can bring our website in top search results by paying some predefined amount to the search engines. The most common form of search engine marketing is Google Ad words for a simple reason that Google is the most used search engine SEM is a form of Pay-Per-Click advertising.

### **5. Pay-Per-Click Advertising (PPC)**

Similar to SEM other forms of PPC advertising also describe marketing methods where the marketer pays for each click on a link to a website. Apart from search engines, almost all social networks offer the opportunity for Pay Per Click advertising. These ads then appear in the feed of the targeted social media users. Note that many of these activities cannot be clearly separated. The lines between the various types of digital (online) marketing are often blurred.

### **6. Affiliate Marketing**

Affiliate marketing is a performance-based type of digital marketing. In contrast to PPC advertising with affiliate marketing, the advertiser does not pay for traffic but rather for conversions. The rates are usually higher but the risk on the side of the advertiser is limited since he only pays for conversions.

Affiliate marketing is popular with bloggers and high-traffic website owners who make money from selling other people's products to their audience.

### **7. Email Marketing**

Email marketing is one of the best converting marketing channels. By sending regular updates to your email subscribers you can build and nurture a relationship. By providing value with your email updates you can build trust – eventually, you will be able to turn a percentage of your audience into customers.

Note that email marketing is far more than buying an email list and bombarding them with promotional messages or a one-time advertising spot in someone else's email newsletter.

The best results from email marketing will always be achieved with a list of subscribers you personally earned and nurtured. Then your email list can easily turn into your best digital marketing asset.

For your digital marketing strategy you should also know about the most important offline digital marketing types.

### **8. Mobile Phone Advertising**

Now days, use of smart phones is rapidly increasing.95% of people browse the internet on the mobile phones. So the mobile phones are the best platform for the marketers to promote their products/services.

So, previously companies used to market their products/services through services like sms,MMS.But due to advancement of technology, we all now started using different types of applications in phones for our daily purpose.

So while installing any particular applications, the users has to give the permission to that particular company to access their personal information like videos, images, phone contacts, messages, location etc.So,in this way companies collect the data from the users and they provide effective ads to their target customers in order to attract them.



## Indian ad spending to grow 10% in 2017: report

India's advertising expenditure is estimated to grow 10% to reach Rs61,204 crore in 2017, according to a report released by WPP-owned media company GroupM on Tuesday. In terms of media channel growth, digital will remain the fastest growing medium, seen expanding 30% as OTT (over-the-top) platforms gain popularity and command better ad rates. Traditional media channels will continue to dominate, with ad expenditure on television expected to grow 8%. A stable growth rate of 4.5% is forecast for print media. Ad spending in 2017 is expected to pick up from March and April, as the economy recovers from the slowdown caused by demonetization. Sectors such as automobiles and e-wallets will contribute to this growth, along with an increase in ad spending by political parties, with elections due in several states.

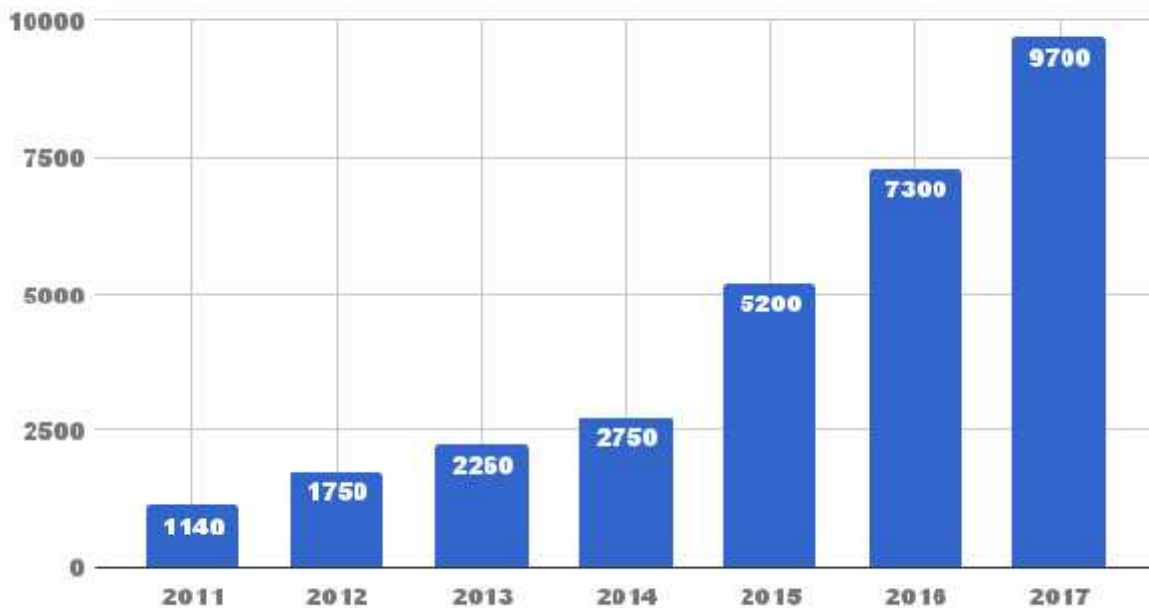
Media	Advertising expenditure (in Rs crore)			Year-on-year change (in %)	
	2015	2016*	2017**	2016* vs 2015	2017** vs 2016*
TV	23,022	25,350	27,378	10	8
Print	16,800	17,472	18,258	4	4.5
Digital	4,950	7,300	9,490	47	30
OOH**	2,582	2,750	2,942	6	7
Radio	1,997	2,240	2,464	12	10
Cinema	408	560	672	37	20
Total	49,759	55,672	61,204	12	10

\*Forecast \*\*out of home advertising, such as billboards

Source: GroupM

### Statistical Data of Previous Years

## TREND: DIGITAL ADVERTISING SPEND (INR CRORE)

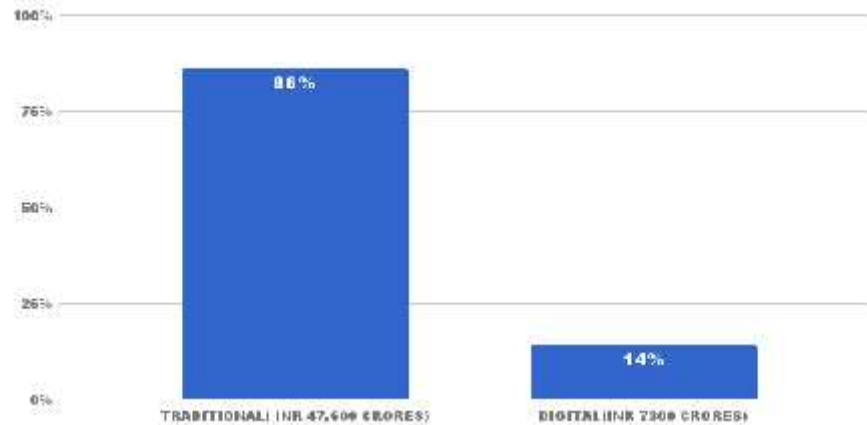




**Industry-Wise Over All Ad Spends ( 2016)**

Type Of Industry	Ads Spends In Inr Crore	Share Of Vertical Spends
Fmcg+Cd	18360	34%
Ecommerce	4860	9%
Telecom	3240	6%
Education	2700	5%
Travel	3780	7%
Bfsi	2538	5%
Auto	4438	8%
Others	14094	26%
<b>Total</b>	<b>54000</b>	<b>100%</b>

**TRADITIONAL VS DIGITAL ADVERTISING SPENDS (2016)**



**Traditional Vs Digital Advertising Spends By Companies (2016)**

Type Of Industry	Traditional Ads Spend (Inr Cr)	Digital Ads Spend (Inr Cr)
Fmcg+Cd	17291	1069
Ecommerce	3499	1361
Telecom	2338	902
Education	2360	340
Travel	2754	1026
Bfsi	1469	1069



<b>Auto</b>	<b>3704</b>	<b>724</b>
<b>Others</b>	<b>13285</b>	<b>809</b>
<b>Total</b>	<b>46700</b>	<b>7300</b>

**Share of Digital Spends By Ad Segments In 2016 (Inr 7,300 Cr)**

<b>Display</b>	<b>17%</b>
<b>Search</b>	<b>29%</b>
<b>Social Media</b>	<b>18%</b>
<b>Mobile</b>	<b>16%</b>
<b>Video</b>	<b>17%</b>
<b>Email</b>	<b>3%</b>

**Top Countries by Digital Spends In 2016 (Inr Crore)**

<b>Usa</b>	<b>4,17,010</b>
<b>Canada</b>	<b>30,603</b>
<b>Uk</b>	<b>81,990</b>
<b>Germany</b>	<b>62,484</b>
<b>France</b>	<b>28,653</b>
<b>Italy</b>	<b>20,380</b>
<b>Spain</b>	<b>14,864</b>
<b>Japan</b>	<b>84,411</b>
<b>China</b>	<b>1,10,844</b>
<b>India</b>	<b>7,300</b>

**Conclusion**

To survive in today's competitive and frenzied market scenario; it is must for Indian businesses to have a well-integrated strategy for internet marketing in India. Without Digital Marketing, businesses may fall short of creating contemporary marketing strategies and hence, they may turn directionless. Digital Marketing scope in future of marketing will not only let businesses survive but also thrive in the most result-oriented fashion. Including new techniques, following latest updates of Google and incorporating future trends of digital marketing will let your inbound marketing reap great benefits for you.

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