



# DIGITAL MARKETING METHODOLOGY TO PROVIDE SUSTAINABLE ENVIRONMENT TO AGE OLD TRADITION OF TEXTILE AND ART

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**Abstract:** The age old art, culture and tradition are dying due to the increase in the trend of modernisation. People are slowly drifting away from their roots and adopting new systems and processes of different nations. This has affected the life of many traditional artists, who are not even able to lead a sustainable life, which they were used to earlier. The experience and hard work of the old artists have become penniless and are bound to sell their work for small amount of money. This mainly happens in the field of art, textile, music, dance etc. where the famous old forms of presentation becomes outdated, due to the loss of interest of people in them. India is called the hub of culture, where there are many forms of art, but the diminishing trend of these kind of art may severely affect the cultural scenario of the country. Digital Marketing can be adopted to create the hype of their art again and develop a sustainable source of income for them.

**Index Terms -** Traditional Art, Culture, Art, Digital Marketing, Sustainable livelihood, Textile design, Textile industry, Crowd Funding, Online Shopping.

## 1. INTRODUCTION

The land of India is rich with many techniques, which were considered as a revolution in the beginning. These forms contributed to the development of the country. But, as there were progression in technology, these art forms lost their commercial viability and the artisan's involved in that trade have slowly started to lose their livelihood and are forced to live on the meagre means of income from that profession. The artisan of the diminishing art have devoted their life and soul to the art form and had once helped in growth and development of the nation. But, now they are not able to shift to other profession with ease as they have become aged. The country is not only losing their old artisans, but along with them the country is also losing the age old art, which had once been the pride of the country. There are countless of these kind of art starting from the field of art, painting, sculpture, ceramics, music, dance etc. where the old forms are no more highlighted.

## 2. DIGITAL MARKETING

Today is the world of internet and Digital Media. Most of the data is preserved in form of digital medium and transmitted through Internet all over the world. This is one of the most economic medium of promotion and advertising business in the world of today as most of the people of our country, India, are accessible to smartphone and internet. Business from product to service are all processed through digital medium.



Fig. 1. Internet Media

Whether it may be an educational service, entertainment content, delivery system of food, goods etc. are all functioned through digital medium. When all these things are possible through digital marketing, then the age old traditions can also be maintained, preserved and sold through this system. Most of the people are commercial minded and only put their efforts to sell things which gets sold quickly and bring profits. Hence, general businessmen avoid age old art and do not consider them as profit worthy for their ventures.

The NGO's and the government should come forward to bring forward the art and the artisans through digital marketing and make their presence being felt. There are many customers worldwide who search for unique products and are interested in them and purchase it at good price too. But, as the age old art reside in remote villages, it is not possible for them to market their product in the international arena. This research is done to give emphasis on the step by step process to individual and artist, who seek to promote their art online and earn a sustainable revenue.

### 3. SOCIAL MEDIA – FACEBOOK, INSTAGRAM ETC.

Advertising and promotion of a product is done through social media. This is one of the free form of media where one can promote their art and business for free as well as paid according to their convenience.

The process of promoting art and artisan's product is very simple and can be adopted by any layman with minimum knowledge of smart phone operating system. The famous medium of social media marketing is Facebook and Instagram etc. A user has to create a page of the age old traditional culture in the Facebook pages. After creation of the page, the user has to be upload all the latest information of the art with its details including pictures, videos etc.

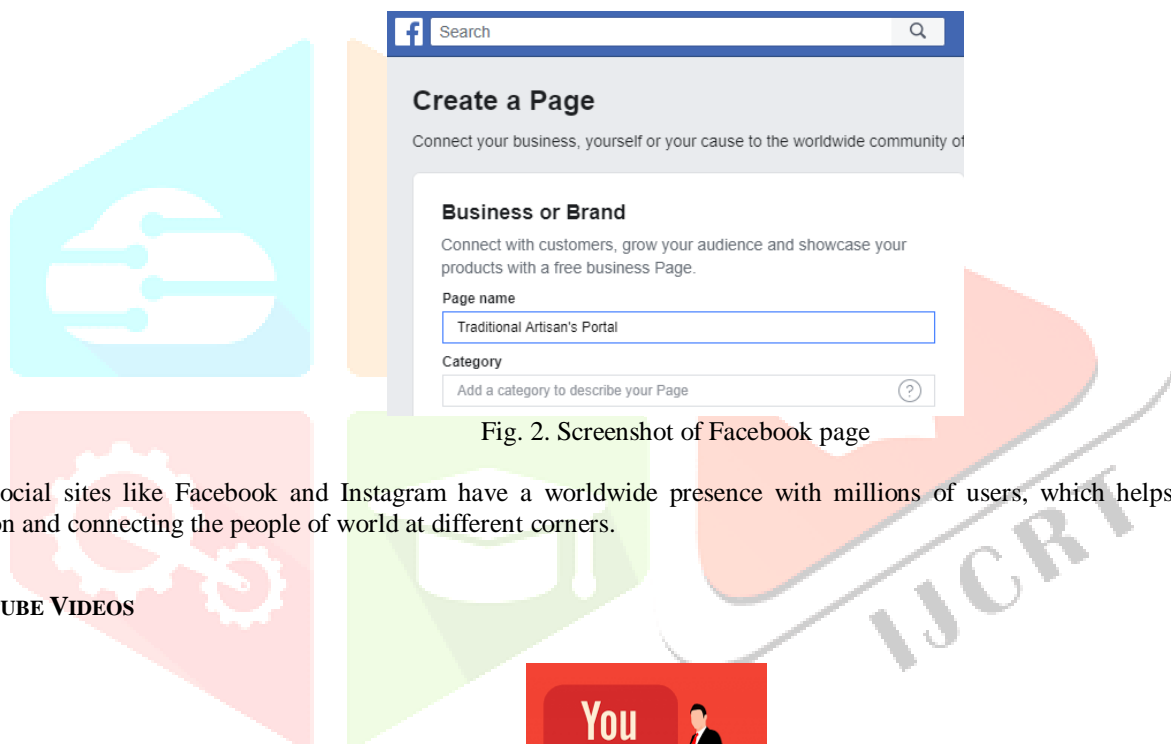


Fig. 2. Screenshot of Facebook page

Social sites like Facebook and Instagram have a worldwide presence with millions of users, which helps in spreading the information and connecting the people of world at different corners.

### 4. YOUTUBE VIDEOS



Fig. 3. YouTube Videos

YouTube is one of the biggest and popular platform for videos. It is also a free platform where anyone can post videos regarding any legitimate content. The artists can post videos of their making of their art and explain the tedious process involved in it. People are interested in art, which is a result of manual hard work and determination. People have the tendency to support hard working people all over the world.

This kind of video platform can be used by the artisan's form where they can showcase their product making process and attract customers worldwide. Videos help people to explain a lot more about their product with audio and visual effects.

## 5. BLOGGING



Fig. 4. Blogging

In the world of internet, Blogging has emerged as a new media of publishing information in form of words and images. Blogging has attained the status in internet, which magazines attain in the physical form. Blogging has given power to any individual to express their feeling in their own platform which can be viewed by millions of people worldwide. Blogging can be done from a paid website platform as well as there are new websites who provide free space to bloggers to exhibit their content. The promotion of the website is done by the parent company of the website.

This kind of platform will also be beneficial for an artisan, who can provide about the latest development of their art in a frequent interval in form of blogging. This is also very easy like other social media platform where the creator has to just put in the information in form of text, video and images. All the technical part of publishing the content is taken care of by the main website. Artisan can even request professional bloggers to write article on their content so that their art can get a wider eye catching view. Even most of the professional bloggers would be happy to support because most of the available resources for blogging in internet is free, with minimum conditions.

## 6. ONLINE SHOPPING



Fig. 5. Online sale of art through internet

With the help of smartphone and internet, an artist can post their product online in various shopping sites. They can also create a shopping site of their own with minimum investment. Earlier social sites like Facebook, Instagram etc. helped the artisans to showcase their art to the whole world. Once they are popular, the medium of online shopping will help them in monetizing their work.

There is no limitation in online shopping because there is no risk of the artist to block his work in a particular shop. The work of online shopping is done on order basis. An artist can register his product in unlimited websites without physically keeping the stock of the product in these sites. This helps in reducing production stock cost and helps in fast rotation of money enhancing the ROI (Return on Investment) of the artisan as well as the online shopping dealer. Again, there is no limitation of boundaries and a product can be sold in many countries at a time.

## 7. AFFILIATE MARKETING



Fig 6. A Blogger using affiliate marketing

Affiliate Marketing is one of the most important part of Digital Marketing. These kind of people can be termed as online commission agents, who work on commission basis on the sale of the product. This also helps in spreading the knowledge of existence of a product and highlights its use to the viewers.

This kind of marketing advertises the product in variety of online platforms rather than on sales platforms. For example, a blogger writes about the benefits of solar energy as an important information to his readers. And in a corner, he places the advertisement of a solar equipment sales dealers. This will help the reader to immediately purchase the product from the dealer recommended by the blogger. This is called affiliate marketing and is a very good process of selling online through referral method.

## 8. CROWD FUNDING



Fig. 7. Crowd Funding

Online world has not only helped in marketing and sales of a product. It is also helpful in generating funds through crowd sourcing. People can exhibit their purpose and skills and opt for crowd funding for their projects. Many works which are not funded by traditional means of finance are funded through this open crowd funding which benefits the artist as well as the passionate person interested in funding.

## 9. CONCLUSION

Digital Marketing has not only helped the booming profession, but also has contributed in spreading of age old art and culture of different places. With the help of digital medium of internet, people are able to connect to different countries all over the world. This helps in giving more exposure to a certain kind of art to many people, which increases the scope of sale of a product. Hence, it can be concluded that if the age old traditions take the path of digital marketing to spread their awareness, there is a high chance of their revival and getting their deserved compensation for their hard work and efforts. Digital Marketing will help in providing sustainable earning to the artisans, if they follow the process of digital marketing to the maximum.

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