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Growth of Digital Marketing in India: An Analysis

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Abstract:

Marketing is the process of propagating information about the produce to public through media. Marketing has always been the backbone of business in achieving success. It is the process of infiltrating in customer's mind and capturing valuable place at the same. Since the beginning of civilization and industrialization marketing has got special place, attention and emphasis by the marketers and it has played significant role in helping capturing healthy and wealthy market between competitors. As a matter of fact, marketing knows no boundaries, but when it is done through traditional methods instead of modern then it shrinks to limited areas. Digital Advertising media has brought revolution and new hopes to entities and has also delimited the access and reach of the advertisers at large and to a significant level. Origin of digital marketing marks its birth from **1990s** and onwards when the internet for public access was introduced. Since 1990s till date, it has saw and absorbed various development in the process of advertising.

Indexed Terms: Marketing, Infiltrating, Capturing, Civilization, Industrialization, Digital Marketing and Internet.

Introduction:

The word "Digital Marketing" means informing public about product and service produced through modern methods of advertisement i.e., **Google Ads, Mobile Message, Email Message and Reminder** and etc. In comparison to traditional method, modern method of advertising is more effective, impacting and result oriented.

Talking about traditional marketing, it was not just expensive but time taking and suffered from limited reach and access to the targeted population of either their home town or the neighboring towns. Following are the attributes of traditional marketing:

1. This marketing took place in the form of **written text based (classified ads)** and also with printed **graphic based (display as hoardings, banner, and posters)**
2. Printed form marketing (advertising) was often expensive and costs a lot of money to produce and print **brochures, product sheets and catalogues.**
3. Along with expensive element it absorbed a lot of time in processing i.e., mistakes in written content have to be proof read and correction was needed (if any) which generally felt the need for.

Online Marketing



The only digital way of marketing in traditional approach was Radio Announcement or Television Broadcast. But all these too have limited access, reach and impact in mounding, and convincing the customers.

All these drawbacks of traditional marketing were the reason of emergence of digital marketing at large. Internet marketing came into existence with the emergence of internet in 1990s by Defense Department of US Army.

Digital Marketing is the component of marketing that uses the internet and digital based technologies i.e., desktop, mobile, and other digital modes to promote products and services. Its development during 1990s and 2000s bring about remarkable change in marketing process. Availability of cheap android phones and less costly mobile recharges. User friendly technology and low cost of promotion are some significant reasons of popularity of digital marketing.

Digital Marketing is the combination of

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- Search Engine Optimization
- Search Engine Marketing
- Content Marketing
- Influencer Marketing
- Email Direct Marketing
- E-Books
- Campaign Marketing
- Data- Driven Marketing
- E-Commerce Marketing
- Social Media Marketing
- Social Media Optimization
- Display Advertising



As a matter of fact, it won't be wrong to say that development of digital marketing is inseparable from technology development. Internet marketing has also helped in maintenance of good Customer Relationship through keeping and maintaining access and touch with customer at large in minimum cost via electronic modes. In early days of digitization, identifying and acquiring good web presence was a tough nut to crack but now after much scientific development, innovation and inventions it is now possible for every entity to have valuable web presence in minimal cost.

Development and Growth of digital marketing since its birth can be well understood by the fact that digital media served **4.5 trillion online ads annually** with digital media spend at **48% growth in 2010** and the country is yet going on advent of digital marketing has not just modernize the marketing process but it has helped the marketers in saving their cost to a significant level. Digital Marketing has also offered good career option in the field with a handsome pay package to the talented.

List of Digital Marketing Companies in India:

1. The Nine Hertz
2. TCS
3. Infosys
4. Wipro
5. HCL Technologies
6. Growth Hackers Digital
7. Wat Consult
8. iProspect
9. Web chutney
10. Foxymoron
11. Kinnect
12. Social Pulsar
13. Bonoboz
14. Digital Kangaroos
15. Indian Online Marketing

16. ShootOrder
17. First Launch
18. Mind Mingles
19. Hits Value
20. Larsen & Toubro Infotech Limited
21. Tech Mahindra Limited
22. Mind Tree Limited
23. Mphasis Limited
24. Gazoo
25. Pin storm
26. Be Web Wise
27. Mirum
28. Ad syndicate
29. Web Matrix
30. Creative Monkeys
31. City Web
32. Studio Pixel
33. Web NOx Technologies
34. Dot Com Info way
35. Kreative Machine
36. Shout n Hike
37. Digital Zealots
38. Cognizant

Literature Review:

Gangeshwer (2013), this study has brought into light the conceptual knowledge of e-commerce and factors which are motivating for virtual shopping. 21st century has recorded massive increase in internet usage and e-commerce is playing a very important role in facilitating with new opportunities to large and small concerns. It has brought boom in the market with the speedy processing of everything.

Yasmin, Tasneem and Fatima (2015), they focused their focus on marking the significance of digital marketing, mentioning digital marketing is nothing else but the use of electronic media by marketers to publicize goods or services in the market. The sole aim of digital marketing is to attract customers and allow them to get in touch with the company via electronic media. In their research, they outlined the types of digital marketing, their success, and impact it has on company's sales.

Types of Digital Marketing:

➤ **Search Engine Optimization:**

Search Engine Optimization or SEO is a marketing tool that helps a webpage to rank well organically in search engine ranking tournaments. When a keyword, video, or image is being searched in a search engine like Google, results come out, out of the lot we mostly prefer the organic results of page number 1. Three factors that trigger the optimization of a web page is –

- Optimized Content
- Optimized Title
- Internal & Outbound Link
- A Great User Experience

➤ **Content Marketing:**

Content marketing is a smart marketing strategy of today's era. The target of content marketing is to produce good appropriate content for the target audience. Valuable content can attract leads and turn the potential target group into customers. Nowadays content marketing strategy is not only used by the topmost companies all around the world but also it is an effective way for exposure to the startup companies.

➤ **Email Marketing:**

Email marketing is a comparatively old and the most profitable tactic of digital marketing. An organization can use email marketing to send newsletters or announcements to the contacts to aware the target audience about the brand and what kind of product or service they provide. Nowadays, email marketing is more about customer's consent and personalization oriented than the earlier days.

➤ **Mobile Marketing:**

It is not a bad idea to use mobile marketing for the campaigning of any business while as per data, 7.26 % of people worldwide are getting the privilege to carry mobile phones with themselves. Data says, among them, 6.64 % of people are using carrying smartphones which imply marketing through mobile can be proved as a hot idea in current days. Marketers can keep the target audience informed about the brand, product, or offer through SMS, MMS, Apps, websites, social media, and mail that appear on devices like phones and tablets.

➤ **Pay Per Click:**

The acronym of Pay Per Click is PPC. PPC is a form of digital marketing. When an ad, appearing on Google's result page, is clicked by the viewer, the advertiser has to pay a certain amount of fees for that click. This method is called PPC. PPC is a safe method to direct more traffic to the landing page of a website. The fee mainly depends on the competition of the chosen keyword- the more the competition is there for the keyword, the more the fee is. PPC is a good option of marketing for small businesses that know their target audience as well as the amount of money they want to spend for the ad campaign.

➤ **Social Media Marketing:**

Now it is 2023 and can we imagine our lives without social media? It can be considered as online word of mouth. The ability of social media to make content viral is evaluated as a potential B2B growth marketing strategy. Here are the names of some popular social media platforms which are-Facebook, LinkedIn, and Twitter for making social networks YouTube for streaming videos ·Instagram and Pinterest for sharing images Blogs

Objectives of Study:

- To study the development and growth of digital marketing in Indian perspective and its absorption.
- To study how digital marketing has change the scenario of advertising and marketing.
- To study the impact of digital marketing on traders and marketers and also on the customers.
- To study how Digital Marketing has helped in increasing employment.

Research Methodology:

- Study is based on secondary data collected through various online and offline services
- Being exploratory and descriptive in nature it has used the secondary data to analyze and land to findings and conclusions.

Total Ad Spending in India

From 2013 - 2022



Source: <https://www.digitalvidya.com/blog/growth-of-digital-marketing-industry-in-india/>

Findings of Study:

From the above analysis done in the field we land to the finding of:

Digital Marketing is a very promising sector since its birth and it has completely revolutionized the marketing sector significantly and to great extent.

Using digital resources to advertise and promote product and services not just saves cost of advertisers but it also gives advantage of reaching world at large in a fraction of investment. Digital Marketing has been the rising sun sector in terms of employment and also in promoting products and services. In recent years it has recorded magnificent growth in terms of investment, absorption, and infrastructure.

Digital Marketing is a compatible medium of marketing i.e., it can be done through any mode: *desktop, mobile, email and etc.* It does not have any fixed platform to run and operate and this compatibility has provided employment to many educated talented but unemployed brain.

Conclusion:

Considering aforesaid we land to the conclusion land that internet marketing is not limited up to one mode but it is versatile and compatible with all platform no matter whatever the platform is.

It has absorbed great volume of attention from everyone i.e., advertisers, traders, customers, and etc. and even from those to who don't yet believe in the platform.

In the end, it has attracted the unexpected opportunity as career option and investment too at a good place, volume and level.

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