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## Digital marketing and its role in India

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### ABSTRACT

*This paper offers views on the various marketing types and the role that digital marketing plays in India in today's digital era. Digital marketing has changed the way businesses function and has made work less complicated and it is now easier for the consumer to shop for products and services. Digital channels like the internet, mobile phones and email have provided brands with new pathways for advertising and customer interaction. Brands can now easily interact with their target audience using social media platforms like Facebook, Instagram and YouTube. This paper also talks about the role that digital marketing plays in India and the tremendous growth and the changes that took place in the digital landscape of India after the launch of 'Digital India' – A campaign that was launched by Prime Minister Narendra Modi in 2015 to improve India's digital infrastructure. This study conclusively proves how effective digital marketing can be if the campaigns are properly designed and executed.*

**Keywords:** Digital marketing, Digital marketing in India. Types of digital marketing, Digital India, Evolution of Digital marketing, Traditional marketing v/s Digital marketing, SEO, SEM, Social media marketing, Content marketing, E-mail marketing, Role of Digital Marketing in India,

### 1. INTRODUCTION

It is the 21<sup>st</sup> century and communication among humans has become super easy. But, this was not the case a couple of decades ago. Earlier, humans used to write letters and receive information of the happenings in the world through newspapers. Then came the telegraph, the telephone, television, and eventually – the Internet, which made communication way easier than before. Businesses worldwide have made use of all of these modes of communication to interact with their target audience, advertise their products and services and create awareness about their brand. Businesses still make use of most of these tools, some more than the other. After the internet was designed and more and more people started accessing different websites, businesses started marketing their products and services through the online channel. This was how digital marketing started.

So what exactly is Digital marketing?

People usually get confused and think that digital marketing is all about coding and designing various types of software. But that is so no true.

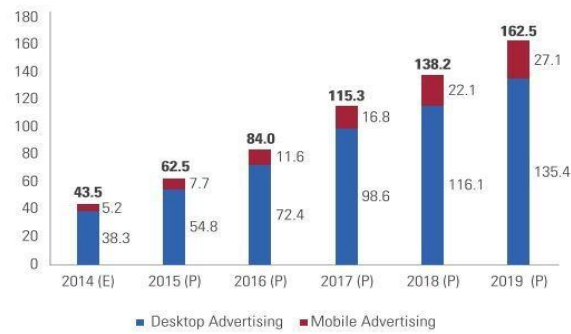
Digital marketing is basically marketing(creating and communicating value) using digital tools (social media, email, search engines). Digital marketing is widely used by most of the businesses as it is very cost efficient and has a wider reach as compared to traditional marketing.

In this era, where everything is going the digital way, businesses have to step up their communicative and advertising efforts to maximize brand awareness and convert leads to sales.

This is where digital marketing plays a major role in transforming the corporate landscape and how different businesses interact with their target audience and existing customers and also, with other businesses.

India is a country where there is rapid growth of the economy and digital marketing has spread to almost all different sectors of business. The power of digital marketing is such that it has made many geographical barriers disappear and has made it easy for businesses to interact with the audience in a much easier and efficient way.

Digital advertising market in India, 2014 (E) – 2019(P) (in INR billions)



## 2. LITERATURE REVIEW

A number of research papers provided an insight on the world of digital marketing:

(Kaushik, 2016) has done deep research in the field of digital marketing and here, he has talked about the digital marketing is changing the face of Indian business. Due to technological advancement happening at an exponential rate, delivering quality content to customers and increasing the customer satisfaction can easily be done on a digital platform. An effective digital marketing strategy leads to good brand awareness and increased brand recognition at very low costs. The top digital platforms such as Google, Facebook and YouTube are providing more advertiser friendly products that cuts out some of the workload of smaller as well as larger businesses. This, in turn has led to increased spending on digital marketing. Increase in internet penetration in the country has led to a substantial growth of digital industries such as e-commerce and digital advertising. 60% of web users in India visit online retail sites. Of the total online market products, consumer durables account for 34 per cent, apparel and accessories 30 per cent, books 15 per cent, beauty and personal care 10 per cent, and home and furnishing 6 per cent. Over 50 per cent of sales in these product categories take place in non-metro cities. A research has revealed that growing number of marketers in India are leveraging digital marketing to increase their competitive advantage. With the rise of social media, changing business landscapes and customers getting educated, companies need to rethink, reorganise and create better marketing strategies that combine both -digital and traditional marketing methods.

(P.Sathya, 2017) has studied digital marketing and its impact on consumer behaviour. Digital marketing, also referred to as 'online marketing' and 'internet marketing' has gained popularity over time and is used worldwide by businesses. Digital marketing is the umbrella term for marketing of products and services through all digital means, including mobile phones, display advertising and any other digital medium. It has no restrictions and companies can use any devices such as smartphones, tablets and mediums like social media to achieve more in terms of sales and customer satisfaction. Digital marketing has become a crucial part of a company's marketing approach.

(verma, 2018) has discussed to a great degree the current and future trends in marketing. Digital marketing is the connection between the site portal, search engines, blogs, partner sites, customers, B2B partners. It includes the use of the company website along with online promotional techniques such as Pay Per Click(PPC) advertising, social media marketing, Search engine marketing(SEM), Search engine optimization(SEO), email and backlinks from other websites. There is a radical change in the Indian marketing landscape towards digitalization and an effective social media presence should be an integral part of a brand's marketing plan.

(Agarwal) explains the importance of digital marketing in the present era and gives an idea about the Indian digital industry, digital media and the basic concepts of digital marketing. In the developed digital world, companies have realized the importance of digital marketing. In order for businesses to be successful, they need to merge online with traditional methods to meet the needs of customers more precisely. Internet is proving to be the most powerful tool for businesses. Marketing managers who fail to utilize the internet in their marketing strategy will be at a disadvantage and will fail to level with their competitors because the internet is changing the marketing mix (The 4 P's – Promotion, price, product, place) of brands.

## 3. RESEARCH OBJECTIVES

- To understand the meaning of Digital Marketing.
- To identify and study the various Digital Marketing tools used by top companies/Digital marketing agencies.
- To study the role that Digital Marketing plays in India.

## 4. RESEARCH METHODOLOGY AND DESIGN

### 4.1 Data collection

The nature of this study is descriptive and the data obtained is both – quantitative and qualitative. Exploratory research is that type of research which includes detailed study of the subject matter. A mixed approach has been used in researching the project topic. Enough research papers were used which had relevant information and had conducted in-depth study of the same. Blogs of expert Digital Marketers were referred to get an understanding of the current status of the field. Secondary data has also been collected from articles published in different journals and from business news websites that list the top companies in the digital marketing field. Data has been collected on a pan-India basis.

## **4.2 Analysis and Discussion of Study**

**4.2.1 Evolution of digital marketing:** Digital marketing is promotion of products over the internet or any form of electronic media. In this world, where we have 4.1 billion internet users and 3.5 billion social media users, it has become essential for businesses to increase their efforts in marketing their products and services digitally. As of 2020, India has more than 480 million internet users. Ever since the introduction of smartphones, the world is bound to online activity.

- **1969:** The first digital message transmitted over the network, on 29 October 1969, travelled from a Sigma 7 computer at the University of California, Los Angeles (UCLA) to a SDS 940 Host computer at the Stanford Research Institute (SRI), in Menlo Park, California. The system crashed mid-message, but the internet was born that day.
- **1970:** The first – ever email was sent by Ray Tomlinson (a programmer). This was just the beginning of a revolution.
- **1975:** Birth of Microsoft corporation
- **1990:** The term Digital Marketing was first used after the launch of the world's first search engine known as – Archie. This search engine allowed people to find specific files.
- **1994:** Yahoo was launched
- **1998:** Yahoo launched Yahoo Web search Google was launched, followed by the introduction of search engine marketing.
- **2000:** Pay per click (PPC) advertising was launched Google launched google AdWords (which is based on a PPC model)
- **2003:** WordPress was released – with WordPress, anybody can create any type of website – personal website, government website, blogs, etc. LinkedIn was launched which changed the professional networking landscape. Myspace was launched – which went on to become the largest social networking site in the world (from 2005 to 2008) before Facebook started dominating the scene.
- **2004:** Facebook – The biggest social media platform – was launched. Facebook was a revolution in itself. Yelp was founded in 2004. The Yelp website and mobile application enables people to publish reviews about businesses online and also access and read reviews posted by other people. In the current scenario, posting reviews and getting paid for it has become a form of affiliate marketing (subtype of digital marketing).
- **2005:** YouTube was launched, which is currently the biggest video streaming platform in the world. It has made advertising very easy and both, the advertiser and the video producer earns money through it. SEO – Search Engine optimization came into picture. SEO is basically the use of certain keywords in a strategic manner to improve “organic” results (unpaid results). Google analytics is a service offered by google which helps business owners to track and analyse the website traffic, measure Advertising ROI and track social networking sites and different apps.
- **2006:** Microblogging and social networking service – Twitter was launched. Twitter advertising includes promotion of posts, accounts and also promoting trends using hashtags which can make a trend go viral.
- **2007:** Microblogging and social networking site – Tumblr was launched. It allows users to create blogs (which can also act as advertising platforms). The first iPhone was launched which took the mobile industry by storm and Apple had sold over a million iPhones in less than 3 months. Facebook Ads was introduced which was a system that helped business owners connect with their users and they could choose a very specific audience to advertise their products to. In India, Flipkart was launched which took the E-commerce sector of India by storm and changed the face of the E-commerce industry in India
- **2008:** Spotify was launched. Internet overtakes newspapers as an outlet of news.
- **2009:** WhatsApp was launched, which is currently used worldwide by most people to connect with their friends and family. Businesses can advertise their services through this platform, but more importantly it can be used to communicate with their clients and prospects. WhatsApp also has an option to create a business account.
- **2010:** Instagram was launched. In the current scenario, Instagram is usually the go-to for new businesses to create brand awareness by creating a business account and posting content related to their niche and also – advertise their products and services online. Internet ads surpassed newspaper ads
- **2011:** An online networking site – Google+ was launched by google which is now not in use and has been shut down. Snapchat was launched. Businesses don't often use snapchat as an advertising option unless they tie up with influencers to do so, but still Instagram is preferred as a better platform to connect with influencers for advertising. But, snapchat is of good importance to influencers who can increase their followers across different social media.
- **2012:** The use of Visual content marketing and infographics increased.
- **2013:** Facebook acquires WhatsApp
- **2014:** Mobile users surpasses Desktop users
- **2015:** Rise of wearable technology (like fitness bands)
- **2017:** Facebook reaches a milestone with 2 billion users.

After getting to know about the evolution of digital marketing, one must explore the difference between the traditional marketing vs the digital marketing and then, the various types of digital marketing and the different tools required to carry out the strategic digital marketing plans.

## **4.3 Traditional marketing VS Digital marketing**

We will now understand the differences in these two types of marketing through the following basis of differences

**4.3.1 Reach:** Digital marketing has a global reach. Anybody from any part of the world can see your social media posts or your ads posted online. But this is not the case with traditional marketing. The ads that you put on billboards, newspapers or television are usually local and can only be seen by people from that city/state/country. Businesses that operate online can do so at very low cost, making them more profitable compared to businesses functioning offline.

**4.3.2 Targeting:** You can precisely target the audience that you would want to see your advertisement/offer. With google AdWords ,you can target the keywords that the people are searching and you get to know the buyer intent. With Facebook ,you can target the exact demographics and the audience that you feel that can connect with your brand. You also get to know the conversion rate. Conversion rate is the % of people who buy something off your website out of the entire count of people visiting your website. A good landing page usually seals the deal.

**4.3.3 Tracking:** With digital marketing , one can precisely calculate the number of people visiting the websites and get accurate results. You can track exactly where the buyer comes from and the exact process of how the buyer has reached the website. But, This is not the case with traditional marketing. For example, one cannot possibly count the number of people who might've seen a billboard advertisement. But you can easily get the number of clicks your ad is getting or get to know the number of people visiting your websites.

**4.3.4 Flexibility and Tweaking:** With digital marketing, you can easily make small changes in a particular offer or advertisement without having to spend much extra money or time. But, with traditional marketing : for example, if you are advertising using a billboard and you want to make certain changes on an offer, the entire billboard has to be removed and replaced with the newer one which will cost you a lot of money and time. With digital marketing , one can make use of A/B split testing and test their ads and make any changes to the ad to appeal to the target audience if necessary. A/B testing is the most common method of calculating the conversion rate. Whereas there is a huge delay in time in traditional advertising that make it very expensive. Everything in digital marketing is happening in real time, so it is easier to track the response of the customers and check if a particular campaign is working or not.

**4.3.5 Cost:** A business can create and execute an online marketing strategy at a very low cost as compared to traditional marketing methods like newspapers, television ads and radio ads. These conventional methods cost hundreds of thousands or rupees/dollars and that too, being a one-time display. Social media posts and ads, blogs cost way less but they still communicate the message in an effective manner. The downside of digital marketing is that everybody can do it, so that means there is increased competition.

## **5. TYPES OF DIGITAL MARKETING**

Digital marketing can be carried out in various ways through many platforms :

### **5.1 Search Engine Optimization (SEO)**

SEO is basically making use of certain keywords to increase visibility of a website on a search engine. It refers to improving the ranking of a website in the "unpaid" or "organic" results. It is done to make a business' website appear as the 1<sup>st</sup> non-Ad search. This helps in increasing traffic to the website which in turn, leads to greater brand awareness and could eventually lead to greater sales. Content creation is voted as the most effective way of doing Search Engine optimization (SEO) by 72% of online marketers. On average , Google receives 80000 searches every second from over the world. The first 5 results displayed in search engines get 67% of clicks.

#### **5.1.1 Types of SEO**

- a. **On -site SEO:** Keyword Optimization is the most fundamental form of on-site SEO. 90% of your SEO efforts are usually through this method.
- b. **Off -site SEO:** It is a method of SEO which involves creating backlinks on other websites. Link building is done by sharing the website link on other platforms to create awareness about the website. This is usually done when new websites are created. Due to the lack of backlinks, 91% of all web pages never get any organic traffic from Google.
- c. **Technical SEO:** This refers to the optimization of a website for crawling and indexing. Web Crawling is basically when a search engine assigns crawlers/spiders to find and read new content. Indexing refers to organizing the content found. Technical SEO also includes elements like website architecture and the use of backlinks to increase inbound traffic.

#### **5.1.2 Different types of SEO tools**

- a. Google Analytics
- b. All in one SEO Pack
- c. Botify
- d. DeepCrawl
- e. Forecheck

### **5.2 Search Engine Marketing (SEM)**

Search engine marketing is a form of paid advertising that involves promotion of websites by increasing the visibility of those websites in the search engine results. SEM lets a business use the space at the top of the search engine results to advertise to potential customers when they search for certain words and phrases(Keywords) that are relevant to the business. This is usually done through a PPC or Pay Per Click model of advertising online or a CPC(Cost per Click) model, or a CPM(Cost Per Thousand Impressions) model. PPC is a form of paid advertising wherein the business owner only pays a certain amount to the search engine when a person clicks on their ad and is redirected to their website. So, only when someone clicks on their ad , the business has to pay for that advertisement. Google AdWords is the most used platform for SEM.



### **5.3 Social Media Marketing**

Social media marketing is the promotion of products and services through social media platforms. Social media marketing is key for Search engine optimization. 73% of marketers believe that social media marketing has been “somewhat effective” or “very effective” for their business.(Buffer,2019). Using a call-to-action in the description of social media posts leads to an 80% increase in engagement. IBM has actually been able to boost their sales by 400% after launching a social selling program

### **5.4 Importance**

- a. It enables increased inbound traffic (more people inquire about products).
- b. Marketing costs considerably decrease.
- c. Better Search engine ranking because of a bigger cloud and sharing capability related to your domain.
- d. Richer customer experiences due to instant customer interactions.

### **5.5 Different social media platforms**

**5.5.1 Instagram:** It is a social media platform that allows users to post content in the form of photos and videos and Instagram stories. Stories is a function which allows you to post photos or short videos which remains in your feed for 24 hrs. Instagram stories provides brands a creative outlet to interact with their followers, with many possibilities for customization. You can make polls and ask questions which increases follower engagement and interaction. Businesses and influencers can make tutorials and guides on how to use a particular product and show its versatility. For example, @Etsy shares DIY projects that are simple enough for followers to replicate. You can also gain users trust by reposting their content and tagging them. A study by Instagram showed that 60% of users say that they learn about different products and services through Instagram. 75%, also said that they took action such as visiting a site - after seeing post.

**5.5.2 Facebook:** Facebook allows you to create a Facebook page for your business which you can optimize. If you want to create ads and post them on Facebook, use Facebook business manager. Facebook business manager is a tool that you can use on Facebook that helps organize and manage your business. It allows you to manage ad accounts, business pages and employees who work on those accounts and pages; all in one place.

**5.5.3 Twitter:** It is a microblogging / news social network where you can post 280 -character messages called **Tweets**. It makes discovering the latest news (on the topics that you care about or are interested in) very easy. Twitter has 145 million daily users. 85% of B2B marketers use twitter to distribute content.

**5.5.4 LinkedIn:** It is a social networking platform for businesses and people searching for employment. It also helps in finding professional connections and building professional relations.

**5.5.5 YouTube:** It is a video-sharing platform that can be used by anybody and any type of content can be posted in any niche as long as it does not violate the YouTube guidelines. This platform also shows you the analytics of the videos that you have posted and the likes and the comments that it gets. The videos can be seen by anybody and everybody. This is a great tool for businesses to advertise their products and also show demonstrations of how their products can be used. Also, it helps in creating a community of loyal patrons of the brand. On average, around 80000 YouTube videos are viewed every second across the globe.

**5.5.6 Snapchat:** Snapchat has become a household name and has become almost as popular as the other social media platforms mentioned above. Snapchat is booming. Snapchat has over 300 million active monthly users and there are over a million snaps created every day. Snapchat is a fun-loving platform that people use for authentic content. It provides an opportunity for brands and influencers to show a “behind the scenes” content to engage their followers.

One thing that you can do to make your business accounts popular and easily searchable is to use the same social media handle/account username across all platforms. Usernames that are unique are hard to find, so using sites such as namecheckr.com(explained under the next heading – Social media marketing tools) makes it easier to find usernames that are unique and available across all the social media platforms that you want to use. Optimally ,you should lock up your domain name as the handle , or next best – a keyword in your niche.

Social media means a lot to most millennials. 69 percent of millennials experience FOMO – Fear of missing out. Because of this, 60% of millennials make reactive purchases online. Facebook is a common contributor of FOMO.

### **5.6 Social media marketing tools**

1. **IFTTT (If this then that)** : This is a marketing tool that creates a simple connection between services that you use every day. It allows you to create “APPLETS” that can trigger a chain reaction when you link your accounts on IFTTT. Eg : an APPLETT can be used which automatically posts on your twitter handle when you post something on your Instagram handle.
2. **Buffer** : This is an application that lets the user to schedule their social media posts.
3. **Namecheckr.com** : This site helps to check availability of social media handles/account usernames over different social networks.

## **6. INFLUENCER MARKETING**

Influencers are people who choose to consistently post online in a niche of their choice and have a strong base of followers. The influencer marketing market is huge and it is growing at a very fast rate. The size of the industry in 2016 was \$1.7 billion and it is expected to grow to \$9.7 billion by the end of 2020. Brands collaborate with the influencers in their niche and market their

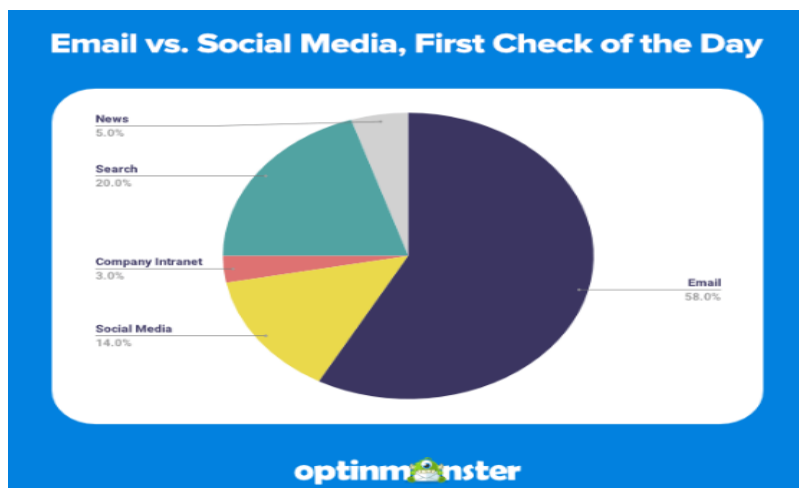
products through these influencers. It is very similar to a celebrity endorsement, except for the fact that there are social media influencers instead of celebrities. The only difference between influencers and celebrities is the “reliability” factor. On the other hand, celebrities have to be politically correct in everything that they say. The reason why people follow these influencers is because they are uncensored and unscripted. 60% of in-store purchase decisions are influenced by something that someone has seen on a social media post or a blog post.

## **7. AFFILIATE MARKETING**

Affiliate marketing is basically a marketing arrangement wherein an online retailer pays commission to any person or third party involved that markets the products of the retailer and generates sales via the referrals. For example :-Amazon is an online retailer which allows its users to promote the products being sold on the site/app via affiliate marketing. As an affiliate marketer, if I were to choose a product niche and promote a product on my social media accounts by sharing a link of the product, I would earn a % commission if a person clicks on the link and buys that particular product. If in the same buying session, a person adds some other product to his/her and buys that too, I would earn a commission on that too. Amazon associates is the market leader in the world of affiliate marketing with a dominant market share of 39.3% . The commission that affiliate marketers get from Amazon is anywhere between 1% and 10% .

## **8. E-MAIL MARKETING**

Email marketing is basically communicating and with your target audience via E-mail. It refers to building relationships with your list of subscribers by delivering different types of content to them. Email marketing is mostly used by businesses to attract prospects, by giving offers , discounts, etc . This type of marketing is relatively cheaper compared to other paid forms and also generates high Return on Investment (ROI). On average ,the return on investment(ROI) of email marketing is 4400%, which means that a business can generate 44\$ on an investment of 1\$ in email marketing. This proves to be highly effective when a company also has their marketing automated. Automated marketing tools help in automating repetitive tasks that could've consumed a lot of time of the employee engaged in that department. It can also be made to be highly interactive by the business owners to gain useful customer insights. Customers can also provide their feedback regarding already made purchases via emails.



## **9. CONTENT MARKETING**

Content marketing is a form of marketing which involves creating and sharing content online for your target audience. This is usually done through social media, blogs, forums . The content that is created for social media should follow these rules (not necessarily and may vary from business to business) :

- 70% of content posted should be original and should be the business' own creation.
- 20% of content should be other people's relevant ideas, articles, etc.
- The last 10% of content should be promotional posts. Eg: coupons, discount codes, new items on sale, etc.

Content creation is voted as the most effective way of doing Search Engine optimization (SEO) by 72% of online marketers.

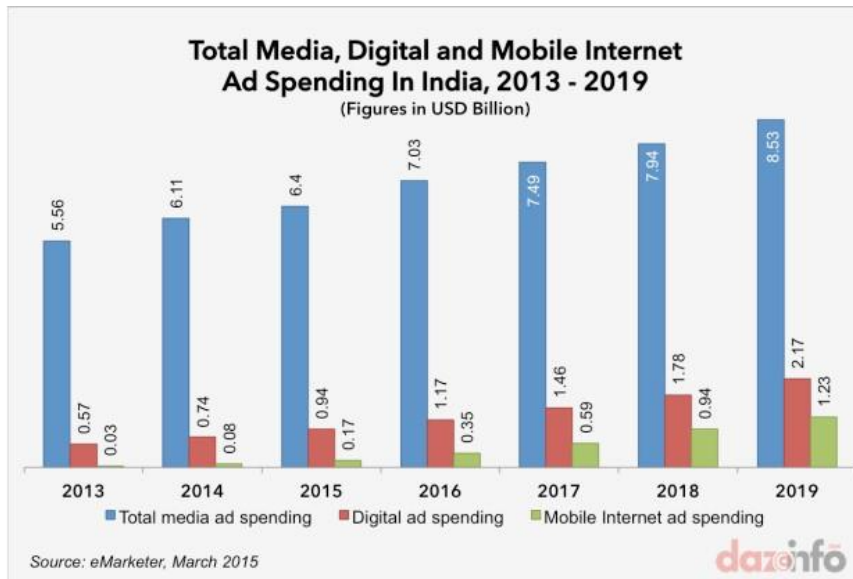
## **10. ROLE OF DIGITAL MARKETING IN INDIA**

Digital marketing encompasses all marketing efforts that promote a product, service or brand using the internet. In digital marketing , there are endless possibilities for brands including video, email, social media ,SEO, SEM and website-based marketing opportunities. Digital marketing allows you to be creative and experiment with every little detail of the advertisements or campaigns. In this era where everything is going digital, all working professionals are expected to be at least be familiar with the basics of digital marketing. For an advertiser, there is no one-stop shop. Different media types complement each other in some or the other way. The profitability is the prize and not the scale of the campaign. The particular impact of communications is to enhance the whole experience for the viewer.

## **11. GROWTH OF DIGITAL MARKETING IN INDIA**

Digital marketing is growing at an annual rate of almost 30%. India also has the world's highest Facebook population. Research indicates that by 2021,the internet traffic will be a whopping 291 times bigger than that in 2005. These figures just indicate that digital marketing is on the rise and we will continue to experience powerful growth in this field. As the industry is growing, the

demand for creative heads has increased and there is more generation of employment. Since the ROI generated by the digital mediums is higher than that generated by traditional forms of marketing, companies are opting for a more digitally empowered strategy.



### 11.1 Digital India

Digital India was a campaign launched by Prime Minister Narendra Modi to make sure that all the government's services are available to the citizens electronically and to improve the online infrastructure by increasing internet connectivity throughout the country. This is a form of digital empowerment. Since its launch, India has seen the growth of several start-ups, services and rise in the number of internet and social media users. 9 pillars of Digital India :

1. Broadband highways
2. Public Internet access programme
3. Information for everyone
4. Early harvest programmes
5. Universal access to phones
6. IT for jobs
7. eKranti – electronic delivery of services
8. E-governance – transforming India through technology
9. Electronic manufacturing – target net zero import

### 11.2 E-commerce

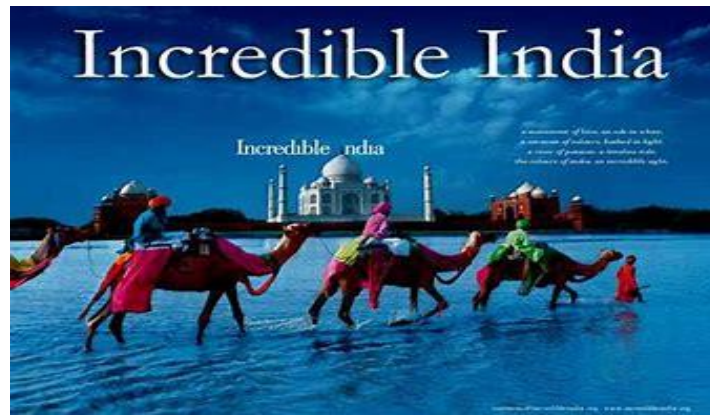
Since the onset of the digital revolution in India, e-commerce has been on the rise, with Flipkart being the first ecommerce company established in India. E-commerce is basically buying and selling products electronically (online). Since Flipkart was launched, many other ecommerce websites have been launched like – Myntra, vegnonveg.com, etc. Amazon is currently the biggest ecommerce retailer in the world and is also, currently dominating the Indian ecommerce landscape. A very important factor that drives sales in ecommerce is the 24/7 availability of the websites and online order and the option of home delivery. It is very fascinating to know that digitalization has made things so easy that the world's biggest online retailer – Amazon holds zero inventory. According to CNBC, in 2017, Amazon accounted for 44% of all ecommerce sales globally. 43% of eCommerce traffic comes from organic Google searches. (Wolfgang Digital). By 2021, online retail sales are expected to reach \$4.5 trillion.

### 11.3 Digital politics

The digital revolution influences how we spend our time and what we decide to do in our leisure time. It also influences our appreciation of political issues. Politics and politicians have now ventured into digital advertising. Indian Prime Minister, Narendra Modi has done a lot of campaign advertising on his social media handles where he can directly interact with the citizens of India who are voicing their concerns and opinions on social media.

### 11.4 Digital Tourism

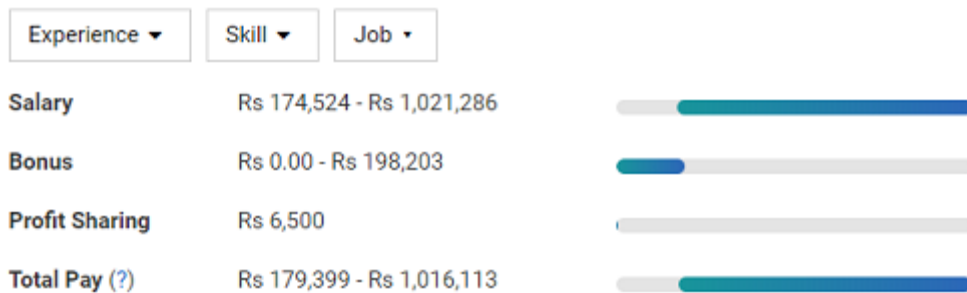
With digitalization and new technologies, the travel industry has undergone certain changes and it has made the world a smaller place. People research everything about travel destinations online and plan and book everything from plane tickets to hotel rooms and tour packages and paying everything online using net banking or e-wallets such as Paytm. Influencers promote travel destinations through social media. Vloggers record the entirety of their trips and post that content on digital platforms like YouTube. One of the most successful tourism campaign of this digital era has been "Incredible India". This campaign has been led and maintained by the government of India since 2002. The use of beautiful professional photography which is a visual treat to the eyes and stimulate the senses gave people an opportunity to experience the destination before visiting it. @IncredibleIndia is their Instagram handle where they post photos of different places situated in India and posts about different festivals in India. They also keep their followers engaged through quizzes that are consistently posted on the account.



## 12. SCOPE OF DIGITAL MARKETING

- **Highly Flexible:** Since the entire work can be done online (over the internet), there are no restrictions as to where you should work from. It can be done from anywhere.
- **High engagement ratio:** Traditional media is being completely overshadowed by the internet-led Digital marketing. In today's times, brands give more emphasis on their digital and social media marketing efforts.
- **Job opportunities:** With digitalisation, the number of job opportunities and the demand for digital marketers has increased. Digital marketing jobs are very lucrative with good remunerations and varied opportunities to showcase your creativity. Digital marketing has become a booming career option for people. Digital marketing is required in most of the sectors in India and provides employment to lakhs of digital marketers across India. An effective digital marketing campaign directly affects the profits of the organization. So, even an entry level job in digital marketing usually pays more than other jobs. The average annual salary for digital marketing managers is around Rs 8,00,000. The average salary for a PPC/SEM analyst ranges between Rs 2,50,000 – 6,00,000.

### Search Engine Optimization (SEO) Manager



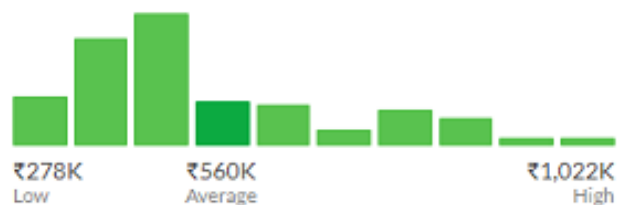
Country: India • Currency: INR • Updated: 23 Aug 2019 • Individuals Reporting: 138

### Social Media Manager Salaries

50 Salaries Updated 19 Aug 2019

Average Base Pay

₹559,520 /yr



How much does a Social Media Manager make?

The national average salary for a Social Media Manager is ₹5,59,520 in India. Filter by location to see Social Media Manager salaries in your area. Salary estimates are based on 50 salaries submitted anonymously to Glassdoor by Social Media Manager employees. [Less](#)

## 13. TOP DIGITAL MARKETING AGENCIES IN INDIA

### 13.1 Dentsu Webchutney

This agency is a Digital Agency founded in India. It was founded in 1999 and it is based in New Delhi. It was named as one of the bravest agencies in the world. It is “innovating the way brands are built”. The average annual salary for the employees of Webchutney is around Rs 6,35,000.



They have worked with some of the biggest companies in the world :

- a. HP
- b. Unilever
- c. Airtel
- d. MasterCard
- e. Microsoft

### **13.2 Schbang**

Schbang is an advertising agency, that is known for its advertisements on various social media platforms.

They have worked with over 100 clients across the world. They have worked with multinational companies with large turnovers, some which are :

- a. Barbie
- b. Fevicol
- c. baskin robbins
- d. asianpaints
- e. Nature's Basket

### **13.3 iProspect**

iProspect is a leading , award winning digital marketing agency that has been consistent with their performance in delivering maximum Return on Investment to it's clients using all different types of Digital marketing (SEO, SEM, Social media marketing, etc.) Its clients include top companies such as :

1. IKEA : there was a 31% uplift in store visits after their collaboration.
2. HDFC bank : they managed to get a 307% increase in the number of leads.
3. Big Bazaar
4. GOAIR : the number of advance bookings went up by 49%
5. EUROSTAR : they managed to get a 12% decrease in cost per click using automation

### **13.4 Pinstorm**

Pinstorm is a digital agency that offers new age approaches and they believe in innovating on the product offering and that that is where they can outsmart the competition. They have worked with brands like :

1. CCD (Café Coffee Day)
2. Cadbury
3. WIPRO
4. ACCOR HOTELS

## **14. TOP INTERNATIONAL DIGITAL MARKETING COMPANIES :**

- a. Moburst
- b. Seo brand
- c. Webfx
- d. Ignite visibility
- e. Noble studios
- f. Straight North
- g. Avalaunch media
- h. Amp agency
- i. Perfect search media
- j. Go fish digital

## **15. FINDINGS**

In today's world, where the internet is entwined with everything we do, the importance of digital marketing has become very clear. It has also become an integral part of what business means to its customers. Put simply, Digital marketing is telling people why you have what they need and listening to what they care about using a digital medium like social media.

There has been a tremendous change in the digital landscape of India. Consumers now prefer searching for good deals and different types of content over digital media. Engaging with the consumers and creating original content has become a necessity for businesses if they want to survive in this era. Being creative and posting quality content is the best way to gain followers, many of which become customers , eventually leading to higher sales and a brand can gain loyal customers. It is that content which builds relationships which are built on trust and in turn, this trust drives revenue.

In this study, we acknowledged the various digital marketing types and tools such as social media marketing, Search engine optimization(SEO), Search engine marketing(SEM), Influencer marketing, Affiliate marketing, Content marketing and e-mail marketing that benefit businesses. Digital marketing is also very cost – effective and gets the job done very easily with the option for automation where repetitive tasks are involved. It is perfect for small businesses who want to reach their target audience and don't have enough funds for traditional marketing. We also studied about the role that digital marketing plays in India and how the campaign – Digital India has helped in changing the face of India in the global digital arena. Indeed, digitalization has made the world a smaller place and digital marketing has made it easier for small businesses to compete with larger businesses. An effective digital marketing campaign leads to increase in brand recognition, higher brand awareness and better brand loyalty.

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