

## An Overview of Digital Marketing in an Indian Context

Bhawana Raghav

Dr.Vinay Chandra

### Abstract

**(a)Introduction:**-In this contemporary conditions, we all are surrounded by digital technologies, tools and techniques which always gives us a positive vibes, Social media platform, search engine are powerful weapon which grasp the confidence and attention of all kinds of consumers who wants to be in touch with digital world.

**(b)Motive behind formulation of this paper:**-The main agenda is to examining the latest tools and strategies implicated in the field of digital marketing and furnishing some recommendations to improve the conditions of digital marketing in our Nation.

**(c)Results and Discussions:**-Paper has discussed about 5 important D's used in digital marketing, Significance, drawbacks, tools used in digital marketing, effective strategies, industries receives highest ROI & sound ratios required in digital marketing.

**(d)Conclusions and Recommendations:**-At the last, not least, researcher comes to a conclusion that, there is a trend of online marketing from hairpin to biggest and largest commodities, big corporate sectors are also looking for good websites to upload their commodities digitally with minimum costs and saves time and money also. To eradicate some negatives there are some recommendations:-

**(i)**Every company/institution/organization should focuses on how to curtail expenditure incurred on marketing programmes and campaign electronically.

**(ii)**Most of the senior staff working in these institution don't have technical skill to operate things digitally, so, to include their powerful contribution in the growth of industry, they should be given proper training regarding the operation of latest technologies.

**Keywords:-Digital Marketing, Verdure, Hawk, Surveillance, Statue.**

### 1-Introduction

Digital Marketing is the need of an hour of every players like:- Marketers, Consumers, government bureaucrats etc. Social media plays very crucial role in marketing to attract and engage a lot of consumers to avail the services with the help of effective digital marketing channels. There are so many diverse latest technologies through which digital marketing takes place like:- Laptops, Desktops, etc. and hence, makes the work of consumers so easy and simple and saves the time of consumers of actual visits.

### 2-Objectives of the Study

**(a)**To examine the latest tools and strategies implicated in the field of digital marketing in our Nation.

**(b)**Furnishing useful recommendations for improving the circumstances of digital marketing in our Nation.

### 3-Significance of Study

1. Searching more potential consumers where they are willingly to incur their finance and time.
2. Levelling of areas where micro trading or manufacturing corporation could play.
3. Spare focused.
4. Could be exhilarating- personals.
5. Extra progressive Data.
6. Straightforward to range and acclimate.
7. outshine ROI
8. Coordinate with people's shopping skills.
9. Capability of a business to reach their targeted consumers which they have sanctioned it.
10. Desegregate marketing with portable robotics.

### 4-Drawbacks of Study

1. Split a second utilization.
2. Surveillance and seclusion controversy.
3. Tremendous expenditure of variety.
4. Infringement.
5. Limited concern regarding network apparition.

### 5-Five D's in Digital Marketing

- (a) **Electronic Correspondence:**-Comprises of search engines, advertisements (Paid or Unpaid), Communal Intelligence platforms.
- (b) **Electronic Devices:**-Comprises of gadgets like:-Mobile Phone, Lappi, Deskii, T.V., Gaming (Joysticks).
- (c) **Electronic Channels:**-Comprises of FB, Insta, Google, Yahoo, etc.
- (d) **Electronic robotics:**-Compasses of Mobile apps, campaigns etc.
- (e) **Electronic Execution:**-Statistics of customers retrieved by corporate sector, government sector, and other sectors to make it well working.

### 6-Latest tools used in Digital Marketing

- (a) Mixpanel
- (b) Hotjar
- (c) Hubspot Forms.
- (d) Proof
- (e) Persist IQ
- (f) Marketo
- (g) Active Campaign
- (h) Mailerlite
- (i) ZohoSales IQ.
- (j) Mail Chimp
- (k) Lead feeder
- (l) Contact out.

### 7-Top 10 Industries which receives highest ROI from Digital Marketing

In the era of Industry 4.0, the reliability on traditional marketing over digital one will deteriorate, because of having digital based dynamic environment. Nowadays due to the latest online tools and techniques advertising the product by and industry has become so convenient and appropriate.

More than 80% industries as per smart Insights Review Report are having proper and systematic rules and way through which they could implicate digital marketing tools in business modelling., Here are some biggest industries/sectors which arised highest amount of ROI from digital Marketing.

**(a)Commerce:**-Most part of this sector is surrounded by electronically platform especially in case of international trading or promoting any product of this industry. Some consumers are under the grip of digitalization. This sector also accumulates highest ROI.

**(b)Statue:**-It is the duty of every law officer and experts to post some content related to legal aspect to twitter as blog, fb and insta as a responsible citizens by reflecting them as a powerful communicator. This sector collected highest returns through digital mode of marketing.

**(c)Hawk:-** It is the sector which is directly connects with consumers or customers, they shows progressive evolution by the utilization of latest technologies, tools and techniques in it, and helps the customer's queries, complaints online which generates great return on investment.

**(d)Verdure:**-It is the very important sector among all, because its experts play a vital and crucial role in making this sector strong. Just like digital things replaced the work of some peoples same happens here primary healthcare programme has altered the work of these experts to online consultant.

**(e)Drill &Information:**-One of the least sector on which govt. Focuses very less is education and training , there are so many digital platform specially designed for educator, and learners like:-Unacademy, Zoom app, Google Meet, You tube Channel etc. which gives so much opportunities to learners and educators both in order to show their skills and knowledge, but unfortunately there are many kids who are unable to access their services due to poor connectivity, band with problem , remote areas where there is no tower or signal even for normal call also, but somehow, they are arising good returns.

**(f)Compact:**-Digital marketing makes the work of automobile companies so convenient as compared to traditional one by saving their so huge expenditure incurred on the promotion of their product. This sector also accumulate sound returns.

**(g)cuisine:**-This sector is very famous favourite of everyone especially for travellers, many tourism industries are promoting their cuisines and liquors online and are getting highest responses through their likes, comments, subscription, shares in social media channels like:-facebook, linkedIn, Instagram, Pinterest etc and collects so good returns on it.

**(h)Gaiety:-** These industries uses social media platform a lot, where they posted their content related to their show whether it is television, Movies etc, and allows every audience to give their feedback in terms of ratings, comments etc, hence arise so much returns on investment.

**(i)Substantial Domain:-**All the parties of this industry like:-Broker, agents, experts, uses digital platform in order to disseminate information related to land, properties etc. These intermediaries posts their content to the social media to grab a lot of peoples and hence collects greatest ROI.

**(j)Trend:-**Nowadays peoples have become more updated and fashionable they wants to try different varieties of commodities, there are many online shopping app which makes the shopping of consumers like:-Amazon, HomeShop 18, Myntra, FlipKart where various companies posted the pictures of their products on these sites so every consumer could avail services and rate your product online, these type of industry also generate lot of ROI.

### **8-Sound ratio in terms of digital marketing**

If we talk about the sound and appropriate or perfect ratio for many merchandise agency is 5:1 and if any organisation has obtained a ratio 10:1 that's become exceptional. Accomplishing ratio more than 10:1 is possible but to expect this type of ratio and setting up s target is a foolish thing. Establishing a goal of ratio majorly depends upon expenditure framework and will changes based on nature of your business.

### **9-Effective strategies, tools and techniques of digital marketing**

**(a)**SEO

**(b)**Gratified Trading.

**(c)**Collective disclosure trading.

**(d)**Online Mail Trading.

### **10-Conclusion and Recommendations**

After analysing the entire paper, researcher comes to a conclusion by introducing several points like:- SEP, SEO, Email Marketing, Content Marketing, etc. Paper covers main key factors such as:- Industries where ROI grows with digital marketing, sound ratio in respect of digital marketing, Strategies uses in digital marketing, 5 main D's in the area of digital marketing. As far as we all knows and personally beliefs that business can't assume their success without digital marketing, it is a backbone of every business's success. There are around 8 steps which should be followed while starting any electronic agency:-

**(a)**Enlighten yourself,

**(b)**Detect your alcove,

**(c)**Execute rival scrutinize,

**(d)**Introduce or start your own site,

**(e)**Evolve a valise

**(f)**Establish a trade portrait,

**(g)**Existence of cordial intelligence platform,

**(h)**Engender undergo.

Researcher has noted down some negatives, but to eradicate such things the following recommendations are such as given below:-

**(a)**Every company/institution/organization should focuses on how to curtail expenditure incurred on marketing programmes and campaign electronically.

**(b)**Most of the senior staff working in this institution don't have technical skill to operate things digitally, so, to include their powerful contribution in the growth of industry, they should be given proper training regarding the operation of latest technologies.

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