

## **Digital Marketing and Its Roles Play In India**

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**ABSTRACT:** Digital marketing refers to the use of online platforms, technologies, and strategies to promote products, services, or brands to a targeted audience. It encompasses various channels such as websites, social media, email, search engines, and mobile apps to reach potential customers. By utilizing digital channels effectively, businesses can engage with their audience, build brand awareness, drive website traffic, and ultimately, achieve their marketing goals.

The emergence of digital marketing & the digital marketing growth in India is certainly very interesting facts. A few years back, the concept of “Digital Marketing” was not such a popular phenomenon among half of the nation, but gradually the change has started to take place. The human mind has started to think technically even the marketing strategy, resulting in an interesting story of digital marketing growth in India.

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.

**KEY WORD:** Digital marketing, Types of digital marketing, working of Digital marketing, importance & benefits, Growth, futures of Digital Marketing in India.

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### **I. INTRODUCTION**

It is the 21st 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.

#### **1.1 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 geophysical barriers disappear and has made it easy for businesses to interact with the audience in a much easier and efficient way.

## II. Types of Digital Marketing used in India:-



Sources: <https://www.infidigit.com/blog/types-of-digital-marketing/>

## III. Importance & benefits of digital marketing over traditional marketing in India:-

1. Increased engagement
2. Brand awareness
3. Increased ROI
4. Lower cost
5. Customer engagement
6. Global reach
7. Personalization
8. Marketing
9. Better targeting
10. Skill development
11. Conversion rate optimization
12. Demand for digital marketers
13. Improved customer experience
14. Entrepreneurship opportunities
15. Flexibility
16. Competition
17. High reach
18. Huge customer base
19. Helps in being easily found
20. Customer loyalty

## IV. Growth of digital marketing in economic developments in India:-

Digital marketing in India was worth 199 billion rupees, showing significant growth compared to 2015 when it was 47 billion rupees smaller. **It's projected that the digital marketing sector will reach 539 billion rupees by the end of financial year 2024**, indicating substantial growth in the industry.

### 4.1 Reduce unemployment level in India:-

Digital marketing can be used to reduce unemployment by creating new digital forms of employment and increasing job opportunities in digital sector. The use of information technologies and online platforms has transformed the global labour market, allowing workers to join the digital space and compete for digital employment opportunities. The rapid growth of IT and the development of internet market places have enabled the meeting of supply and demand in the virtual space, creating opportunities for employment. Additionally targeting the rural segment of the population through digital marketing can tap into the untapped potential in rural markets and expand consumer bases leading to economic growth and job creation. Getting a digital marketing job as a fresher might seem daunting, but with right approach, it's absolutely achievable. Focus on building a strong foundation of knowledge, gaining practical experience, and showcasing your skills to potential employers.

## V. Scope of Digital Marketing in India in 2024 & beyond:-

The Scope of digital marketing In India has taken grand proportions over the last few years. Today, digital marketing is a commonly used phrase among working individuals in India. The reason – the proliferation of digital channels in India and the surge in the numbers of start-ups and small and medium businesses that have come up. Owing to the growth in the Indian economy, it has become mandatory to leverage the benefits of digital marketing for business houses irrespective of the resizes. But, even with so much happening in the digital industry in India already, we can still say that digital marketing in India is fast evolving. This means the scope of digital marketing in India is only going to grow exponentially in the coming years. Digital marketing is the process of promoting and selling your brand, and its features via different services online. Digital marketing uses different means like search engine optimization, display advertising, mobile marketing, and social media marketing to not only promulgate their products but also sell them successfully through these channels.

Today, digital marketing is a multimillion-dollar industry in India. Moreover, it has given rise to a plethora of career opportunities in India today. Even a decade back, we couldn't even gauge that so many new career avenues would open up for Indians. But today, owing to the massive digital revolution in India, digital marketing has grown by leaps and bounds and so has career opportunities.



Source: <https://shooliniuniversity.com/blog/digital-marketing-the-hot-new-career/>

The internet was looked upon as primarily a means of entertainment in India in the early stages. But with India Mart and Flipkart being established in India in 1996 and 2007, the digital marketing industry got a push in the right direction in India. Still, people were sceptical. The feature of anonymity in the digital world and the virtual character of the internet didn't instil enough faith in people to make purchases online. People in India were not sure that you could actually get credible goods and services online. But with the right digital marketing initiatives and communication strategies, today e-Commerce sites have established a good online reputation among users. With the goodwill that established the trust factor, the digital marketing industry saw a boom in India. As a result, career opportunities grew manifold.

Today, with the advent of technology and Smart phones the number of internet users has gone up tremendously. What has once been considered a luxury is now a necessity, Mobile devices is one of the greatest factors for such quick growth of digital marketing in India.

### 5.1 Digital marketing important in E-commerce to grow:-

Digital marketing serves as the compass that guides e-commerce business towards success. It's not enough to have great product; potential customers need to know about it. Effective digital marketing increases visibility, drive traffic to online store, and ultimately boosts sales.

Ecommerce digital marketing enable business to drive awareness and traffic to online stores and convert website visitors into customers, the social networks helps increase website traffic which leads to more sales, **'digital marketing helps e commerce businesses overcome such challenges by grapping customers attention since they get distracted easily in India'**. Going back to history, the International Journal of Advanced Research Foundation reveals the following stats on digital marketing in India Between 1971 and 1972; The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce.

### 5.2 Digital marketing demand in India:-

Digital marketing is one of the fastest growing in demand skills for 2024. we can expect a great demand for digital marketing specialists across India once the economy is restored to a normal level. The demand platforms has increased as per some reports. 50% more time is spent by users on social media. This gives are great opportunity for companies to target these specific users. India has become a global hub for digital marketing, with numerous businesses shifting their focus to online strategies. As a result, there is a growing demand for skilled professionals in this field.

## VI. CONCLUSION

The efficiency of Mobile Marketing technique is very effective and essential. It gives a rapid growth. But the main concept is that to focus the right customers. Through the Digital Marketing, the target can be reached easily. For the past two years, there is a talk about dynamic content and its value for the marketing industry. There will be a continuous change and shaping our perception of information. Quality is more important than ever and Quantity is yesterday's beat. The use of digital technologies in marketing activities will open up great prospects for enterprises and organizations to retain loyal customers and develop long-term partnerships with them, the growth of positive consumer attitudes, trust in its products and

services, providing an individual approach to each client and a flexible response to changes in their tastes and preferences. The advantages of digital marketing mentioned in the work will be the key directions for the development of a customer-centric approach, the use of which will allow organizations to strengthen their competitiveness and effectively promote their brand in the market.

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