

Digital marketing in india



**ASSIGN
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* MARKETING ASSIGNMENT * “ DIGITAL MARKETING INDIAN SCENARIO”

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MARKETING Digital marketing is an addressable marketing method where relevant marketing communications are delivered to individuals through the e-mail, Web, and mobile channels using an e-mail address, a Web browser cookie, and a mobile phone number. Live scenario of digital marketing in India Digital marketing is still at its initial phase in India. Most of the companies are still thinking to adopt the medium while many top brands have already rolled their digital marketing campaign.

Seeing the large number of youth population in India (More than 40% of total population of India, around 460 millions youth is there, in which 333 millions are literate) and the rising technology savvy young generation, corporate will be more than happy to engage the target audience and spread their products & services among them via digital media. Thus there will be a Big Change in coming future. Indian digital marketing scenario has changed tremendously after the it boom, India with 60, 000, 000 internet users provides a very good platform for online marketing.

Also with a growth rate of over 1000% the potential looks good too. The penetration is a mere 5. 2% - but which is actually good. The cream of the society - the people most likely to have pockets deep enough to trade or make purchases online are among the 5. 2% of the population. This makes targeting these high-end profiles easier & your leads are more likely to be converted. However, one area of concern is the support operations that help convert the leads into sales. These are mainly call centres & back offices that are responsible for following up on the leads that are provided to them.

But the staffs at these organizations in India is many a times not that well trained for digital marketing & usually the high potential leads are lost due to inability of the staff to convince the lead. The lead is mostly very expensive. They get one lead after incurring a huge cost through a lot of clicks. Hence, more than educating internet users it would be vital to train the support teams so as to consolidate the current amount of leads that you are getting. Otherwise, we may end up in a situation where we have high demand, high potential but inadequately trained staff to service the lead. While in many countries Digital Media course has emerged as one of the mainstream degree but here in India it is still under the control of digital media agencies who took the initiative to teach people on Digital Marketing with live projects. • Many of the premier business schools are in a positing (of course seeing the demand) to run the digital marketing program. But most of them are running short of the quality faculties. Further insights have revealed that an average Indian spends 45 minutes on Facebook in a day.

The huge number of smart phone users with apps adds up further to the consumer base for brands to interact and take opportunities. The recent hit of the “ Kolaveri Di” song, reaching more than 50 million users globally is a measure of the impact and spread of internet. Conclusion The digital media playing field is quite huge providing accommodation to a list of brands, but yet to be utilized to its fullest potential. This year the marketers need to take the online test for their brands and get rewarded with the vast target market to be acquired.

Digital marketing -Reality Byte Obviously, social media is important/highly efficient and holds the potential for building better relationships with

communities of consumers/customers. Traditional marketing (i. e. advertising/promotion/PR) historically placed a premium on awareness building and transactions, but has declined in importance due to a combination of message clutter, time pressed consumers, fragmentation of media and the growth of people using the internet to research what others are saying about products/companies.

Nevertheless, what really concerns me is how “ tactical” social media has become in recent years and less “ strategic”. It appears almost everyone on the social media provider side keeps looking for the latest tool/technique * Most companies do recognize the need to adopt new ways to reach consumers and build better relationships (i. e. websites, Facebook, Twitter, YouTube, mobile marketing, etc.). Very efficient, free/cheap, and can easily measure traffic/activity Even the mighty Proctor & Gamble is redeploying marketing spend away from traditional media to digital since it’s more efficient and less costly. They announced recently they will lay off 1, 600 people and are banking on digital ROI for long term savings. However, I bet P&G is also developing the internal infrastructure to capture the data and share it with relevant internal business groups to help change their business models. * The companies like HUL, P&G, NOKIA etc are usually spend > 20% of their budgets on social media and in digital marketing Example for digital marketing:-

PepsiCo adopts innovative ways for digital marketing in India GURGAON: food and beverage major PepsiCo is adopting innovative methods in India to tap the potential of social media for building brand equity and increase sales PepsiCo is not look at digital medium strictly from the lens of advertising

spends, but approach it in an innovative manner. " Citing the example of how the firm used Facebook during the cricket World Cup last year, " Pepsi's Facebook campaign was the most recognised brands during the event. they also got an award from FB on that.

So we are using social media in a big way here for building brand equity. " It is extremely important for brands to have a direct relationship with their consumers and not simply outsource it to an agency alone, PepsiCo " Digital media should be used for real time marketing and we use this medium both for brand building and generating sales, PepsiCo uses multiple agencies to handle digital media account for different brands and products in India. Conclusion :- Finally, using social media/digital marketing tactics exclusively is probably not a good idea.

A good business strategy will probably require a blend of BOTH traditional marketing and social media/digital marketing. We must remember digital marketing is a " slow burn" approach and in some cases won't help building critical mass quickly. In some cases traditional advertising or promotions will help jump start a strategy while social/digital marketing will help build the brand in the long run. Using both to some degree is the best way to " EFFECTIVELY" grow your business, but again it needs to be driven by strategy and not the latest tool/technique.