

# A Study on Evolution & Channels of Digital Marketing in India

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**Abstract:** This paper offers views on some present and future trends in the digital marketing. The content is based on current scenario on what is happening in the Ecommerce Market or the Internet world.

In dept studies of various articles, researches, reports, newspapers, magazines, various websites and the information on internet we study a revolutionary change in India towards the digitalization. The consumers are giving more preference to digital market as compared to traditional method to get the best deal In this study, we acknowledged that some tools are really beneficial from Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, ecommerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games and are becoming more and more common in our advancing technology.

It is demonstrated that we all are connected through most common tools whatsapp and face book and these tools increasing the use of social media by creating new opportunities for digital marketers to attract the customers through digital platform. Digital marketing is cost effective and having a great commercial impact on the business.

**Keyword :** Digital marketing , Traditional Marketing , Internet, Marketing, Digitization, Social Media, Marketing Trends.

## 1. INTRODUCTION

Digital marketing is the new pattern of marketing commodities using digital technology through internet. Digital marketing is basically related with internet that can create and build the brand value via producer to the potential consumer by various digital network. The developed digital marketing has altered the method of the company's Technology it has changed the thought process in context of the buyers through most popular channels and digital campaigns

like mobile computer laptop and tablet, Email, social media, mobile apps, websites and blogs instead of visiting physical market.

Digital marketing element like search engine optimizing is also called as organic method of ranking the website It includes pay per click or SEM content marketing, email marketing, social marketing are becoming more common in advertising technology.

## Concept and Evolution

Digital marketing refers to advertising product and services through digital channels to approach larger and more targeted consumers in the digital market.

The Digital marketing focus on the potential customer through its different channels like Websites, Social media, search engine, apps and ecommerce platforms. The term "digital marketing first used launch of 'Archie-first search engine in 1990. The first clickable web-ad banner went online in 1993. Hotwired bought few banner advertisements for marketing and advertising at the time. This was the start of the era of digital marketing. In this year Yahoo alerted the concept of Digital marketing by their websites in order to improve their search engine rankings. More search engines and tools such as HotBot, Looksmart, and Alexa were introduced in 1996.

Sixdegrees.com was the first social networking site to be founded in 1997. In the year 1998 Google was created, In addition Microsoft introduced MSN and Yahoo released Yahoo online search this year. In 2002-2005 many rivals entered in the market in progressive manner like LinkedIn, WordPress, Myspace, Gmail. Facebook and Google both went published in the same year. After that Youtube was founded. In the year 2010-2020 Whatsapp Google Buzz released and In this duration the economy has experienced increased marketing and sales through the expansion of mobile application culture with the establishment of Instagram, Whatsapp and snapchat.

At present maximum digital time of individual is spent on mobile device, resulted in over 3.6 billion users of social media which are expected to rise about 4.41 billion by 2025. By the end of year 2022 global digital marketing market reached a value of nearly USD 321 billion which is expected to increase near by USD 671.86 billion between 2023 and 2028.

## 2.LITERATURE REVIEW

A good number of studies have been conducted on this concern, respective researchers have presented their diverse and valuable views . some of them have been reviewed

- Ms. A Lavanya & Mrs. M Radhikamani (2021) studied about the concept and impacts of digital marketing , and how is it important for consumers as well as marketers. Through this paper they presented the mediums of digital marketing, comparison between traditional marketing and digital marketing and significance of digital marketing in present era.
- Niharika Satinder (2015) in her research titled “A study on internet marketing in India Challenges and opportunities” stated that digital marketing will develop numerous opportunities for marketer and will help them in getting information related to consumers.
- Dr. Amit Singh Rathore , Mr. Mohit Pant & Mr. Chetan Sharma (2017) , in their article “Emerging trends in digital marketing in India ” stated that use of internet is increasing day by day at good pace , this has created new platform for Marketers. They have also focused on various tools of Digital Marketing.
- Mr. Kishore Kumar (2019) in his work entitled “A study of the growth of Digital Marketing in Indian Scenario” has concluded that almost all respondents agreed upon the fact that internet marketing will have immense growth as result of increased use of internet and mobile phone
- Arina Yasima, Sadia Tasneem & Kaniz Fatima (2015) in their study titled “Effectiveness of Digital marketing in the challenging age : An empirical study” has found that digital marketing has become an essential part of the strategies of numerous companies. This paper has also focused on various tools of internet marketing.

- Paper titled “ Setting the future of digital and social media marketing research : perspectives and research propositions ” (2021) this article brings together the collective insight from numerous experts on concern related to digital and social media marketing.
- Rohit Mehta (2020) in his work titled “Research paper on digital marketing and its effect on consumer behavior” has focused on current scenario of digital marketing in India and how the population of India could be an opportunity for this.
- P. K. Khanna & Hongshunag Alice Li (2017) in their work titled “Digital Marketing A Framework, Review and research agenda” has developed and designed the research framework for digital marketing by highlighting the various touch points.
- Article titled “latest digital marketing trends to better connect with customers”(2022 ) focuses on discovery of new ways marketers are using for delivering exceptional experience , and various channels used for it.

## 3.OBJECTIVES

Objectives are directing statements and guide for the researcher which keep them motivated and direct through the research journey. The key objectives of the present study is to analyze and examine the current state of digital marketing , reasons behind this and possible future growth in Indian Context. Objectives are as mentioned below:

1. To understand the various channels of Digital Marketing
2. To study and analyze the status of digital marketing channels in India
3. To find out the reasons behind growth of Digital Marketing in India
4. To study the evolution and growth of digital marketing

## 4.RESEARCH METHODOLOGY

It is defined as systematic procedure or technique being used in identifying, selecting, processing and analyses of information related to the respective topic. In the present study descriptive method is used with

qualitative data is used for identification and description of population. In lieu of achieving research objectives secondary data is used being collected from various sources like articles, research papers, government sites, so on.

## 5. DATA ANALYSIS& INTERPRETATION

### Digital Marketing Channels

These are the mediums or platforms used by the marketer for the promotion of their offerings and to convey the information to the target audience. Not all the channels are effective so the marketer prefer those channels which ensures wider coverage and maximum possible return on investment. These are as listed below-

- Social Media – It is on the top of lists for some significant reasons with grand user base reaching 4.48 billion . through this medium marketer can reach the target audience in more customized and convincing manner. It helps to generate direct leads vis LinkedIn, twitter ,Instagram so on which accounts for great number of B2b leads.
- E Mail- whenever message contains some information regarding the product or service , drafted with the aim to create awareness by the marketer is termed as e-mail marketing . one of the oldest and cost effective channel through which marketer can send customize the message. It has very wide coverage with expected user base of 4.3 billion by the end of this year.
- Website – organization’s website is one of the must have tool which provide one with a dedicated platform which can be used by the organization to educate the target audience , but for this strong content strategy is required. It is a sound channel which is used to create traffic and generate leads.
- Organic Search (Search Engine Optimizations)- as per latest data 99000 searches are being processed by google every second. It includes search for purchase , review of new launches , entertainment , so on. People prefer those products and services whichever ranks higher. That means organisation grows organically and get opportunities by good search rankings and new links.
- Paid Search – unlike SEO here organisation pays for each click. The benefit of paying is ads are

shown above the organic searches which increases visibility. As per the latest data for every 1\$ spent for paid search generates 2\$ on an average it is 100% ROI.

- Mobile – 91.21% of world’s population is mobile phone user, because of this reason it makes sense to use mobile as platform for serving promotional content.
- Display ads- use of images, audio, graphics or video content for promotion , these are shown on social media, websites , email platforms and on many other channels. It is beneficial in creating brand awareness and increasing sales.
- Affiliate Marketing – it is a kind of partnership between merchant and affiliate marketers for promotion of their offerings, it is used as tool for generating new and qualified leads which results in wide coverage.
- Instant messaging – some applications are specially designed for this purpose as well as many social media platforms also have this service. It is preferred over email and text messaging as it provides real time experience of conversation.
- Influencer Marketing – like affiliate marketing organisation join up with social media influencers for getting access to their huge fan followings. It is used to create brand awareness and for gaining trust.

### Status of Digital Marketing channels in India

1. Influencer Marketing – India is country with largest number of youth, influencer marketing is effective way to reach them, this industry is valued at INR 12 Billion which is expected to reach 28 Billion by 2026 with growth rate of 25% annually.
2. Omnichannel Marketing – use of various channels simultaneously, India ranks among fastest and world largest digitally enable consumer market with more than 500 million users.
3. Artificial Intelligence- it is used to identify the customer needs and preferences, help in discovering buying behavior as well. A report states that AI could add \$400 – 500 million to India’s GDP by 2025.
4. Metaverse- allow people to have experience of online business through 3D enabled cyberspace, augmented reality and virtual reality.

5. Chatbots- a way of getting information instantly and easily without any intervention of Human with 24/7 service availability, it answers customers questions frequently.
6. Live streaming- In near future it will become major marketing trend as it has capabilities to connect to the audience directly on real time basis.
7. Search Engine Optimization – marketers has strategically invested good amount of money in SEO and experienced increased traffic in 2022, this trend is expected to increase in 2023.

#### Reasons behind growth of Digital Marketing in India

- Effective way to show your presence, as use of internet is not choice now but a general requirement. People tends to search about product or service on internet.
- Marketers can reach to large number of target audiences in a very cost effective way. Digital marketing provided them ample of opportunities at least possible costs.
- Results can be tracked easily and on real time basis. It enabled the management to keep an eye on each moment, activity and outcome.
- It offers easiest possible ways of marketing which no other method can ever do
- Direct reach to customer, marketer get in contact to target audience without any middleman in more customized manner.
- It enabled and strengthened the small businesses to compete with large organizations without any worry about their strength.
- It is only the most effective and best way to grow and survive in future market scenario.

#### Outlook of Digital Market in India

As per the latest data digital marketing market in India has touched new height by reaching values of USD 4.5 billion in year 2022. It is expected that market will grow with computed average growth rate of 32.1% by the end of 2028 with expected value of USD 24.1 billion. Major reason behind this is increasing global population and their inclination towards digital platforms.

#### 6. KEY FINDINGS AND CONCLUSION

Findings – Digital marketing in India is at growing stage in near future it will provide ample of opportunities to both the marketers as well audience at large. It will reach to multi billion market by 2028 with growth rate of more than 13% percent annually at global level. Various mediums have been introduced successfully , these are being used by marketers effectively in a proper strategic manner. Number of digital media is users is also touching new mile stones. One can not deny the importance of digital marketing in present era and its necessity for the survival and growth of business in today’s competitive market. various channels and tools have been evolved over the time , marketer use these mediums strategically as per their objectives and need of the time. Based on the study done it can be concluded that Indian digital marketing market will experience immense competition and growth in coming future. Various factors like increased population, internet being a requirement, use of social media and other applications, digitalization and like are playing crucial role in growth of digital marketing. It is not only beneficial to marketers but equally useful for customers also.

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