The Most Effective Strategies & Approaches Towards Emerging Trends in Digital Marketing in India (With Special Reference to Bhopal Region)

Kaustubh Jain¹, Jinendra Kumar Jain²

¹Associate Professor and Head Faculty of Commerce and Business Management Rabindranath Tagore University, Bhopal (M.P),
²Professor Department of Commerce Dr. Hari Singh Gour University (A Central University) Sagar (M.P)

ABSTRACT

The massive Indian market is changing fast. The pace of change is rapid with digital channels and constantly growing with volume and strength perpetually. Digital Marketing is really the High buzz in current scenario. It is one of those sectors in the marketing industry which is considered to be an experience an exponential growth due to this it makes studying about digital really interesting. At a high level, digital marketing refers to advertising of brands delivered through Businesses leverage digital channels such as search engines, mobile applications, website sales, social media, various e-mails to connect with current and prospective customers digitally. The term digital covers a wide range of marketing activities in current era, all of which are still not universally agreed upon, the current research focuses on the most common types of research which is known as exploratory research towards Digital Marketing in India. This issue raised is rarely been addressed by the academicians and researchers in Bhopal. The study used digital marketing parameters to measure the awareness and effectiveness of digital marketing among marketing professionals in Bhopal.

INTRODUCTION

Digital Marketing is the term most frequently used today, the word which we focus now a days in simple way define digital marketing as “Achieving marketing objectives through applying digitalised technologies and media with the help of Internet support towards modern marketing” has given rise to a bewildering range of labels and jargon developed in both academics and professionals’ areas.

So, in other words digital marketing is about utilising digital technology to achieve and fulfill marketing objectives. The recent Development Digital Skills 2016-17 report showed, huge number of marketers are now spending Increased to 57% of their time on digital marketing activities as well as Three of the five top job roles in marketing are digital as well as the need of digital skills for the marketers & managers are the essential part.

Currently India is the fastest-moving nation towards digital economy. This digital movement had been accelerated with the power of demonetization of the Indian Currency in July 2017 with tremendous government/ non govt digital payment platforms and promotional schemes which has been launched under the governance of Hon’ble Prime minister with a requires digital promotion and marketing strategies. The telecom sector had played the crucial role in the digitalization movement. The launch of reliance telecom “Jio” with free & unlimited access to calling & internet services had played a revolutionary roll in the market. According to the current research of the Indian market it is very clear that Indian consumer is spending more time on social media and internet surfing comparative to Physical market. Due to which the visibility of any product is more through digital medium than traditional marketing techniques. (E.g Amazon, Flipkart, Mantra, Snap Deal etc.) government, banking system, Shopping Portal in India, Internet Service Providers and Software Service Providers are the key role players in the field of infrastructure providers and Digitization of an Economy.

LITERATURE REVIEW

Market research (2017) informed that the internet’s expansion has had a meaningful, impact on the marketing of customer goods. A review of the literature displayed a direct, solid connection between marketing and technology. Website The literature displayed the importance of adding a website into an organization’s marketing efforts.
Wienclaw (2017) cited Kaplan & Haenlien (2010) definition of social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0 and that allow creation and exchange of user-generated content (p.4)” Piñeiro-Otero & Martínez.

Weinclaw (2017) pointed out that theoretically, E-mail marketing is a simplistic concept. The distribution of coupons, online newsletters, promotional events and advertising materials are among methods of email marketing. Gaikwad & Kate (2016) brought the term E-mail marketing into focus, by presenting thoughts that every E-mail directed toward a prospective customer could be viewed as email marketing.

Rajiv Kaushik (2016) IJCEM, Vol. 19 Issue 2 Digital Marketing in Indian Context Pointed out the Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Start-ups who use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales.

Patrutiu Baltes (2016) cited Bafton (2012) recollection per Fleishman-Hillard, that 79% of consumers follow or like their brands on social media. Facebook, Twitter, LinkedIn, YouTube, Instagram and Pinterest were named by Patrutiu Baltes (2016), as well-known and regularly-used social media platforms.

Rolán (2016) commented in his work that social media is an amazing method used to establish communication between members through dynamic exchanges.

Piñeiro-Otero & Martínez-Rolán (2016) expressed that digital marketing has become innovative phenomena. The new strategy helps organizations achieve their marketing goals through establishing a link between customization and mass distribution. There are a considerable number of professionals that hold to the ideology of McCarthy, which views marketing utilizing the 4P model: product, place, promotion and price. The traditional marketing strategy used by McCarthy is a powerful, credible and widely-recognized foundational strategy.

Longo (2016) concurred with these thoughts by expressing that strategy in digital marketing must be prioritized. The President of EDventure Holding Inc., Esther Dysan, explained that the internet is not just an additional sales or advertising method, but has become a tool that has essentially revamped the way that an organization does business.

Armitage (2015) explained that digital stratagem should be the cornerstone of an organization “go to” market strategy. These thoughts are echoed by González Romo, García-Medina & Plaza Romero (2017), which explained that new technologies have forced companies to reconsider marketing strategies. The authors continued to explain that the implementation of technology into marketing would help marketing professionals reach a younger audience that heavily use mobile devices on a regular basis. The views of Slade (2016) regarding a link between the implementation of innovative technology and marketing strategy concurred Armitage (2015) and González Romo, García-Medina & Plaza Romero (2017), by proving insight that technology is rapidly developing and will take businesses out of there comfort zone.

Peck (2012) noted in an article that an investment in a website for newspaper companies is beneficial. The Newspaper Association of American (NAA) explained that 63% of adult newspaper readers visited a newspaper website. With more than half of the newspaper readers visiting their online site, a report from the company’s 2011 4th quarter, averaged 111 million website visitors.

Smith (2011) cited Internet World Stats (2010), which pointed out that the world’s internet user population was projected to exceed 2 billion by 2010. With the rapid advancement of technology in society, the adoption of digital marketing strategy is more important than ever.

**THE EFFECTIVE WAYS OF DIGITAL MARKETING**

In order to achieve success in any market area one supposed to move out in following manner mentioned below:

- **Plan:** Create a roadmap by reviewing self-weaknesses and the opportunities and boost online leads and sales in following manner.
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- **Manage:** Review your all marketing activities simultaneously, and find out where to focus to have a Quick Wins, this will make the biggest difference in digital marketing sales.

- **Optimise** – For better result and success factor try to find out the best practices to compete to get better results.

  Digital marketers cleared it that how the digital marketing campaign supports their overarching goals, depending on the goals along with marketing strategy, marketers can provide their support to a larger campaign through the free and paid channels at their ends. Effective Ways of Digital Marketing PLAN MANAGE OPTIMISE

- **Quoting an Example:** A content marketer, can create a series of blog posts to the serve to generate leads from a new eBook. It was actually been created in the business recently. Wide social media marketer companies might help to promote these blog posts through channel of paid on the business’s social media accounts. Whereas the email marketer creates an email campaign to send those who download the eBook.

**Search Engine Optimization (SEO)**

A Process of Optimizing the website to “rank” higher in search engine results pages, thereby increasing the traffic free website receives. The channels which are been benefited from SEO include: Infographics, Blogs, Websites.

**Search Engine Marketing (SEM)**

A Process of comprehensive strategy to drive traffic to your business, through paid system. Thus, called as paid Search Marketing.

Most popular platforms for SEM by Google AdWords (on Google Network) and Bing Ads (on Yahoo Bing Network) are in the market.

**Content Marketing**

This term denotes the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. The channels which play a part in your content marketing strategy are Blog posts, Ebooks and whitepapers, Infographics, Online brochures and look books.

**Social Media Marketing**

The practice promotes brands and contents on social media platform to increase brand awareness, drives traffic, and generate leads for your business. The channels come under social media marketing includes Facebook, Twitter, LinkedIn, Instagram, Snapchat, Pinterest, Google+, etc.

**Pay-Per-Click (PPC)**

PPC is a method of driving the traffic toward the promotional website by paying a publisher every time your ad is clicked. The most commonly seen PPC is Google AdWords, which allows you to pay for top slots on Google’s search engine results pages at a price “per click” of the links you place. The similar channels where PPC works are Paid ads on Facebook, Promoted Tweets on Twitter, sponsored Messages on LinkedIn.

**Affiliate Marketing**

This is a performance-based advertising platform where you receive commission for promoting someone else’s products/services on your website. Affiliate marketing channels include:

- Hosting video ads through the YouTube Partner Program.
- Posting affiliate links from your social media accounts.

**Native Advertising**

Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed. It refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. BuzzFeed-sponsored posts are a good example.

**Marketing Automation**

The Marketing automation refers to the software that serves to automate repetitive tasks they would otherwise do manually, such as: Email newsletters, Social media post, scheduling, Contact list updating, Lead-nurturing workflows, Campaign tracking and reporting.

**Email Marketing**

For promote content, discounts and events, as well as to direct people toward the business’s website Email are often used. The types of emails you might send in an email marketing campaign include: Blog subscription newsletters, Follow-up emails (At the time of Downloading), Customer welcome emails, Holiday promotions to loyalty program members, Tips or similar series emails for customer nurturing.

**Online PR**

The Online PR is a practice of securing earned online coverage with digital publications, blogs, and other content-based data/websites. It’s much like traditional PR, the channels you can use to maximize your PR efforts include: Engaging comments on your personal website or blog.
Inbound Marketing
The Inbound marketing refers to the “full-funnel” this approach is to attracting, engaging, and delighting customers using online content. Every digital marketing tactic listed above throughout an inbound marketing strategy can be used by the company.

RESEARCH METHODOLOGY
We have generated a question bank and asked these questions to marketing Professional and local public of Bhopal region of different market area as well as collected secondary data from authorised websites, articles, newspapers, past research’s, it’s been really interesting to see what ‘rocks our digital world’ since there are some common themes amongst the top 3 and some activities surprisingly low. The questions we floated was around the most important commercial trends. We had around 75 votes out of 120 people who actively participated and provide all answers from marketers in different types of businesses as well as customers using the digital market in any terms in the Bhopal Region. After using random sampling techique. Blending the secondary data and primary research I came up with following result which defines the trend of Digital marketing in current era and the futuristic market trends approach towards customer and marketers.

The top 3 rated digital marketing techniques and changing trend were taken into consideration for research purpose as follows:

- Bhopal Digital Growth in comparison to other factors
- The Changing Trends of Digital Market in Urban India.
- Top Rated digital market techniques of 2017 (for Bhopal Region)

- Analysis of Content marketing trend
- Analysis of Big data market
- Analysis of Marketing automation
- Major factors affecting digital market

CHANGING TRENDS
The number of internet users in India is expected to reach 500 million by June 2018, said a report by the Internet and Mobile Association of India (IAMAI) and Kantar IMRB. The number of Internet users stood at 481 million in December 2017, an increase of 11.34% over December 2016 said the report titled, “Internet in India 2017.”

Internet penetration in Urban India was 64.84% in December 2017 as compared to 60.6% last December. In comparison, rural Internet penetration has grown from 18% last December to 20.26% in December 2017. The report also finds that an estimated 281 Million daily Internet users, out of which 182.9 million or 62% access internet daily in urban area, as compared to only 98 million users or 53%, in rural India. There are estimated 143 million Female internet users overall, which is approximately 30% of Total Internet users. “While Digital India is paving its way in rural India, the underlining digital gender gap still persists. Digital literacy
is therefore a key to ensure everyone stays informed, engaged and safe online,” it added.

- **Source:** [https://economictimes.indiatimes.com/tech/internet/internet-users-in-india-expected-to-reach-500-million-by-june-iamai/articleshow](https://economictimes.indiatimes.com/tech/internet/internet-users-in-india-expected-to-reach-500-million-by-june-iamai/articleshow)

The below statistics shows that various digital marketing activities with the greatest commercial impact in Bhopal in 2017. The Content Marketing having the highest impact on the business of the company. There are a clear top three techniques, each over 10%. It’s no surprise to see content marketing ‘top of the pile’ since this has been in the top three for each of the years we have run this poll. More of a surprise is that Big Data is in second position. I think this is because marketers are aware of the potential of using data as what we call ‘actionable insight’. In third position is Artificial Intelligence and Machine Learning. It’s good to see the interest in these techniques covering a lot on the blog.

**CONTENT MARKETING TRENDS**

The city businesses are now using a strategic approach (40%), so this is a trend we can expect to see continuing in 2017 in Bhopal Madhya Pradesh. It is expected that there will be more focus on ROI (return on Investment) as the cost and competition within content marketing increases.

**BIG DATA**

Big Data marketing applications include market and customer insight and predictive analytics the 3Vs of Big Data show why this is a key trend selected by many in Bhopal region, It has been experienced the increase in volume, real-time data and data formats in their business and want to exploit the value to increase sales through personalisation on websites and through email marketing through predictive analytics.

**MARKETING AUTOMATION:** (including CRM, behavioural email marketing and web personalisation)

Like content marketing, marketing automation still have potential for improving their automation as our research on the State of Marketing Automation shows. To help with this knowledge gap the most common questions at the end are ‘where do we start’ and ‘how do we get to the next level’.

**MAJOR FACTORS AFFECTING THE DIGITAL MARKETING**

India’s literacy rate is at 91.58 %. Kerala is the most literate state in India, with 96% literacy. The states account for about 84.65% of all illiterates in Bhopal. Thus, increasing literacy positively effecting the digital marketing growth in Bhopal region have much higher.

- **Technology:** The mobile and internet rates are very competitive and now it is in reach of a common man also.

- **Cost of advertising:** The cost of advertising is very low. One can have its own website in just Rs. 5000 in Indian as well as in Bhopal he can start his website in less than 2000/- One can promote his product on Google with Google Adsense with just Rs. 1000 a month which is easily available by Goole Company.

- **Inherited limitation of Technology:** In India the youth is very adaptable towards technology but still large population is not so friendly with the electronic gadgets.

- **Lack of Online Business Experience:** Lack of awareness about the digital marketing in Bhopal is also a major limitation in the growth of the digital market.
FUTURE OF DIGITAL MARKETING IN BHOPAL

The growing Trend of Digital Market in Bhopal is an evident that the Digitization is taking place with a high speed. E-commerce website are providing all the better goods and services through online portals today, according to the survey report 27% of advertisers in would increase their mobile advertising spend by 30% or more by 2020 in Bhopal. Whereas according to the WARC Survey report mobile advertising spend by 50% or more by 2022 in India.

As per the report, consumer product will be the most dominant sector in terms of advertisement spending with an approx. of 23% share of the total expenditure. Many advertisers of Bhopal will increase their ad spending to spur demand. All reports and surveys conducted around the Bhopal region are showing that the digital marketing will grow more by 2022 and maximum youth of Bhopal will be technology friendly by 2020.

CONCLUSION

The goal of this research paper was to examine the best digital marketing strategies for Bhopal region, in-depth review of literature the study revealed several digital marketing strategies that are useful to companies, businesses, non-profits, educational facilities and other professionals for Bhopal region. The literature pointed clearly in the direction of combining technology with many marketing ideologies. A radical change at Bhopal city towards the digitalization. The consumer is looking and searching more on internet to find the best deal form the sellers around India. The purchasing trend has changed tremendously in Bhopal region. Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, are becoming more and more common in our advancing technology. Today we all are connected through what’s app and Facebook and the increasing use of social media is 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.

It’s 2018 and the digital marketers are getting ready to face the disruptions and challenges coming in the way of achieving their goals. They bank on technological advancements time to time and gain the optimum outcome. As we witness a transformation from a laptop and desktop-driven age into the mobile-driven era, the advent of new marketing trends is inevitable in the digital world. We are going to note worthy digital market trend that are going to impact the marketing strategy of Bhopal in the year 2019 and beyond i.e. AI (Artificial Intelligence), IoT (Internet of Things), AR (Augmented Reality), and other technologies are all set to bring radical changes in conventional digital marketing practices in Bhopal very soon. Along with this, the user behaviour and protection of their privacy will take centre stage in the year 2019 for Bhopal region. It is interesting to see how digital marketers get adapted by the city people to these trends and come up with the strategies that address the marketing and branding requirements of their clients worldwide. Some digital marketers are well-versed in using the cutting-edge automated tools. With a vast experience of serving the Bhopal clientele across industry sectors, the professionals may come up with the most customized digital marketing campaign to get an optimum output.

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