

# Digital Marketing: The Next Brand Promotion Paradigm

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**Abstract:** Digital marketing, or e-marketing, refers to the use of electronic media by marketers to advertise and promote products or services on the market. It is currently the most preferred and is continuously growing at an annual Compound Annual Growth Rate (CAGR) of 40%, as can be seen on many online platforms all over the world. In India, digital marketing is projected to have a brighter future as services and businesses are increasingly becoming online. E-marketing has emerged as a more economical and powerful medium of brand promotion. This study aims to discuss the future trends and scope of digital marketing in India.

**Keywords:** Brand promotion, Digital marketing, e-marketing, Advertising

## 1. Introduction

Digital marketing, also known as e-marketing, refers to the promotion of products or services through electronic media or digital technologies, mainly the Internet but also including mobile phones, digital display advertising, and any other digital medium. The main purpose of digital marketing is to attract consumers and allow them to interact with the product or service through digital media. The year 2017 marked a major milestone in web usage for digital marketing, as more than half of the world's population is now connected to the internet [1], as shown in Figure 1. This accounts for a 10 percent increase in the total number of web users compared to the previous years. As shown in the statistics in Figure 2, the world's Internet users, mobile users, and social media users continue to grow indiscriminately [2].

Digital marketing can be divided into smaller divisions that can work in various directions, contributing to the overall growth of an organization. It empowers a digital marketing strategy aiming to enhance sales, raise brand awareness, and establish a new endeavor. The future of marketing is rapidly transforming from traditional mediums to digital ones rapidly.

Earlier in India, the internet was limited to 16% until the end of 2013, and in 2014, usage of the Internet is increased and at that time, 31% of people were familiar with the internet [3]. Now, in 2017,

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more than 70% of businesses depend on the Internet and digital marketing, and it is expected that very soon, about 90% of businesses in India will become dependent on online marketing.

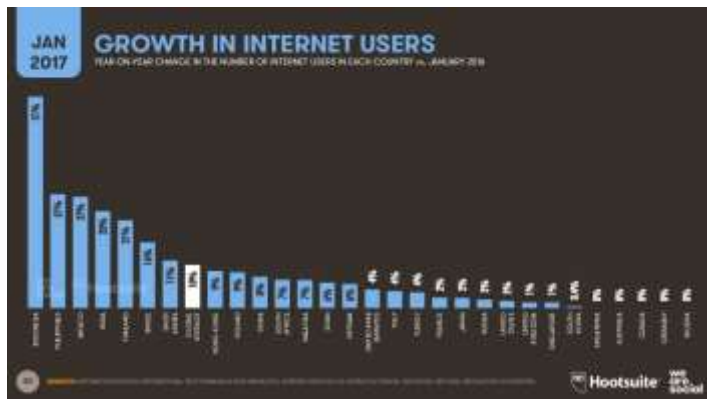


Figure 1. 2017 Growth in Internet Users [1]



Figure 2. Statistics of the World’s Internet Users, Mobile and Social Media Users [1][2]

Digital marketing spending in the United States from 2014 to 2019 (in billion U.S. dollars)

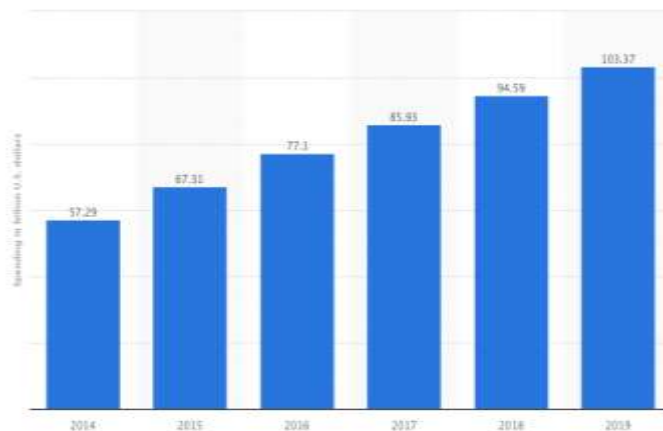
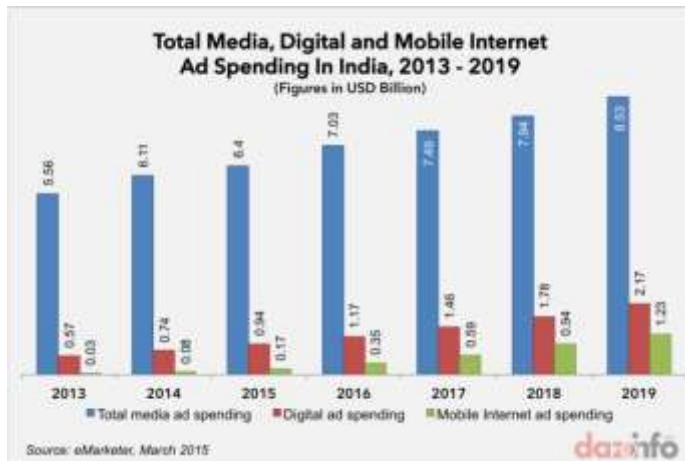


Figure 3. Digital Marketing Spending in the US in 2014 to 2019 [4]

Nowadays, digital marketing spending trends globally, especially in the US, offer valuable insight into the industry [4]. According to Forrester Research’s forecast, digital marketing spending will

continuously rise through 2019 [5], as shown in Figure 3. India is home to the second-largest number of people in the world. It is also a major contributor to the Information Technology (IT) and Technology sectors in general. The country's digital population is also growing fast. The number of people who are online and on social media is increasing with every passing day, and companies are betting big and investing a lot in our country. Figure 4 shows this continuous growth in media, digital, and mobile ad spending in India from 2013 to 2019.



**Figure 4.** Digital and Mobile Ad Spending in India in 2013 to 2019

Digital marketing technologies permit customers to keep up with the company's information [6]. The increasing usage of social media is another key trend, which has been one of the most persistent mediums of digital marketing around the world [7].

From Facebook and Instagram to Snapchat and YouTube, both brands and marketers have started creating and publishing personalized content, stories, and entertainment channels as a huge part of their marketing strategy. Currently, India is the second largest user of Facebook and YouTube in the world, and if this trend continues, conventional marketing mediums like radio, print, and TV will soon give way to digital marketing as the ace of spades in every brand's pack of marketing cards.

The report by the International Journal of Advanced Research Foundation revealed that India is getting to see the golden period of the Internet sector between 2013 and 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing [8].

The remainder of this paper is organized as follows: Section 2 outlines the status of digital marketing in India; Section 3 presents the scope of digital marketing in India; and Section 4 concludes the study.

## 2. Digital Marketing in India

Internet users in India have increased to 10.1% of India's population, according to Google's data. Which may be very low when compared to the United States. In addition, according to Google's data, Internet users in the USA make up about 78.2% of the country's population. The number of Internet users in India will reach 480 million by August of 2017. Which is, most of all, a notably good number for a developing country like India. But the numbers reach about 750 million prospective users in India in rural areas. The number of internet users in India is rapidly on the rise.

Many foreign business companies had begun investing in India. Furthermore, in this aspect, the digital marketing field is a very compatible IT service in the Indian market. Most IT professionals see digital marketing jobs as a source of stable income [9].

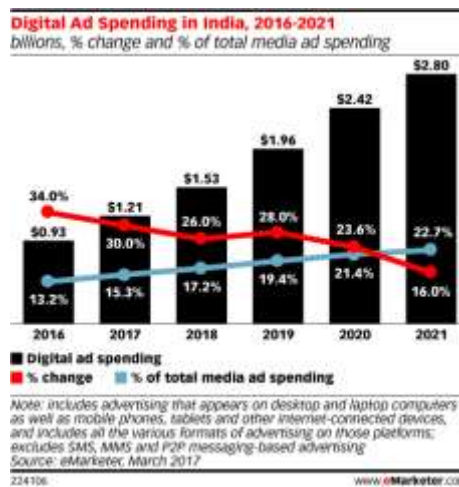


Figure 5. Digital Ad Spending in India from 2016 to 2021 [10]

According to The Economic Times in India, digital marketing will create 1.5 lakh jobs in India by 2017 [11]. In this regard, numerous digital marketing job opportunities in India have been identified that will become trending in 2017. This list provides digital marketing beginners with an idea of the salary range, skills required, and scope of career opportunities in digital marketing. Figure 5 shows the projected digital ad spending in India from 2016 to 2021 [10].

## 2.1 Different Digital Marketing Career Options

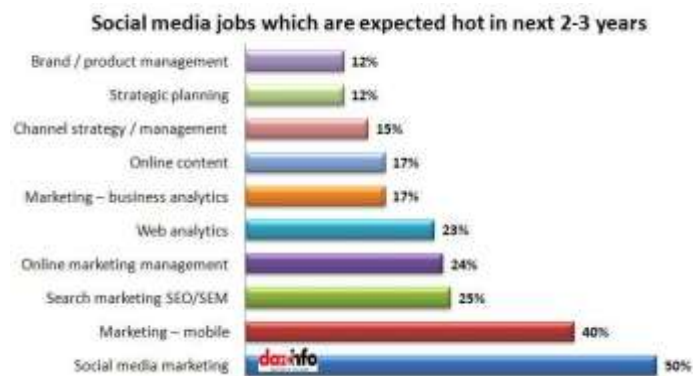
Digital marketing has brought new career opportunities that are not only limited to artists, models, and marketing content experts, but are now growing with the integration of information and communications technology (ICT). The following list identifies career opportunities in digital marketing:

- Digital Marketing Manager
- Search Engine Optimizer (SEO Executive)
- Social Media Marketing Expert
- Content Marketing Manager
- Copywriter
- Search Engine Marketer/ Specialist
- Inbound Marketing Manager
- Conversion Rate Optimizer
- Email Marketing Manager
- Web Analytics Expert or Market Data Analyst
- UX Specialist or Information Architect
- Mobile App Developer/Mobile Marketer

## 2.2 Digital Marketing Trends in 2017

In 2017, digital marketing has become a major strategy for organizations to promote their brands [12][13]. It has been enormously adapted by the thriving fields in the areas of entertainment, shopping, and news, as compared to the traditional marketing methods [14]. Figure 6 shows the expected trends in social media jobs [15]. The following list is expected to be the hottest trends in digital marketing in 2017.

- Search Engine Optimization
- Search Engine Marketing
- Social Media Marketing
- Social Media Optimization
- App Store Optimization
- Inbound Marketing
- Video Marketing
- Mobile Marketing
- App Marketing
- Affiliate Marketing
- Email Marketing
- Content Marketing
- Conversion Rate Optimization
- Lead Generation



**Figure 6.** Expected Trends in Social Media Jobs

## 2.3 Digital Marketing Trends for Organizations

Organizations are faced with challenges in choosing a marketing strategy for promoting their brands of products and services. More so, they are faced with increasing opportunities brought by digital marketing as more and more mediums and platforms become available to use in digital marketing.

According to the Digital Marketing Institute, the five key digital marketing trends for organizations in 2017 include the following list [16]:

- In-store marketing
- Live video
- Expiring social content
- Wearable mobile devices
- Interactive Content

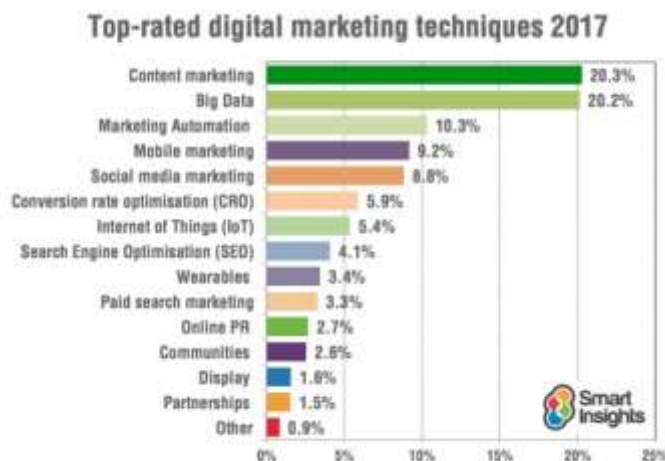


Figure 7. Top-rated Digital Marketing Techniques in 2017 [17]

In Figure 7, the top-rated digital marketing techniques in 2017 are shown [17]. Content marketing has topped the list of marketing techniques, followed by big data, marketing automation (including CRM, behavioral email marketing, and web personalization), mobile marketing (including mobile advertising, site development, and apps), social media marketing (including social CRM and social customer care), conversion rate optimization (CRO) (including improving website experiences), Internet of Things (IoT) marketing applications, search engine optimization (SEO or organic search), wearables, paid search marketing, online PR (including influencer outreach), communities, display advertising, partnerships (including affiliate and co-marketing), and other trends. As digital technology gets more sophisticated, the opportunities for brands and businesses to interact with their consumers are seemingly endless.

### 3. Scope of Digital Marketing in India

The digital marketing industry is flourishing, not just in India but in all parts of the world. The industry was taken in surprise in 2016, when over 1.5 lakh job opportunities emerged in the digital marketing domain [11]. A bigger surprise followed in the first quarter of 2017, when it marked 8 lakh job opportunities.

The surveys conducted by several forums have predicted that this number of job opportunities will grow with significant digitalization in India. In addition, India's Prime Minister has been actively promoting the idea of digital India [18]. It is a program under the Government of India, which was started in 2015, that covers various aspects of the digital advancement of the country. PM Modi's digital India campaign gained massive popularity. The Government of India's initiative is aimed at providing

easy services to its populations. With India's government promoting digital interaction, it is expected that the digital marketing scope will eventually grow enormously.

The digital marketing industry is said to be at its peak at the moment due to many reasons, including the following:

- It is flexible;
- Eco- friendly;
- Fastest Reach;
- Influential;
- Job opportunities;
- High engagement;
- Small investments and big returns;
- Measure the immediate results.

Entrepreneurs refer to those who build their own businesses with their own ideas and resources. They must require digital marketing in order for their ideas and presence reach more people, and more specifically, their customers. Without digital marketing, they might not convert their business into a reputable brand.

With the help of digital marketing, organizations and businesses can easily reach their deserved sales and revenue, even with a small budget. The best part of digital marketing is that you can start it with zero or just a small investment. Low cost, yet high return on investment.

#### **4. Benefits of Online Marketing over Offline Marketing**

This study shows how digitalization has revolutionized marketing in India and even globally. Digital marketing, also known as e-marketing, is seen to have been growing exponentially, and more and more job opportunities have opened. Digitalization has modernized traditional marketing on a global scale, wherein a simple selling activity becomes social shopping. In comparison with traditional marketing strategies, the following advantages of digital marketing have been drawn:

- Target only the most interesting audience.
- You can start without spending or only with a small investment.
- Advertising products can be done at specific hours, times, or days.
- Fully controlled as per your location, budget, and time.

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