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### **A Study of Emerging Trends and Confronts in Digital India**

**Dubey Sweety\* and Gupta Bhuwan**

Department of Management Studies, Department of Management Studies, MITRC, Alwar (Raj.)  
India

E Mail- [vishalvanshika786@gmail.com](mailto:vishalvanshika786@gmail.com), [bhuwanalw@rediffmail.com](mailto:bhuwanalw@rediffmail.com)

#### **ABSTRACT**

In the previous couple of years, the web and web based business exercises have turned out to be one of the quickest developing advancements that assuming a huge part in the day by day life of person. Today, E-promoting is a standout amongst the most rising innovation in IT and E-Commerce area. E-promoting is additionally alluded to as Internet advertising (IM), web based showcasing or web-showcasing, implies utilizing the web to market and offer merchandise and ventures. E-Marketing discovers the correct crowd to whom products and enterprises are to be given by the business associations. It comprises of all procedures and exercises with the reasons for pulling in, discovering, winning and holding clients. It comprises of all procedures and exercises with the motivations behind drawing in, discovering, winning and holding clients. The extent of E-Marketing is considered to be expansive in scope it doesn't just use to advance showcasing over the web yet additionally helps in advertising too through email and remote media<sup>4</sup>. Digital advertising, which is likewise called on the web or web showcasing, includes the utilization of intuitive, virtual spaces for advancing and offering products and ventures. Truth be told, new synchronous, web based correspondence skill had added to the restructuration of major financial parts including promoting. Being financially savvy, adaptable, and quick and getting a charge out of an on remarkable worldwide achieve, advanced showcasing has realized distinctive organizations ridiculous increases. This paper analyzes the new emerging trends of Digital Marketing in India and its and opportunities ahead. Information technology has malformed the way people work.

**KEY WORDS:** Marketing Sector, E- Marketing, Electronic Media, e– books

#### **\*Corresponding Author**

**Sweety Dubey**

Department of Management Studies,

Department of Management Studies, MITRC, Alwar (Raj.) India

E Mail [vishalvanshika786@gmail.com](mailto:vishalvanshika786@gmail.com),

## I. INTRODUCTION

Due to globalization, not only nations are coming closer to each other but also different sector undergoes into significant changes. And marketing sector is also affected by this and experiencing so many changes continuously. To sell our product through internet or digital media is known as E- marketing. Types and size of business organization affects marketing traditionally but in today's scenario, digital technology is a valuable addition. E- Marketing is also known as web marketing and online marketing. E- Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations<sup>4</sup>. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. Advanced showcasing is an expansive term which alludes to the advancement of items or brands by means of at least one types of electronic media. For example, publicizing mediums that may be utilized as a feature of the advanced promoting technique of a business could incorporate reputation endeavors made through the Internet, web-based social networking, cell phones and electronic bulletins, notwithstanding computerized, TV and radio channels. Advanced promoting endeavors incorporate website improvement (SEO), web search tool showcasing (SEM), content showcasing, influencer showcasing, content mechanization, battle promoting, and internet business promoting, online networking promoting, web-based social networking enhancement, email coordinate promoting, show publicizing, e- books, optical circles and diversions, and some other type of computerized media. It likewise includes non - Internet channels that give advanced media, for example, cell phones (SMS and MMS), callback and on-hold portable ring tones<sup>5</sup>.

### *Definition*

*“Internet Marketing or E-Marketing is the process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media.” “E-marketing means using digital technologies to help sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model.”*

## II. OBJECTIVES OF THE STUDY:-

1. To study the concept of digital marketing in India.
2. To identify the new emerging trends in digital marketing

### III. METHODOLOGY

For the purpose of the present study, mainly secondary data have been used. The required secondary data were collected from the journals, research papers,

### IV THE TOP MARKETING WAYS in 2017

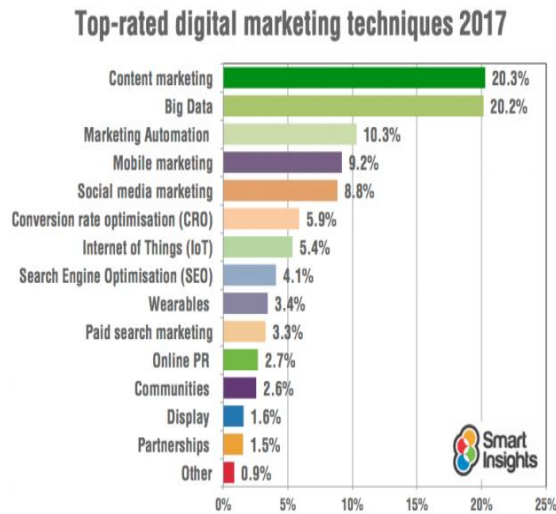


Fig1:- Top rated marketing techniques 2017

So as to make progress one assume to move in the accompanying way

- Plan Create an organized arrangement and guide by looking into your present shortcomings and the chances to help online leads and deals
- Manage Review your promoting exercises, so you know where to center to get the Quick Wins which will have the greatest effect
- Optimize Learn the prescribed procedures and achievement components to enable you to contend to show signs of improvement comes about It is no misrepresentation that you live in a computerized world and from that point of view it is basic that your business has a noteworthy nearness in the advanced space. In pith, advanced advertising is the eventual fate of promoting on the planet with the additional favorable circumstances that it is less expensive than conventional showcasing and is quantifiable.

**1. Content Marketing:-** Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

According to the Digital India 2016 study from Indian marketing technology company Octane Research, 72 per cent of Indian marketers considered content marketing to have an impact on raising brand awareness,

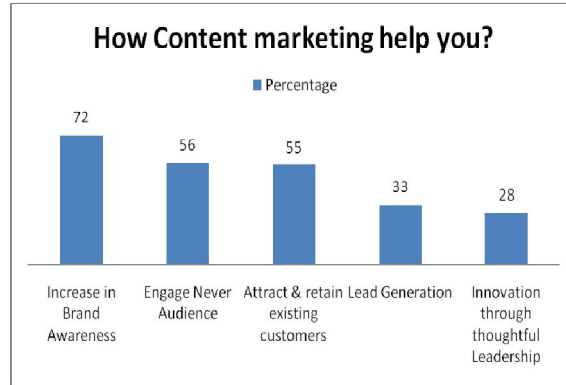


Fig 2:- On the basis of research done by Octane Study Research in 2016

As digital advertising becomes more personalized and as companies strive to improve their communication with their target audience, content marketing will evolve and play a key role in marketing strategies in 2017.

## 2. *Big data*<sup>2</sup>

Big data is not a single technology or a shortlist of vendors. It's a loose collection of evolving tools, techniques and talent. Gartner defines big data as "high volume, velocity and/or variety of information assets that demand new, innovative forms of processing for enhanced decision making, business insights or process optimization." In practice, big data can be divided into three categories: storage, processing and analytics. Big data and predictive or real-time analytics have a big role to play in how marketers predict and analyze customer behavior. For example, with access to big data, marketers can create customer personas that ensure their digital marketing efforts are geared towards a specific type of buyer.

Big data today is not confined only to the Internet. For example, stores are amassing data on their customers' visits and purchases every single day using cutting-edge technologies. With this kind of data available to marketers, the opportunities for growth are limitless.

### ***3. Marketing Automation (including CRM, behavioral email marketing and web personalization)***

Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online and automate repetitive tasks

#### ***Benefits of Marketing Automation***

- 93% of B2B buying decisions start with online research - use MA to profile your visitors and deliver personalized customer journeys to deliver qualified leads
- Automated lead scoring drives qualified leads to your sales staff alongside each lead's behavioral data, this helps to improve conversion rates and shortens sales cycles
- Increase email open and click rates through personalized, relevant content delivered at the right time
- Aggregated and centralized analytics from several sources provide amazing insights into inbound marketing performance, i.e. filters, user behaviors, web routes, searches and social
- Assists in building relationships and nurturing customers over the long term
- Takes care of repetitive tasks, reduces costs and delivers more gain
- Enables A/B testing of emails, site content, landing pages, etc
- Provides you with significant competitive advantage

### ***4. Mobile Marketing***

Mobile is growing and continues to be an important channel for brands and consumers. Apps are equally popular and messaging apps are slated to be the next big thing. According to Yahoo's Flurry Analytics, 90 per cent of time spent on mobile is spent on apps. This 90 per cent figure is key insight as brands decide whether to create apps or restrict themselves to mobile-optimized websites. These insights do have implications for mobile advertising.

### ***5. Social media marketing including Social CRM and Social Customer Care<sup>2</sup>***

Social media marketing refers to the process of gaining traffic or attention through social media sites. The digital India study stated that social media help them to engage effectively with their customers. Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks

Classmates was one of the Internet's earliest social networking websites, appearing in December 1995, followed by Six Degrees in May 1997, Ryze in October 2001, Friendster in March 2002, LinkedIn in May 2003, hi5 in June 2003, MySpace in August 2003, Orkut in January 2004, Facebook in February 2004, Yahoo! 360° in March 2005, Bebo in July 2005 and Google+ in July 2011

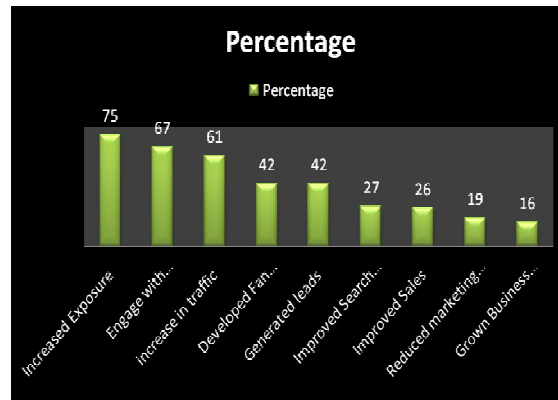


Fig3: On the basis of research done by Octane Study Research in 2016

## Social CRM?

*Social CRM simply adds a social dimension to the way you think about customers and your relationship with them.*

## 6. Conversion rate Optimization (CRO) / improving website experiences

Conversion rate optimization (CRO) is the systematic process of increasing the percentage of website visitors who take a desired action — be that filling out a form, becoming customers, or otherwise. The CRO process involves understanding how users move through your site, what actions they take, and what's stopping them from completing your goals

A conversion is the general term for a visitor completing a site goal. Goals come in many shapes and sizes. If you use your website to sell products, the primary goal (known as the macro-conversion) is for the user to make a purchase. There are smaller conversions that can happen before a user completes a macro-conversion, such as signing up to receive emails. These are called micro-conversions.

## ***Examples of conversions***

### **Macro-conversions:**

- Purchasing a product from the site
- Requesting a quote
- Subscribing to a service

### **Examples of micro-conversions:**

- Signing up for email lists
- Creating an account
- Adding a product to the cart

## ***7. Internet of Things (IoT) marketing applications-***

The Internet of Things (IoT) refers to a phenomenon and an entity. It refers to the way Internet connectivity has expanded to include everyday objects and to how those everyday objects interoperate with our daily lives<sup>4</sup>.

## ***8. Search Engine Optimisation (SEO or organic search)***

In layman's terms, Search Engine Optimization or SEO is basically tweaking your site with the goal that it comes up normally or naturally for indexed lists in Google, Yahoo Bing or some other web index. Google refreshes its calculations consistently with the goal that lone the pertinent outcomes come up. From that point of view, numerous specialists say that SEO is dead and the exertion is worthless. In any case, actually Google tries to counteract calculation control and channels locales that don't should be on the highest point of SERPs (Search Engine Result Pages). So there is no uncertainty you ought to put resources into SEO work. Your site should deliver the details identified with substance and question coordinating, spidering, ordering, and translating non content substance. Keep in mind, it is the most cost - powerful advertising technique that will convey natural activity to your business.

## ***9. Wearables***

Wearable technology, wearable, fashionable technology, wearable devices, tech togs, or fashion electronics are smart electronic devices that can be worn on the body as implants or accessories.

### ***10. Paid search marketing***

Web crawler Marketing or SEM is the thorough technique to direct people to your business, through paid endeavors. Thus it is additionally called Paid Search Marketing. The universe of SEM is assorted and complicated. Based on your business structure, you may pick PPC (payper-snap) or CPC (cost-per-click) model, or CPM (cost-per-thousand impressions) demonstrates. There are diverse stages for SEM. By a long shot, Google AdWords (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most famous. SEM likewise incorporates Display Advertising, Search Retargeting and Site Remarketing, Mobile Marketing and Paid Social Advertising. You may pick a solitary point system like PPC, or go for an entire SEM procedure, including Display and Retargeting. In any case, whatever you do, ensure your work is overseen by specialists as wrong arranging may influence your expenses to go haywire.

### ***11. Online PR (including influencer outreach)***

Online PR activity is closely associated with improving results from many of the other digital marketing communications techniques in particular social media, SEO (link-building), partnership marketing and viral marketing / word-of-mouth marketing.

Online PR can be a great, low-cost technique for making more people aware of your brand or website, but it requires a lot of hard-work - there are no short corners.

### ***12. Communities***

**Community marketing** is a strategy to engage an audience in an active, non-intrusive prospect and customer conversation. Whereas marketing communication strategies such as advertising, promotion, PR, and sales all focus on attaining customers, Community Marketing focuses on the perceived needs of existing customers.

### ***13. Display advertising***

Display advertising is advertising on websites or apps through banners or other ad formats made of text, images, flash, video, and audio



## V. CHALLENGES IN DIGITAL MARKETING IN INDIA

### 1. *Increased Security Risk*<sup>2,5</sup>

As more data is shared on the web, there is more motivating force for programmers to discover approaches to get past your security.

We shop on the web, pay bills, submit applications with private data, arrange duplicates of our introduction to the world declarations and other essential archives, and significantly more. That is a fortune trove of information for cheats.

You may as of now have security for your site, for example, a great firewall, HTTPS encryption and possibly a decent antivirus program. Be that as it may, you'll require more. Work with a decent security group to distinguish the shortcomings for your sites and to make measures to diminish hazard.

### 2. *Cluttered Market*

There are billions of sites in a set number of specialties. In what manner will you influence your site to emerge among the rest? Website optimization is only one approach to enable you to ascend to the best, however it isn't sufficient. You need to discover approaches to give one of a kind and profitable substance, you need to have a unique voice, and you need to draw in individuals. Everything has just been done, so there's no utilization in attempting to rethink the wheel. You can't be preposterous or ridiculous in light of the fact that that bar is as of now too high. Same for stunning or disputable

### 3. *Less Focus on Keywords*

Previously, watchwords were the bread and spread of SEO. Locate the correct catchphrases and utilize them the correct way and your site could shoot to the highest point of query items, helping you get more movement and presentation. With the greater part of Google's calculation changes, watchwords have turned out to be less critical. They are as yet utilized, however they are not the core interest. Rather, Google slithers your site to get a feeling of the general tone and extension. It's a topical approach as opposed to look for and find. That means that you need to use search phrases rather than keywords and that you need to build content around topics rather than writing a blog post for each keyword you want to target. Make your site a resource for the phrase or question you are targeting and you will see results.

#### **4. More Ad Blockers**

The utilization of promotion blocking programming is developing exponentially, and the general population who are not utilizing them will soon be in the minority. That shows a major test for advertisers, who will experience serious difficulties inspiring individuals to try and see their promotions, let alone to follow up on them. Local promoting is developing as the best arrangement at the present time, including supported blog entries, audits and says. Purpose based local promoting will enable advertisers to get significantly more outcomes since it enhances focusing to guarantee that the correct clients are seeing the promotions.

#### **5. Increased Ad Costs<sup>5</sup>**

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## **VI. CONCLUSION**

E-marketing also offers organizations the chance to garner data about their purchaser base to an degree that has till now been exceptionally hard to achieve via traditional marketing techniques. The advancement of web marketing and social media advertising has prompted examples of organizations in late years that appear to minimal more than categories and channel information relating to items and benefits on the Internet, taking a small cut from any transaction that may happen as a result. In the following few years, internet marketing in India will fortify considerably further. Attributable to increased penetration of credit cards and easy access of figuring saw a promising development. This paper pondered the emerging patterns and difficulties in the consistently extending region of e-advertising. This field needs constant learning. One can't administer the way that it is an innovation decided approach. There is a terrifying need to stay up to date with the most recent improvements in the field of software engineering and data innovation. Inadequately made and executed projects make doubt among customers and advertisers. Spam, data fraud, intruding publicizing, specialized obstacles, not keeping terms with contract/understandings, hole between requested items and genuine conveyances have made significant doubt in e-promoting.

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