

Emerging Trends in Digital Marketing

S.Md. Ershad, Assistant Professor, Dept. of MBA, Santhiram Engineering College, Nandyal
M.Nagaraju, Assistant Professor, Dept. of MBA, Santhiram Engineering College, Nandyal

ABSTRACT

The massive Indian market is ever-changing quick. Internet access is mainstreaming among professionals and the use of mobile is intensive. The pace of modification continues to be fast with digital channels perpetually growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Good marketers stick with its high of the size of the modification and guarantee their promoting methods and bit point's mirror wherever the patron is disbursal their time. These notes provide a sense of the size of modification we've seen thus far and imply the size of what's returning.

Key words: Digital promoting, SEO, E-Commerce

I. INTRODUCTION

Digital marketing could be a part of a Digital Economy. India could be a fast-paced nation towards digital economy and this movement has been accelerated with the conclusion of the Indian Currency within the half-moon of year 2016. With it various government digital payment promotion schemes has been launched. Digital marketing needs digital promotion and promoting methods. The telecommunication sector additionally takes part in a vital role within the digitization movement. The recent launch of reliance telecommunication Jio with the free & unlimited internet facilities has played a revolutionary role.

The opposite outstanding firms like Airtel, Idea, and Vodafone & BSNL also are giving engaging net plans. Indian banks also are providing a lot of customer's friendly & secure cash dealing services. The current Indian client is disbursal longer on social media and net surfboarding. So the visibility of any product is a lot of through the digital medium than ancient promoting techniques. Digital is promoting techniques embrace Content, promoting, promoting Automation, Ad Words, SEO, Social Media, Email is promoting and web

site style. The key players role players associate degree infrastructure suppliers in digitization of an Economy area unit government, industry, searching Portal in India, internet Service suppliers and software package Service providers.

II. EFFECTIVE WAYS OF DIGITAL MARKETING

So as to attain success one supposes to maneuver within the following manner

Plan - produce a structured plan and roadmap by reviewing your current weaknesses and therefore the opportunities to boost up on-line leads and sales.

Manage - Review your marketing activities, in order that you recognize wherever to focus to induce the short wind which can build the most important distinction.

Optimize - Learn the most effective practices and success factors to assist you vie to induce higher results, it's no exaggeration that you simply board, a digital world and from that perspective it's imperative that your business has a impressive presence within the digital space. In essence, digital marketing is that the way forward for promoting within the world with the more benefits that it's cheaper than ancient promoting and is measurable. Let's list the various ways in which you'll use the digital medium to popularize and drive conversions for any startup or business.

SEARCH ENGINE IMPROVEMENT (SEO)

SEO is actually Optimization your web site in order that it comes up naturally or organically for search leads to Google, Yahoo Bing or the other program. Google updates its algorithms often in order that solely the relevant results return up. From that perspective, several consultants say that SEO is dead and therefore the effort is futile. However, the reality is that Google tries to forestall rule manipulation and filter sites that don't should air the highest of SERPs (Search Engine Result Pages). So there is no doubt you should invest in SEO work. Your web site should address the technicalities associated with content and question matching, spidering, indexing and interpreting

non-text content. Remember, it's the foremost cost-efficient promoting strategy that may bring organic traffic to your business.

SEARCH ENGINE IS PROMOTING (SEM)

Search Engine is promoting or SEM is that the comprehensive strategy to drive traffic to your business, primarily through paid efforts. Therefore, it's conjointly known as Paid Search promoting. The universe of SEM is various and complex. Based on your business structure, you will select PPC (paper-click) or CPC (cost-per-click) model, or CPM (cost-per-thousand impressions) model. There are unit totally different platforms for SEM. By far, Google Ad Words (on Google Network) and Bing Ads (on Yahoo, Bing Network) area unit the foremost common. SEM also includes show Advertising, Search Retargeting Remarketing, Mobile promoting and Paid Social Advertising. You will select a single-point strategy like PPC, or choose an entire SEM strategy, as well as show and Retargeting. But whatever you do, make sure your work is managed by experts as wrong planning may make your costs go haywire

CONTENT CREATION

Content is conferred in different formats, as well as blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and updates, images, banners, information graphics, podcasts, webinars, videos, or content for micro blogging and social media sites. All recent changes to Google's rule - be it Panda, Penguin or Hummingbird - point to the fact that the content is that the most significant metric whereas filtering search results. You'll be inventive and create content on any topic then skillfully link it in directly to your business. You may like to read our prefer to scan our article on a way to embrace content and market your startup or business freed from the price. Also, you wish to customize your content for various platforms. For example, the content for mobile phones should be crisp and short. Remember, an effective strategy will engage your readers and leave them interested in more information from you. Good content is shared and is the best way to branding your business.

SOCIAL MEDIA PROMOTING (SMM)

Social Media marketing or SMM is an associate degree branch of your SEM efforts. It involves driving traffic to your sites or business through social sites like Facebook, Instagram, Twitter,

Pinterest, Google+, LinkedIn, etc. As we tend to mention higher than, sensible content is shared and likable. Thus produce and customize content for various social media platforms. Bear in mind to be prolific and original; you need to interact with users on a commonplace, a minimum of four to 5 times daily. Your SMM efforts are particularly useful for branding and driving sales.

DIGITAL DISPLAY ADVERTISING

This again is a subset of your SEM efforts. You will use a spread of show advertising formats to focus on potential audience - be it text, image, banner, rich-media, interactive or video ads. You can customize your message based on interests, content topics, or the position of the client within the shopping for the cycle. However, note that display Advertising is comparatively expensive. You wish consultants to drive sensible ROI for your business.

III. RETARGETING AND REMARKETING

Essentially, Retargeting or Remarketing could be a strategy to focus on customers WHO have already visited your website. It's supported cookie technology. Retargeting has emerged as a more popular strategy as your target customers who have already shown interest in your business; and therefore the conversion rate is high. You will have engaged in Retargeting on your web site, or on social networks or on the mobile. Visualize your methods supported the customers' buying cycle

MOBILE MARKETING

The web site, apps and content is being made-to-order for mobile devices. The mobile user area unit growing day by day and it's the foremost effective means of promoting.

INTERACTIVE PROMOTING

Make sure your advertising strategy engages the potential client in an exceedingly oral communication. Consistent with a survey by ExpoTV.com, 55 Percent respondents most popular to own in progress communications with the businesses they purchase from; and 89 percent felt a lot of loyal to the companies if they were invited to supply feedback. Use tools like widgets and opt-in options to create your website interactive, solicit feedback and track user behavior. Interaction with the purchasers actively and customize, offers support their preferences and browsing activities.

VIRAL MARKETING

Viral promoting could be a strategy wherever a singular content spreads exponentially on-line, as a

result of the content is appreciated, shared and likable vastly. This can be a good thanks to complete and drive traffic to your web site. The content will take any format; all you wish is to be inventive.

EMAIL MARKETING

When you send an advert message through email to an inventory of potential customers, the strategy is named Email marketing or promoting. With an efficient email promoting software package, you'll maintain email lists that area unit separate supported many factors, as well as customers' likes and dislikes, and disbursement habits. Remember in mind to send customized emails; this helps to develop trust. However, note that Email marketing can also be thought of as spamming and there is a unit laws against it in some countries.

Affiliate Marketing

Affiliate promoting is a performance-based marketing program, wherever you pay publishers who bring you customers. The performance is also supported conversions - promotions, leads or simply sales. You will prefer to be a part of the affiliate program of different publishers. Essentially, the publishers can provide you with area in their pages to advertise your business and assist you drive conversions; and you may pay them based the compensation model. You may avail the assistance from the associate degree Affiliate Network, which can provide you with an outsized base of publishers, and an alternative edge like following and coverage technology. Affiliate promoting is very helpful for startups, because it can herald a lot of traffic to their business through high-traffic sites. In essence, Affiliate promoting could be a win-win state of affairs for each the merchants and publishers. Sites like Amazon, eBay; LinkShare and Flipkart run Affiliate Programs. In fact, most on-line businesses with considerable traffic have their own affiliate programs.

DIGITAL MEDIA PLANNING AND BUYING

When a media agency research and makes a comprehensive strategic framework, we tend to decide it Digital Media designing. Be it in driving sales or conversions, launching a new brand or marketing replacement complete new complete or promoting a longtime brand, or ever-changing client behavior, the media agency plans totally different platforms and formats to succeed in the required audience. It studies reach and frequency of various web-based and mobile applications. The agency works with totally different partners and buys relevant spaces and ideas. This can be known as Media shopping for. In essence, Media buying for and planning entails all the methods that we've

mentioned higher than.

WEB ANALYTICS

Perhaps, the foremost necessary side of your Digital marketing is web Analytics. Primarily, web Analytics help you to gather, measure, understand, analyze, plan, report and predict the online activities for your business. Web Analytics shouldn't be confused with web Statistics. As a critical easy coverage, internet Analytics provide you analyses and totally different angles to contemplate vis-à-vis your business. Some of the important internet Analytics tools area unit Google Analytics, Spring Metrics, Woopra, Clicky, Mint and Chartbeat. It goes while not speech that each publicist ought to use internet Analytics to grasp his business and improve the ROI and conversions.

IV. MAJOR FACTORS AFFECTING THE DIGITAL MARKETING

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

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.

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.

Inconvenience of Infrastructure facilities in India: The net property continues to be not obtainable in Indian rural areas.

Believe ancient business practices: man of affairs having running its business in an exceedingly small space and quite centered there on space solely then he prefers ancient ways in which of Promotion because it he finds it's a lot of visible to the folks around.

LACK OF ON-LINE BUSINESS EXPERIENCE:

Lack of awareness concerning the digital promoting is additionally a significant limitation within the growth of the digital market.

FUTURE OF DIGITAL MARKETING IN INDIA

- i. Day by day growing Digital Market in India is an understanding that the digitization is happening with a high speed. E-commerce web site is providing all the products and services through online portals on-line these days. The increasing range of e-commerce websites.

- ii. WARC Survey shows that thirty fifth of advertisers would increase their mobile advertisers pay by five hundredth or a lot of by 2020 in India.
- iii. According to the Group M report, client product manufacturers can stay the foremost dominant sector in terms of ad disbursement with a twenty eighth share of the full expenditure. Many advertisers can increase their ad disbursement to spur demand, helped by the buffer provided by low artifact costs that have reduced their input prices. Thus, all reports and surveys conducted round the globe area unit showing that the digital promoting can grow a lot of in returning years. The Youth of India is incredibly abundant technologyfriendly.

CONCLUSION

As we all are experiencing a radical change in India towards the digitalization. The consumer is looking and searching more on the internet to find the best deal from the sellers around India. 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, email 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 the whatsapp 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.

REFERENCES

1. Pratik Dholakiya (14 Gregorian calendar months 2015). "3 Digital promoting Channels that job for each Advertiser"
2. Prophet R., Internet Marketing I, manager Hill, New York, Vol. 4, 2001
3. Devi .C.S and Anita.M (2013), E -promoting challenges and opportunities! pg. ninety six –one hundred and five retrieved from www.ijrsm.in
4. www.returnonweb.com
5. www.digitalbuzzblog.com
6. www.digitalmarketing.com
7. http://shodhganga.inflibnet.ac.in/bitstream/10603/1994/1/11_chapter%203.pdf
8. https://www.theseus.fi/bitstream/handle/.../Narkiniemi_Johanna.pdf
9. www.kln.ac.lk/fcms/ICBI2011/ICBI%20CD/.../Papers/ICT%20201.pdf
10. <http://offers.hubspot.com/facebook-for-business>