



A study on the growth of consultancy firms in the field of digital marketing

Dr. Lakshman K,

Associate Professor and HOD, Jain university-CMS, SBMJEC Bangalore.

Dr. G S Raghavendra,

Assistant Professor, Jain university- CMS Bangalore.

Vrishti V B,

Shiva Yadav, Pavan Giri, Uday Gunuru, Anukriti Yadav

ABSTRACT



Management consulting as a profession is a coveted aspiration for management professionals. This academic note seeks to define management consulting as an industry, draw its boundaries, highlight the unique contributions of management consultants and consulting firms, and elucidate and analyse the analysis with past years based on few categories and suggestions for the management consulting industry, with a specific focus on the Indian context.

Introduction

Management consultancy firms are service agencies and has been a highly specialized category of business services for decades. The consultancy term has been limited to sophisticated consultancy firms and niche advertising agencies. Gradually, the marketing consultancy as services started to evolve rapidly due to the Internet and the rise of online marketing. According

to the evolution in entrepreneurship and how the business conducted, marketing consultancy had to expand its services beyond the traditional functions such as market research and branding strategy. The whole new dimensions of customer-centric, data-driven marketing and automation technology brought new functionality and process.

How do they strategize? After an understanding of emerging trends and industry disruptions, firms uncover the untapped potential inside your business to help it modernize and grow. We've helped businesses align their strategy to investments, unlock additional value from existing and emerging technologies and deliver the process automation and human experiences that create a long-term, sustainable impact.

- The challenges facing the management consulting industry fall into three broad categories

1. Competition and differentiation: As competition intensifies with the entry of heterogeneous players in the market, there is a significant need for consulting firms to define their unique identities and differentiate themselves from the rest, in an increasingly fragmented industry.
2. Organizational design of the management consulting firm: The traditional professional partnership organizational form is under threat with increasing globalization of consulting firms as well as their clients. This necessitates that consulting firms consciously adopt new organizational forms that best suit their contexts and identities.
3. Internal organization of knowledge flows to serve client needs: High knowledge intensity of management consulting firms ensures that firms proactively manage their knowledge flows within the firm, especially tacit organizational knowledge. Efficient leverage of organizational knowledge is essential for creating and maintaining the balance between exploitation of existing knowledge and creating new knowledge.

Review of Literature

Marketing consulting is considered as professional services provided by experienced and qualified experts in the field of marketing. While marketing teams and agencies are usually focused on implementation and execution, the marketing consultants are specialized in strategy, auditing, and analytics.

The consulting model is interconnected with the business plan on several levels. Firstly, the market research is a key stage for understanding the marketplace and the consumer. Setting the right perspectives and collecting useful insights is the corner stone in launching the brand and designing the business strategy. Contributions of marketing to the organizational structure and infrastructure are crucial in a digital-first world. Furthermore, the businesses are moving to customer-centric models which requires building an effective customer analysis and connect the online journey of the customer with the customer relationship data.

As a result, the consulting model has effective contributions to the business model. Using advanced consulting methods and marketing tactics is a cornerstone for building effective KPIs and a roadmap. In recent years, marketing consultants are becoming a highly reliable approach that can work with any business module, from startups to medium size and big brands.

Marketing consulting as a service enables businesses to access highly advanced marketing knowledge on reliable terms. Businesses hire marketing consulting professionals usually based on urgent needs and short time notice.

It is drastically different than researching for an agency or marketing executive since the commitment here is considered a long-term one. The type of commitment with consultants allows a considerably easy process of shortlisting and selection due to the type of agreement and results-driven conditions. The top benefits of marketing consulting services can be summarized in the following key features.

Businesses are always searching for highly specialized opinions and expert assistance to not just accomplish the task but also to provide a competitive edge in the market. The expansion of the marketing consultancy role has been subject to different prospective and offerings. Agencies provided the services based on their calibre and customized the services based on the client's needs. However, the complexity of digital marketing created a major demand for advisors in all the digital channels as well as platforms. Gradually, a new generation of marketing consultants started to join the force as freelance experts or sub-contractors. As a result, marketing consulting has been a specialized role conducted by highly experienced experts in certain marketing channel such as social media, or even technically specialized consultants in a platform such as HubSpot, Mail Chimp or Google Search Ads.

Marketing consulting is an external resource that brings new opinions to the table of stakeholders. The third-party intervention can provide new interpretations of the situation and the marketing problems. An experienced consultant has the ability to demonstrate accurate researches and provide an extensive hypothesis. Basically, being an external resource allows the marketing consultant to investigate more and to expand the analysis.

The role of marketing consulting services has become an approach to boost a certain strategic tactic. In some cases, the consultancy can be a project-based or retainer or even straightforward to profit and KPIs. This flexibility in hiring and managing the collaboration has changed the marketing departments to tab into more bold approaches and new verticals of technology and channels. Furthermore, it is easier to evaluate consultants by reviewing their work history as well as conducting test drives to explore their abilities in solving current problems.

Unlike full-time marketers, consultants are engaged on a temporary basis to carry out specific projects. This provides a higher level of flexibility and advances to consulting services. There are different models of commitments which the business can choose from such as the hourly rate or on a project basis. In some cases, it can value-based model which allows companies to have efficient budget control. In addition, consultants are more experienced than others and their contributions are highly concentrated which can save the cost of overheads. Finally, consulting service is a plug and play solution which can be hired on short notice and according to very specific contract conditions.

Our consultants develop content marketing strategies that are tailored to your marketing, commercial and business goals. Whether you need heavily researched content to establish thought leadership, promotional material to showcase new products or help to maintain a strong social presence across different channels, we can help.

Objective of the study

Consultants provide analysis, insights, and recommendations for clients using their own expertise in relevant fields and in problem solving. Different kinds consultants offer service in all areas, most famous being management consultants.

ESTABLISH A COLLABORATIVE RELATIONSHIP WITH YOUR CLIENTS

As a consultant, you should work with your clients almost as if you are peers working in a team. This is in contrast to the consultant who always works as an “expert” to direct the client what to do and when.

SOLVE PROBLEMS SO YOUR CLIENTS CAN SOLVE THEM LATER THEMSELVES

The approach to problem solving in the project should always involve your client’s learning about what is being done and why, so that later on your client might use similar approaches to solve similar problems after you are gone from the project.

ENSURE ATTENTION TO DEVELOPING THE PROJECT AND RELATIONSHIPS

The quality of the relationship between you and your client is a reliable predictor of the quality of the outcome of the overall project.

The main of the consultants are to help the enterprises through their various processes and system and guide them through proper directions. The consultants guide the entrepreneurs through the findings and information with bringing the required changes in the processes for the improvement of the enterprise. The consultants help in facilitating the business of the entrepreneurs with assisting them through evaluating the marketing scenario and looking for better opportunities.

Research methodology

This study will employ a mixed-methods research design, incorporating both qualitative and quantitative data collection and analysis techniques. The research will be conducted in two phases: literature review and an empirical study.

As a consulting firm, you conduct market research to give your clients stronger, more accurate advice to better understand their target market. Market research also helps you guide your clients through specific initiatives and goals.

Market research is essential for understanding your clients’ target audience and making strategic business decisions. While consultancies typically offer specific services to help clients, market research is used to drive decisions and create actionable plans for achieving goals. Here are some reasons to invest in the most effective market research solutions available.

Regardless of the services you provide or your client's goals, you will need to understand their industry to help guide their business decisions. Knowing as much as you can about the client can help them accomplish a range of goals, from increasing revenue to enhancing brand presence.

Client research will help you understand what your client is currently doing and what is working for them. You can learn about their brand perception, target audience and other vital information you will need to develop an actionable plan. Market research can also provide information they might be overlooking, like a market segment that can benefit from their product, service they aren't marketing to, or a process they can make more efficient.

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In the present work, the study of digital marketing mainly comprises of a consumer perspective, company perspective and third party perspective. Three questionnaires were prepared for each entity. The questions were related to know the attitude towards the use of digital marketing by the company, reasons for the growth of growth marketing and the impact on the volume of turnover of the company.

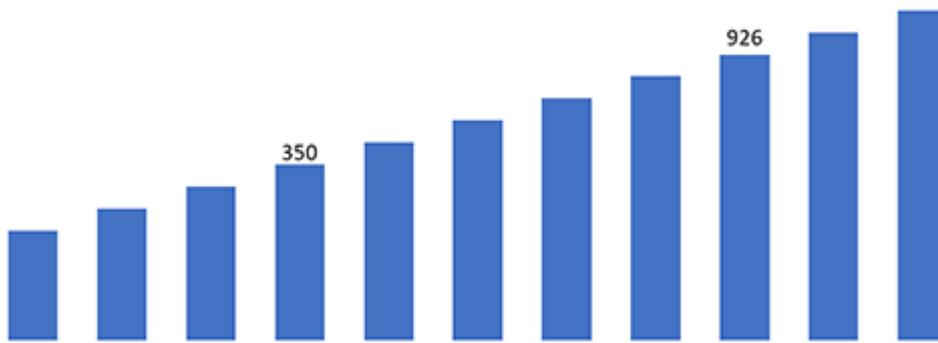
Analysis and Statistics

The digital marketing industry is growing at a rapid pace in India and everywhere in the world. Growth of digital marketing in India is very much prospective in the future too. Data says India ranks second in the world on the internet using list, just after China. By 2023, it is predicted that in India, there will be more than 650 million & by 2025, 900 million internet users which is a massive number and can build easily a strong digital ecosystem in the country.

Over the last few years, small towns and the rural belts of the nation have shown a noteworthy digital drive, according to a report which is 31 % of the population, adopting the internet actively in life. In fact, by 2025, rural India will precede urban India in terms of internet usage.

Indian Digital Marketing Market

Historical Market and Forecast
USD Billion



Source: www.expertmarketresearch.com



As per data, 67% of the urban population is using internet listing, Maharashtra at the top, Goa at second, Kerala at third, and Bihar at the last, followed by Chhattisgarh and Jharkhand. Moreover, we can see a direct impact of the Covid 19 pandemic on online marketing platforms.

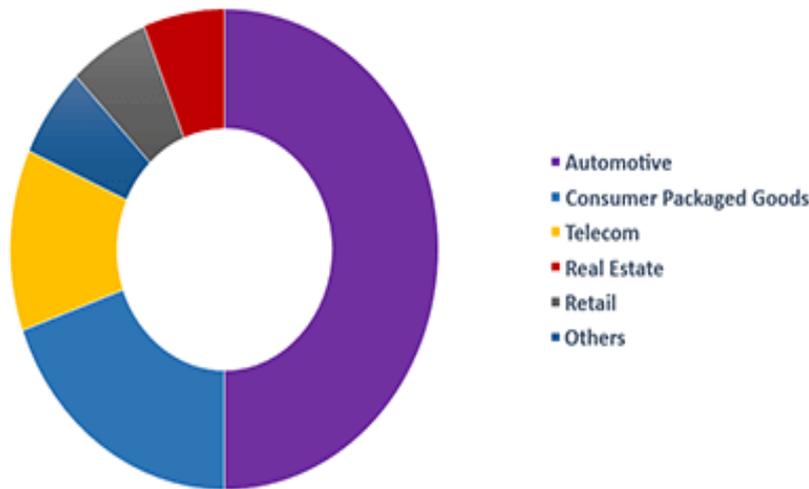
It has accelerated the digitalization of the nation by generating 100 million consumers towards a digital platform. Digitalization can be considered as the new concept of progress and it is the pillar of the economy triggering promotion, reach, sales and payments everything under one niche.

Digital marketing is the fastest growing industry. It is growing at a rate of 25% to 30% rate per year. Statistic says internet users' data of 2018 in India has reached up to 500 million. The leading factors to generate digital marketing growth are – social media channels, online portals, and high-speed digitization.

Due to globalization and rampant industrialization, the need for a Marketing Consultant has been increasing tremendously. This article aims to provide information on this fresh and recently developed career choice.

Indian Digital Marketing Market

Market Share by End User (%)



Source: www.expertmarketresearch.com

As per the recent stats, companies with marketing goal and digital techniques appreciate 429% more success.

Technology is being used by not only the education, government, administrative, and medical sectors but also by well-established companies and industries to set up new ventures with the clients.

Companies are using the web to locate potential clients, and this has led to the creation of new professions and career options.

Suggestions

- 1: Truly understand your clients
- 2: Sell results, Not services
- 3: Improve your client reviews
- 4: Know what your competitors are doing
- 5: Find the right partner
- 6: Create Engaging content about your consultant business
- 7: Organise your own consulting business events

Conclusion

We would like to conclude by saying that digital marketing sector is on a rapid rise and every other company is catching on to it so there is a clearly defined purpose for the consultancy firms more than ever ,Companies would require the management firms to define their identity in this sea of vast competitors and only through a unique identity a company can survive and sustain in today's brutal competition ,With the

rise in globalisation many companies have utilised the various opportunities presented to them throughout the world and are gaining huge profits but with the rise of an organisation their is also the rise in the probability in the increase of internal conflicts ,There are management consultant firms which are specialised not only in this area but also in various others such as analysis and understanding of emerging trends and industry disruptions,uncovering the untapped potential present inside a business to help it grow and modernise.

Many companies have indulged themselves in traditional marketing for decades ,digital marketing is something which is comparatively new and different and something which is bound to bring in reputation and good profits even now and in the future but the companies also have to be careful in order to sustain in the field of digital marketing and to guarantee their survival in the digital future which awaits us all ,Digital marketing consultancy firms will make sure that the objectives of these companies are met and their usage of digital marketing efficient and effective.

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