



Digital Marketing Sales in 2024: a Case Study of the Indian Market

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Abstract:

The appearance of digital marketing & digital marketing growth in India is certainly very appealing facts. A few years back, the concept of “Digital Marketing” was not such a fashionable phenomenon among half of the nation, but slowly the change has started to take place. The human mind has started to think technically even the marketing strategy, resulting in an interesting story of digital marketing growth in India.

In the modern era of the development of technology, everybody uses digital media to grow their business whether it is a small business or a very huge business. Putting business on digital platforms has become a need of the hour. No one is left behind in using digital media to boost their sales and business. The digital market is the new trend to introduce business to people.

In the following case study, we would analyze types of digital marketing and as a B2C we will examine the best strategy for 2024

Digital Marketing is nothing but the marketing strategies created upon the digital foundation. With the progress of the internet, human brains started to think that why not take advantage of this digital platform in marketing too? So, to promote a brand, make an advertisement, or record customer feedback, instead of traditional marketing props like billboards, hoardings, and television ads, people gradually begin to utilize various forms of online marketing. These all are mainly various types of marketing campaigns like video ads, social media posts, SEO marketing, online ads, etc. that seem to emerge on a desktop, laptop, mobile, or tablet when somebody is active on that digitally. Over time it is realized that this newly invented form of marketing is useful enough to draw the notice of the target audience and at the same time easy and more or less, cost-effective too



Types of Digital Marketing

Digital marketing can be categorized into major divisions -

1. Search Engine Optimization (SEO):

Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic

Search Engine Optimization or SEO is a marketing tool that helps a webpage to rank well organically in search engine ranking tournaments. When a keyword, video, or image is being sought in a search engine like Google, results come out, out of the lot we mostly prefer the organic results of page number 1.

Well, ranking on page number 1 is not so easy until and unless the search engine is optimized. Yes, a small change in a website in terms of SEO can bring a better change in the organic visibility of a web page. Four factors that trigger the optimization of a web page are –

- Optimized Content
- Optimized Title
- Internal & Outbound Link
- A Great User Experience

2. Content Marketing

Content marketing is a stylish marketing strategy of today's era. The target of content marketing is to make good appropriate content for the target audience. Valuable content can attract leads and turn the potential target group

into buyers. Nowadays content marketing strategy is not only used by the uppermost companies all around the world but also is an effective way to exposure to start-up companies.

Relevant content can appear in front of buyers in various forms, among which infographics, videos, webpages, podcasts, blogs, white papers, e-books, apps, public speaking, and presentations are at the top.

3. Email Marketing

Email marketing is a comparatively mature and the most profitable tactic of digital marketing. An organization can use email marketing to send newsletters or announcements to the contacts to aware the target audience about the brand and what kind of product or service they offer. Nowadays, email marketing is more about customer consent and personalization oriented than in the earlier days.

4. Mobile Marketing

It is not a bad plan to use mobile marketing for the campaigning of any business while as per data, 7.26 % of people worldwide are getting the privilege to carry mobile phones with them. Data says, among them, 6.64 % of people are using carrying smartphones which implies marketing through mobile can be proved as a hot idea in current days.

Marketers can keep the target listeners informed about the brand, product, or offer through SMS, MMS, Apps, websites, social media, and mail that appear on devices like phones and tablets.

5. Pay Per Click

The acronym of Pay Per Click is PPC. PPC is a form of digital marketing. When an ad, appearing on Google's result page, is clicked by the observer, the advertiser has to pay a certain amount of fee for that click. This method is called PPC. PPC is a safe method to direct more traffic to the landing page of a website.

The fee mostly depends on the competition of the chosen keyword- the more competition is there for the keyword, the more the fee is. PPC is a fine option of marketing for small businesses that know their target audience as well as the amount of money they want to spend on the ad campaign.

6. Social Media Marketing

Now it is 2023 and can we imagine our lives without social media? It can be considered as online word of mouth. The skill of social media to make content viral is evaluated as a potential B2B growth marketing strategy. Here are the names of some well-liked social media platforms which are-

- Facebook, LinkedIn, and Twitter for making social networks
- Youtube for streaming videos
- Instagram and Pinterest for sharing images
- Blogs

Increase website traffic to build changes, create brand awareness, make communication, select target audience, and make customer loyalty- social media plays an essential role regarding the exposure of a brand.

The emergence of Digital Marketing in India

If we look back to history, we see, digital marketing growth in India does not take place overnight. It was the flow of the internet in India, quite an event itself that made the opening of digital marketing in the country. The year was 1996 when very few people came across the word “digital marketing”.

Gradually in 2000, people in India became more notified of SEO and digital marketing. But digital marketing is nothing but online marketing or e-marketing which needs a strong internet groundwork everywhere.

At that time internet was not a matter available at the fingertip, even one could not think of full-fledged digital marketing growth in India whether it would be promising or not. So, despite being attention, people waited for the moment when the real growth would take its proper shape.

Present Scenario of Digital Marketing

The movement of digitalization is perhaps the fast-moving happening in the history of any innovation. It has reached 50 percent of the population of the developing country within almost two decades which sounds enthralling.

Today India believes that digital marketing is the hold of the business and its multiple channels like SEO, content marketing, PPC, social media marketing, etc play a very significant role to improve communication, sales, exposure, and reach.

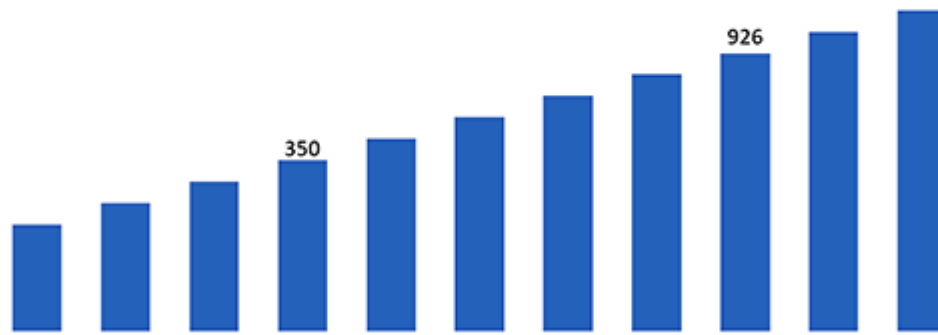
But like any other expert, a proficient digital marketer also needs to know every know-how of digital marketing, occurring with the vary of time and improve his skills and learn more.

So, with the growing need, digital marketing agencies have introduced a few new inclinations of digital marketing that have made an appearance to shape the digital marketing growth in India in a more happening way. Some of the remarkable futuristic digital marketing trends are-

- Artificial Intelligence (AI)
- Augmented Reality (AR)
- Voice Search Optimization
- Programmatic Advertising
- Chatbots
- Personalization
- Automated & Personalized E-Mail Marketing
- Marketing Automation
- Micro-Influencers
- User Generated Content
- Geofencing
- Omnichannel Marketing
- Video Marketing
- Instagram Reels

Indian Digital Marketing Market

Historical Market and Forecast
USD Billion



Prospect of Digital Marketing by 2024

If we discuss the prospect of digital marketing in India, it is seen that the growth of digital marketing in India is very much potential in the future too. Data says India ranks second in the world on the internet-using list, just after China. By 2024, it is predicted that in India, there will be more than 750 million & by 2025, 900 million internet users which is a huge number and can build easily a strong digital ecosystem in the country.

Over the last few years, small cities and the rural belts of the nation have shown a notable 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.

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. Furthermore, 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 the new concept of development and it is the pillar of the economy, triggering promotion, reach, sales, and payments everything under one niche.

Digital marketing in India is going to be happening at a faster rate and the new leanings are just about to show their magical performance in the online marketing sector. Study says, video, voice, and vernacular, the 3 v's can be proven as a game-changer for digital marketing in the coming years.

Even the government of India has started the campaign “Digital India” with a mission to transform the whole country into a digitalized one. Digital marketing is also a very cost-effective and reasonably priced means if we compare it with other marketing platforms. For example, quality content on social media can entertain & engage a good number of people but in a pocket-friendly way.

From small start-ups to business tycoons, everybody is nowadays preferring digital platforms to get noticeable in front of their target zone. So, following the popular note of today, it can be safely said, “Being Digital is Being Global”.