

A Study on Future and Scope of Digital Marketing

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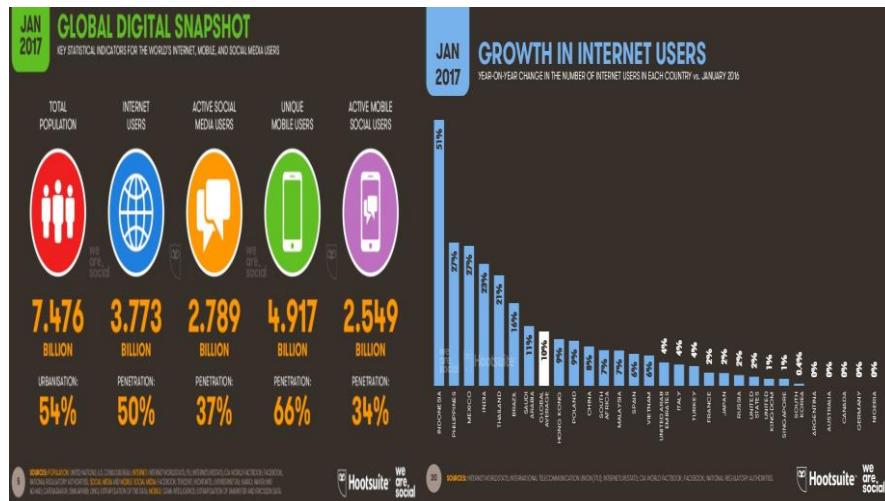
Abstract. Digital marketing is the use of electronic media by the marketers to promote the products or services into the market. It is now in a growing phase all over the world. Digital Marketing is showing no signs of slowing down, currently growing at an annual CAGR of 40 percent. Talking in relation to growth, as businesses are increasingly becoming online in India, Digital Marketing is poised for a brighter future. Digital Marketing has emerged as a more economical and powerful medium of brand promotion. The objective of this paper to study the future and scope of digital marketing.

Keywords: Digital Marketing, Growth, Global, Statistics.

1 Introduction

Digital marketing is an umbrella term for the marketing of products or services via digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. 2017 marks a major milestone in web usage as half of the world's population is now connected to the internet. This accounts for a 10-percent increase in the total number of web users compared to last year. Digital Marketing has several smaller divisions that work in different directions yet contributing to the overall growth of the firm. It leverages a Digital Marketing campaign for the purpose of making sales, brand awareness, establishing a new venture, etc. The future of marketing is moving from traditional mediums to digital ones rapidly. Earlier in India, the internet is limited only with 16% until the end of 2013 and in the year 2014, usage of internet is increased and at that time 31% people were familiar with the internet. Now, in 2017, more than 70% businesses depend on the Internet and digital marketing and it is expecting that very soon near about 90% businesses in India will depend on online marketing.

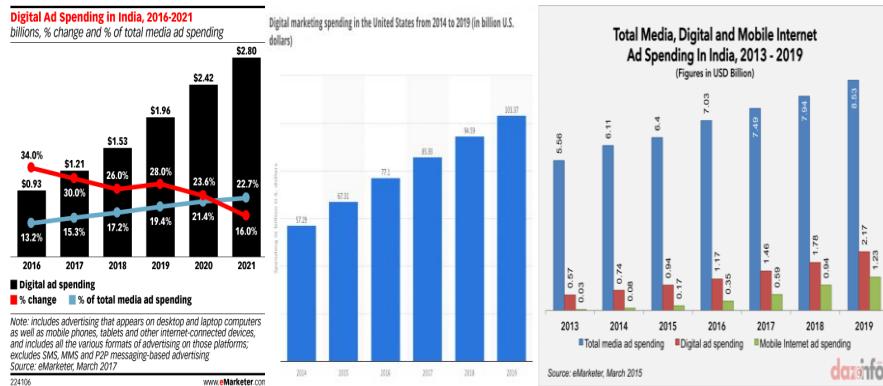
Statistics of the world's Internet users, Mobile and Social Media users.



Digital marketing spending trends in the US and globally offer valuable insight into the industry today. One encouraging finding is Forrester Research's forecast that digital marketing spending will continue to rise through 2019. India is home to the second largest number of people in the world. It is also a major contributor to IT and Tech 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.

Digital marketing technologies permit the customers to keep on with the company information rationalized (Gangeshwer, 2013).

The increase of social media is another key trend which has been one of the most persistent medium of Digital Marketing around the world. 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 **2nd largest user** of Facebook and YouTube in the world and if this trend is to be believed, conventional marketing mediums like T.V. and Print 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 summarized that India is getting to see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing.



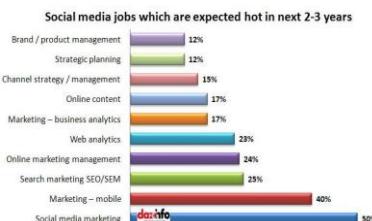
2 Digital Marketing Trends In India

Internet user in India progress up to 10.1% of India's population according to google's data. Which may be very low when compared to United States. In addition, according to google's data internet users in USA measures to about 78.2% of USA's population. The number of internet users in India reaches up to 480 Million users by August. Which is most of all a notably good number for a Developing Country like India. But the numbers reach to about 750 Million prospective users in India in the rural areas. The number of internet users in India are rapidly on the go. Many foreign Business Companies had begun investing In India. Furthermore, in this aspect 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.

According to Times of India, Digital Marketing will create 1.5 lac jobs in India by 2017. Therefore, we have come up with a list of digital marketing job opportunities in India you can go for in 2017. The list will offer the digital marketing salary range, skills required and scope of the career opportunities in Digital Marketing.

2.1 Different Digital Marketing Career Options

01. Digital Marketing Manager **Search engine optimization** 2. Search Engine Optimizer (SEO Executive)



- Social Media Marketing
1 3. Social Media Marketing Expert
Content Marketing 4. Content Marketing Manager 5. Copywriter

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|-------------------------------|---------------------------------------|
| Search Engine Marketing | 6. Search Engine Marketer/ Specialist |
| Inbound Marketing | 7. Inbound Marketing Manager |
| 28. Conversion Rate Optimizer | |

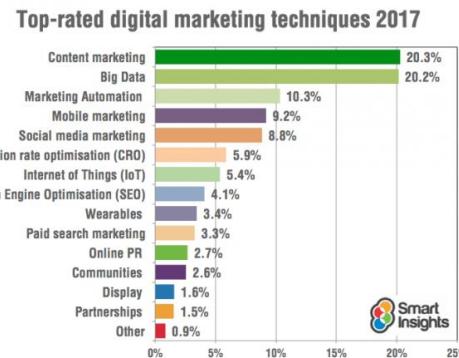
2.2 Digital Marketing Trends IN 2017

- | | |
|---|--|
| <ul style="list-style-type: none">• Search Engine Optimization• Social Media Marketing• App Store Optimization• Video Marketing• App Marketing• Email Marketing• Conversion Rate Optimization | <ul style="list-style-type: none">Search Engine MarketingSocial Media OptimizationInbound MarketingMobile MarketingAffiliate MarketingContent MarketingLead Generation |
|---|--|

2.3 Digital Marketing Trends for Organizations

Organizations face more and more challenges when it comes to digital marketing. According to Digital Marketing institute limited 5 Key Digital Marketing Trends for Organizations in 2017 are

- 1) In-store marketing
- 2) Live video
- 3) Expiring social content
- 4) Wearable mobile devices
- 5) Interactive Content



3 Scope of Digital Marketing in India

Digital Marketing industry is booming not just in India but all parts of the world. The year 2016 took the industry by surprise with over 1.5 lakh job opportunities in the Digital Marketing domain. Well, the following was a bigger surprise when only the first quarter of 2017 marked for 8 lakh job opportunities. The surveys conducted by several forums have predicted this number to grow with Digitalisation in the nation. Our Prime Minister has been actively promoting the idea of Digital India. PM Modi's

digital India campaign gained massive popularity. The initiative of Government of India is aimed at providing easy services to its natives.

Now imagine when a nation's government is promoting the digital interaction, what do you think will be the Digital Marketing scope in that nation. The Digital Marketing industry is at its peak at the moment due to many reasons, take a look at some of them

- | | | |
|-------------------------------------|-------------------|---------------------------|
| ➤ It is flexible | Eco-friendly | Fastest Reach |
| ➤ Influential | Job Opportunities | High engagement |
| ➤ Small investments and big Returns | | Measure immediate results |

3.1 Scope of Digital Marketing for Entrepreneurs

Entrepreneurs are persons who build their own business with their ideas and resources. They must have to require of Online marketing for reach their idea and presence to more people. Without Online Marketing they can't convert their business into a reputed brand.

With help of digital marketing for business can easily reach their deserved sales and revenue with small budget. Best part of Online Marketing is you can Start it with Zero or Small Investment. No Waste of money, high return on investment.

4 Benefits of Online Marketing Over Offline Marketing

- High return on investment (ROI) through Online Marketing.
- Target only most interesting audience.
- You can start without spending with small amount.
- Advertising your products on specific hours, time or day bases.
- Fully controlled as per your location, budget and time.

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