



KEY STRATEGIES, NECESSITIES OF DIGITAL MARKETING TO SUCCEED IN CURRENT ERA

Jayadatta S

Research Scholar, Kousali Institute of Management Studies, Karnatak University Dharwad, Karnataka, India

Dr. Vinod N Sambrani

Associate Professor and Research Guide Kousali Institute of Management Studies, Karnatak University Dharwad, Karnataka, India

ABSTRACT

New or rather contextual definition of digital business refers to the way in which businesses are adopting and transforming technology platforms for their physical assets to improve processes to connect internally and in turn to their stakeholders-suppliers, customers, shareholders, employees and public at large. Fundamentally speaking digital is changing how companies do business, enabled by data and technology digital as such is a continuous form of disruption to business products, services, experiences and models. Ironically it has radically changed the way people consume content, access and communicate products and services. Even as existing companies work to gain the required agility to compete in today's increasingly complex market landscape new companies are popping up overnight. How and to what extent an enterprise responds to the digital challenge will significantly impact its survival today and also its success in years to come. By becoming essentially digital today's successful companies are exploiting opportunities and also managing risks to be on par with technology. Majority of the people spend more time online in India every year and digital tools and various other sites which they use play an ever growing role in transforming their lives. Smart marketers however keep on top of the scale of change and ensure their effective marketing strategies to be competitive in marketplace. Digital has already disrupted established businesses in many industries, but sooner there will another tidal wave of digital change. Whether a company is among early adopters disrupting the market or among those forced to follow is certainly dictated by how one understands and responds to risks and opportunities that digital presents. The present paper begins with an introduction about Digital Marketing, overview of digital marketing industry in India, highlights latest trends in digital marketing in India, throws a light on some of the major digital marketing agencies and also discusses the necessity of using this strategy of marketing for various products and services.

KEYWORDS:

Digital Marketing, technology, marketing strategies, digital marketing agencies, Smart marketers, Business models

INTRODUCTION

Today digital has already disrupted established businesses in many industries. However a look at contemporary literature on the subject reveals that most of it is focused on building a case for these technologies using impressive numbers. Very few really get down to specifics, even fewer discuss the impact of these technologies when used in a complementary and cohesive manner. Digital marketing is an umbrella term for the targeted, measurable and interactive marketing of products or services using digital technologies to convert and reach leads into customers. The

key objective is to promote brand image of the company, build more and more prospective customers and also increase the sale of goods and services by adopting various digital marketing techniques which are available in today's era. In common parlance digital marketing is the use of digital channels to promote market products and services to consumers and businesses. Today most common platform is the internet, mobile and televisions are also the prime platform examples. Ten years ago television was the primary source of digital advertising, currently digital marketing is referred as online marketing because of techniques like search engine optimization (SEO), search engine marketing (SEM), pop-up

advertisements, email marketing, e-commerce etc. Besides today's consumers are looking at brands for interactive and enhanced experiences and also are seeking innovative solutions to address growing need for convenience and more rapid "anywhere, anytime" solutions.

Overview of Digital Marketing Industry in India:

In India Digital marketing industry is spread to almost all business sectors. Some of the major applications of E-Marketing are shopping online and order tracking, payment systems, online banking and content management. The power of digital marketing today is such that it allows geophysical barriers to disappear making all businesses and consumers on earth potential customers and suppliers. Digital marketing is known for its ability to allow business to communicate and form a successful transaction anytime and from anywhere. In India digital marketing industry is a booming career today, for a country with rapid growth economy it is expected to have a very high significant growth in digital marketing career upfront. Also recent trends seen in growth of digital marketing is making a very substantial impact on advertisement and marketing activities. However the big picture of digital marketing in India cannot be complete if short preview of the past digital marketing statistics is not made.

Historical evidences of digital marketing industry in India:

The ARPANET was used between 1971 and 1972 to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and Massachusetts institute of technology which is the earliest example of electronics or digital commerce.

1979: First online shopping system was demonstrated by Michael Aldrich

1981: First business-to-business online shopping system to be installed was Thomas Holidays in United Kingdom

1996: B2B marketplace named India MART established in India

1997: Launch of first Social Media site, Sixdegrees.com

1998: Birth of Google, Microsoft launches MSN, Yahoo launches Yahoo web search

2001: First mobile marketing campaign

2002: Launch of LinkedIn

2003: WordPress released, Launch of MySpace

2004: Gmail launches Google goes public, Facebook goes live

2005: Launch of YouTube

2006: Microsoft launches MS Live Search, Twitter launches,

Amazon's e-commerce sales cross \$10billion, Split testing in marketing

2007: Launch of Tumblr, Web streaming service Hulu founded, Launch of iPhone, Flipkart was established in India

2009: Google launches Instant for real-time search engine results

2010: Launch of Google Buzz, Launch of WhatsApp

2011: Launch of Google+ and Google Panda

2012: Google knowledge graph launched

2013: Yahoo acquires Tumblr

2014: Mobile exceeds PC internet usage, Facebook messenger app, tailored ads on LinkedIn, iWatch and Facebook's look back launched, Facebook acquires WhatsApp

2015: Snapchat launches 'Discover' feature, Rise of predictive analytics, wearable tech and Content marketing: Facebook launches 'Instant articles'

Dramatic change in digital marketing in India emerged after Google came into being. Later Hotmail came in India which became so popular that Microsoft paid hefty sum to buy this. Internet world took new trend in India when Google ousted small domestic search engines from this virtual world, for it was in no way match with them in terms of quality. By 2006 with around 40 million internet users in India, search engine traffic increased many times. Microsoft too launched live search in answer to Yahoo and Google. Irrespective of this no search engine was able to give tough time to Google, which started Adwords, Adsense, cost per click advertising scheme which attracted lot of Indian businesses. Google was the frontrunner as it focused on relevant contents which their rivals didn't pay much attention. Later then came horizon Web 2.0 where Internet users became more active than before, with the invent of Web 2.0 majority of the businessmen among many internet users in India started interacting with each other and hence a term was coined known as Super information highway. Flow of information increased many times as a result of this. Accordingly statistics says that India's digital market reached a stunning figure of \$3.9 billion in 2009. By the emergence of MySpace in 2003 worldwide, Indian businesses saw new opportunities to expand their businesses and also get more customer reach. Trends of capitalization cost and investment also took a new turn as businessmen felt more ease to connect people rather than using search engines.

MONTHLY ACTIVE USERS

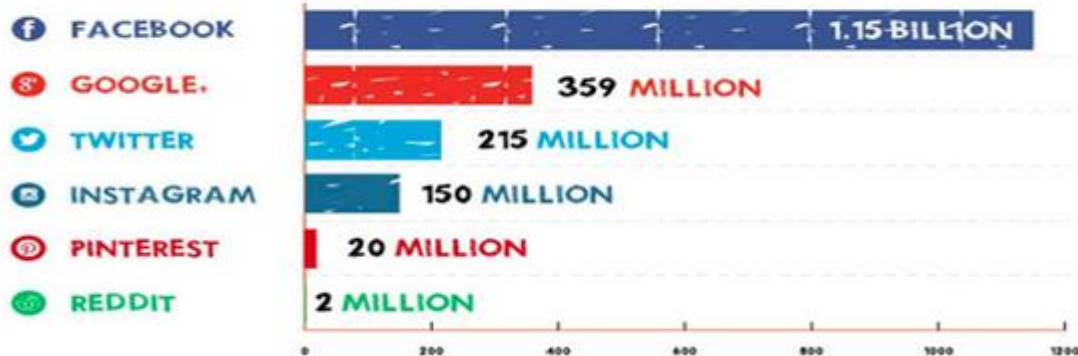


Figure to show Monthly active users of Social networking site in India

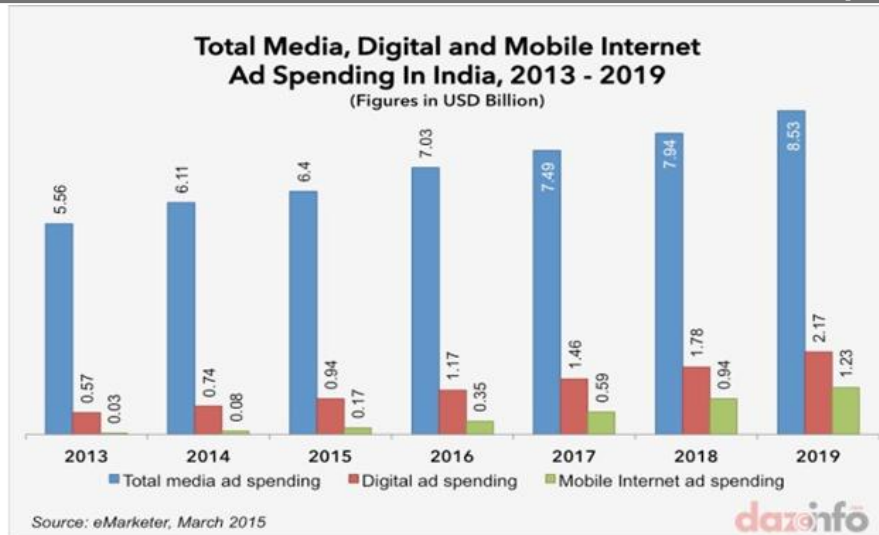


Figure to show Total Media, Digital and Mobile Internet Ad spending in India (2013-2019)

Digital marketing industry in India is growing at its peak and is continuous. Use of communication tools has greatly changed in past one year or so. Development in the digital marketing industry in India evident in marketing shift from anonymity of identity in the past. In India several factors have been found to contribute to the growth of digital marketing, internet usage was only meant for the wealthy before now but there is now a great change in the lifestyle of middle class. In India majority now have access to internet and 3G penetration revolutionized the marketing scenario for both consumers and marketers.

The following data survey of people indicates the size of Digital marketing industry in India:

34% of companies already had an integrated digital marketing strategy in 2016

74% marketers believe that traditional model of marketing is no longer sufficient and this will also make the company revenue to be increased by 32% by the end of 2018

In 2018, 82% businesses will increase their digital marketing budget may even surpass IT budget. Only illiterates could not access the potentials of digital marketing because of accessibility to computing devices and computer education. Some of the key points to be considered as part of digital marketing are as follows:

1. By 2028 India is all set to become the world's most populated country
2. By 2020, India will likely become the world's youngest country with an average age of 29.5 years (EY Research)
3. Twelve major technologies including cloud computing and mobile internet are ripe for rapid adoption in India (MGI Report)
4. It is predicted that the Indian workforce is expected to reach 900 million by 2020. The American workforce of less than 160 million by contrast is third largest

5. Only 2% of India's current workforce has received formal training. It is expected that public-private partnerships and education reforms-to rise significantly which signifies that millions more are probably going to enter into India's burgeoning digital landscape.

In shining a light on India's digital marketing prowess, areas of opportunity become more prominent. For instance, as the rise of content marketing continues-reports forecast it being a \$313 billion industry by 2019, however the industry in India is still very much in its nascent stage. Below are the major three key dimensions working synergistically in India's favor towards digitalization:

- ✓ Firstly country is growing in the myriad ways researchers are predicting
- ✓ Secondly India's Make in India Campaign and other such initiatives are truly creating business friendly atmospheres such that major companies continue to invest
- ✓ Thirdly the creation of valuable, customer-centric, brand created content continues to snuff out traditional interruptive advertising

Digital Marketing Channels:

Digital marketing as such is always facilitated by multiple channels as an advertiser's core objective to find channels that which result in maximum two way communication and also a better overall return on investment (ROI) on any particular brand. Today there are multiple online marketing channels which are available namely:

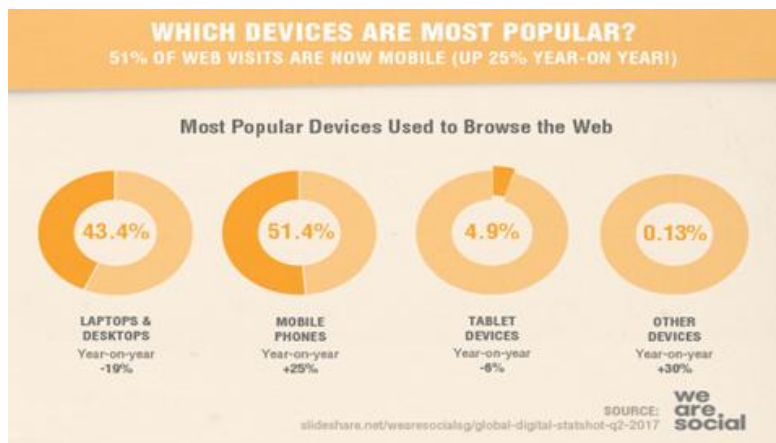
- ✦ Display advertising
- ✦ Affiliate marketing
- ✦ Email marketing
- ✦ Social Media marketing
- ✦ Search marketing
- ✦ Social marketing
- ✦ Mobile marketing



Digital marketing activities are search engine marketing (SEM), search engine optimization (SEO), influencer marketing, content marketing, e-commerce marketing, campaign marketing, social media marketing, social media optimization, display advertising, e-mail direct marketing, optical disks and games, e-books and any other such forms of digital media such as mobile phones (SMS, MMS, Podcasts and Vodcasts), call back and also on hold mobile ring tones. Some of the key forms at present include the following:

- Blogs
- Websites and SEO content
- Online video content
- Internet banner ads
- Online video content
- E-Mail marketing
- Pay per click (PPC) advertising
- Social media marketing (Twitter, Facebook, Whatsapp, LinkedIn, Hangouts, Hike etc)

Indeed the transition from traditional forms of marketing to digital marketing has pretty much changed the way people market brands and does business today. While we are aware that traditional marketing is still in practice, it is digital marketing that which is changing the marketing landscape for most of the businesses across geographies, industries and various time zones. Thus to target the right audience and also attract them towards various product and service, digital marketing industry has introduced various digital marketing channels. It is this boom in digital marketing that which necessitates the need for a brand to create a solid online presence and thus project an image in tandem with platform being used as well as their vision and mission. For a digital marketing campaign to remain solid and perform as well as expected, it is very much important for companies to recognize various digital marketing channels through which their brand or business needs to be marketed; for not only every channel or digital marketing platform is relevant for businesses and brands across different industries and markets.



Above image showing most popular devices used to browse the web

REVIEW OF LITERATURE

The major purpose of doing research in the area of digital marketing is because it seems huge, intimidating and worful. Majority of businesses are looking for clearer picture to start but they do not know where and how to start doing digital marketing as such. Social media channels of today such as Twitter, Google plus, Facebook and other such social media firms have successfully transformed perceptions and attitudes of consumers which at the end help revolutionize many businesses. It is much more convenient for businesses to conduct surveys online with a purpose to get relevant information from targeted groups and then analyzing the results based on various responses.

Parsons, Zeisser, Waitman (1996) opined that in the developed world, companies have certainly realized the significance of digital marketing. However in order for businesses to be successful they will certainly have to merge online with traditional methods for meeting needs of customers more precisely.

Kiani (1998) presented a set of guidelines for advertising on the web; attract users by making it easy to find site, engage their interests by creating communities or linking to other sites they will find valuable, ensure they return by constantly updating their content and keeping it fresh, also learn their preferences by tracking their activity on their site and then relate to them by taking the information gathered to provide customized content

Parsons et.al, (1998) expanded their views on Kiani's view on retaining consumers by arguing for creation of switching costs through the development interactivity- where consumers do invest more of their resources and personal time on a site and as a result making it more costly for them to switch to competitor. The authors also in turn identified various ways to gather information on consumers. Since, the amount of information which marketers can acquire from the internet can well be overwhelming; authors stress the importance of defining which is much more important for them

Rowley (2004 p.26) through his studies concluded that the digital revolution has impacted consumers and businesses alike. Over the past decade or so technology and the way it is used has changed drastically. Internet which was once purely a source of information has become a place where people meet to share their stories and experiences, a source of entertainment and much more. Besides web technology has several important marketing aspects that which enable companies to boost their performance like 24 hours online, multimedia compatible, globally available, integration ready etc.

Smyth (2007) through his studies concluded that when the internet bubble burst in 2001, market was dominated by Yahoo and Google for search optimization. Also internet search traffic grew in 2006; the rise of search engine optimization grew for such companies like Google. In 2007, the usage of mobile devices increased the internet usage on the move

drastically and people across the globe started connecting with each other more conveniently through social media

Pepelnjak (2008) concluded in their studies that expectations in terms of producing desired results and also measuring success for advertising money spent, digital marketing is much more cost efficient for measuring ROI on advertisement

Winer (2009) highlighted the opportunity of advertising on blogs and described that a website built around a theme helps user share his opinion and also encourage others to discuss (p111) by explaining how marketers pay to place a banner ad which is tailored to the current theme of the blog. However he also failed to explore the potential word of mouth value for companies in blogs. Furthermore he also opined that blogs may also fit into the non-intrusive media category if they are created and maintained by companies to inform consumers and also engage them in healthy conversation. At the last the author discusses ratings/recommendations as a major form of user generated content

Rohm & Hanna (2011) said that marketing professional must truly understand online social marketing programs and campaigns to understand how to execute it effectively with performance measurement indicators. In recent years in relation to the young audience accessibility to social media and usage market dynamics all over the world are changing. It is also important that strategic integration approaches are well adopted in organization's marketing communication plan **Cetina, Cristiana, Radulescu (2012)** studied that web experiences affect the mental process of consumers and also enhance their buying decision online. Besides this study is also very valuable for marketing professional as it highlights the major importance of digital marketing

Zhang (2013) observed through his studies that blogs a s a tool for digital marketing have successfully created an major impact for increasing sales revenue, especially for products where customers can necessarily read and write comments about personal experiences. Online reviews for businesses have worked really well as part of their overall strategic marketing strategy

Helm, Moller, Mauroner (2013) concluded through their studies that online service tools are much more influencing than traditional methods of communication

Arnott (2013) as part of their study proved that user experience increase in self-esteem and enjoyment when they adapt to social media which by itself is a motivating sign for businesses and marketing professional

Kwak, Lee, Park and Moon (2014) presented an empirical study of Twitter and also how information spreads across various services. The authors analyzed around 41.7 million users, 1.47 billion social relations, 4.262 trending topics and almost around 106 million tweets. Also during research the authors noted a tendency on Twitter; major contact between similar people occurs at a higher rate than dissimilar people

RESEARCH METHODOLOGY

Primary objective of taking up this present study is to analyze various aspects of digital marketing in India and also to reveal the necessity of using digital marketing as a major marketing strategy by various companies for marketing of their products and services.

Some of the major objectives in this regard taken for the present study are as follows:

1. To know the significance of digital India and digital marketing

2. To analyse the importance of consumer behaviour and digital marketing in present context
3. To highlight the importance of digital media, internet and digital marketing
4. To know the major challenges facing digital marketing in today's era
5. To understand various digital marketing rules

DIGITAL INDIA AND DIGITAL MARKETING

To ensure strongly that government services are made available to citizens electronically by improving online infrastructure by increasing internet connectivity Government of India came up with an initiative called Digital India on July 1st 2015. The major initiative included plans to connect rural areas with high speed internet networks. Digital India as such included three core components namely:

- Creation of digital infrastructure
- Delivering services digitally to all citizens
- Providing digital literacy

Digital India program is indeed ambitious, as there is good scope for the program to succeed. It is however foreseen that Indian citizens can benefit immensely from Digital India program as it will certainly give rise to a number of innovations and other such services in different sector wise industries such as education, healthcare, entertainment, travel and tourism etc

Some of the main functions of a digital agency to enhance digital marketing connectivity are:

- ◆ Adopt new and innovative ideas to help a company stay ahead of its competitors
- ◆ Formulate creative digital marketing campaigns that which helps the company attract maximum attention from its target audience
- ◆ Devise interactive marketing strategies to help a brand create long lasting impression on its target audience
- ◆ Helping a particular business website to achieve higher search engine page rank by targeting the right keyword phrases

Impact of Digital India program by 2019:

- ✓ Broadband in 2.5lakh villages and universal phone connectivity across villages in India
- ✓ Net zero imports by 2020
- ✓ Digital inclusion: 1.7 crore trained for Information technology, telecom and other electronic jobs
- ✓ 4,00,000 public internet access points
- ✓ Wifi connectivity in 2.5 lakh schools, all universities; free public wifi hotspots for citizens
- ✓ E-Governance and E-Services across government sectors
- ✓ Job creation: Direct 1.7 crore and indirect at least 8.5 crore
- ✓ India to be leader in Information technology use in education, banking, services health predicted to overtake China by 2019
- ✓ Digital empowered citizens public cloud, internet access

A two way platform will be created where both the service providers and the consumers stand to benefit. Hence the major focus of Digital India is to make the people of India to be digital and therefore marketing companies should necessarily focus on Digital marketing for effective marketing of their products and services

IMPORTANCE OF CONSUMER BEHAVIOUR AND DIGITAL MARKETING IN PRESENT CONTEXT

One cannot deny the fact that; the world is rapidly shifting from analogue to digital. Today on a daily basis people are consuming more and more digital content and investing on mobile phones, desktop computers at workplace, laptops, notebook, palmtops and many more. Hence companies that which has not yet recognized this in their marketing strategies needs to adapt fast. The fast development of communication technology in the past few spans is drastically improving many aspects of our lives as to how we search on web for information, how we travel and not atleast how we buy products and services. Although majority of the consumers prefer shop-based retail, e-commerce or electronic commerce is preferred more by customers in present context and it is also strongly assumed that in near future the online purchasing and selling will be preferred more by people. Consumer behaviour as such is the study of individual's and group's buying behaviour. Due to the changing revolution in digital marketing the behaviour of consumer is changing in present era so companies need to understand changing consumer behaviour positively so that they can be able to satisfy customer's needs and wants. The old buying process relied on AIDA model: A linear path from the first "contact" with brand to the final purchase act. Today's customers get in touch with brands in various situations- be it be while relaxing at home or while travelling. People hence get in touch with brands on different "touch points" analog and digital during different times of a day. Hence in this changing technological era as consumer behaviour is changing, the marketing strategy of companies should also be changed as they should focus more on digital marketing instead of traditional marketing techniques. WARC survey demonstrates that due to the expanding number of internet business sites near about 35% of sponsors would build their mobile advertising spend by half or more by 2020 in India

DIGITAL MEDIA, INTERNET AND DIGITAL MARKETING

Social networking sites have certainly become an avenue in today's technology driven world where retailers can extend their marketing campaigns to a wider range of consumers. However with the explosion of smartphones and other such mobile devices it's quite important for businesses across the world to adopt an effective and efficient mobile strategy. Global smartphone sales grew from 1.5 billion in 2015 to 1.7 billion in 2017 as per the latest report released by strategy analytics. What's more interesting is that India will leapfrog US to become the second largest smartphone market by 2019, besides China, India and US together will account for nearly 50 percent of global smartphone market by 2019. According to TRAI telecom subscribers in India reached 1.19 billion in December 2017 thereby showing a monthly growth rate of 0.4%. The growth was also led by the mobile telephony segment with net additions of 4.97 million customers by five telecom operators Reliance Jio, Idea cellular, Bharti Airtel, Vodafone and BSNL. Similarly other technologies such as personal computers, laptops are being used widely. Besides the rapid evolution of digital media has created new avenues and opportunities for marketing and advertising. Also fueled by the proliferation of devices to access digital media, this has certainly led to the exponential growth of digital advertising. Today digital media has become so pervasive

that consumers have access to information at anytime, at anyplace they want. Gone are those days now when messages people got about companies various products and services came from a respective company which consisted of only what company wanted them to know. Consumers of today are not only exposed to what company says about their brand but also what friends, media, peers, relatives etc are saying as well as they are more likely to believe in their words than company. People also want brands which they can trust, hence companies personalize their communications which are relevant and also offer tailored services as per their need and preferences. Thus on the basis of above discussed data users of digital communication technology are indeed increasing year by year in India and hence companies need to focus on digital marketing strategy or else they will lose out on competition. Internet as such has become an indispensable part of our day today life and has much to offer in upcoming years. Internet serves all need in every field may it be education, research or business promotion. Hence companies try to take the help of this wizard for developing their business. Both internet and social media have changed in ways how consumers and marketers communicate. Some of the major features of internet are as follows:

- ❖ Ability to inexpensively store vast amounts of information at different virtual locations
- ❖ Flexibility on the transfer of the data as internet is basically a network that which carries information in digital form in majority of the cases instead of voice information in analog form
- ❖ Availability of powerful and inexpensive means of organizing, searching and also disseminating such information
- ❖ Major ability to serve as a transaction medium
- ❖ Internet acts as a unique medium with global impact and also within a relatively few number of years has become inextricably intertwined with the conduct of almost all human activity

When companies go ahead and build their own business they need to take care of lot of issues related to its promotion amongst various audiences. Without putting efforts in advertising it has never been easy for an entrepreneur to achieve desired success. Earlier developing the profile of a company was a tedious job but with latest marketing trends and campaigns companies can very easily propagate their business to large number of customers. Companies can also reach customers all over the world in no time and also making use of internet for business expansion gives companies a platform to perform better than their competitors

SIGNIFICANCE OF DIGITAL MARKETING

On the basis of the discussion made above we can summarize the significance of digital marketing as follows:

- Compared to traditional offline marketing methods digital marketing is infinitely more affordable. To cite an example email or social media campaign can certainly transmit a marketing message to consumers for the mere fraction of the cost of TV ad or any print campaign and also reach a wider audience on a potential note
- Unlike traditional media like TV, radio, hoardings and boarding's it is quite easier to collect the feedback reports or number of readers instantly. Today encouraging customer's engagement through

digital media is quite possible via social media channels and companies can rightly segment prospects into different customer groups according to their interests.

- Digital marketing delivers conversion as marketing various products and services online success is measured by the percentage rate of incoming traffic who get converted into leads, subscribers or sales depending on their intended purposes. Hence for this reason business owners today are streamlining their digital marketing campaigns towards conversion optimization making it a top priority above everything else
- Digital marketing certainly caters to the unmet needs of mobile consumer as mobile internet will be the next wave of information dissemination and communication channel which is brought about by rapid proliferation of smartphones, tablets and also other such enabled devices. For achieving better growth and faster expansion digital marketing campaigns are intended towards mobile consumers paving the way for them to pick up from the available opportunities. Today mobile gadgets have evolved from being mere alternatives for personal computers and laptops into something that which is influencing their purchasing decisions
- Digital marketing builds brand reputation as it has the ability for attracting targeted traffic. For companies delivering on what they have promised will help develop a better relationship with their targeted audiences which will help them transition into paying customers who will go back and interact with company's site some more on a regular and continuous basis
- Digital marketing ensures business survival online as it helps to make use of proven strategies and techniques that attract necessarily more traffic but also highly targeted traffic which delivers results. Besides targeting right kind of people who deliver right kind of results is what digital marketing is all about for ensuring survival of business

MAJOR CHALLENGES FACING DIGITAL MARKETING IN TODAY'S ERA

1. Meeting changing expectations of customers in the digital age: Today nobody wants to wait in line anymore for their services instead they want to arrange their whole lives online
2. Finding and also keeping people who can digitally transform a company: Someone certainly needs to build all these great user experiences which make a huge difference to customer's lives. However finding and keeping these people will become increasingly difficult, also designing customer interactions is as much as an art as it is a skill. Also people will naturally be drawn or attracted to companies that which do interesting, cutting edge stuff. Hence those companies which want digital success need to become technology oriented companies
3. Managing the Omni channel reality: New devices like IoT, in car entertainment, apple watch, wifi on airplanes all add together to make fragmentation of channels which means that companies need to standardize on inside with digital business platform

so that they can readily keep track of what is happening across all these channels. The reality of today is that majority of the companies today have fragmented systems in-house instead of single platform to rule them all

Big data: To learn more about their customer's big data is presenting companies with new opportunities enabling them not only to personalize products and services but also change their product development process to reflect as to what people actually want. On this issue, however companies are still struggling with getting customer confidence as many consumers are turned off by hyper personalized offers that which seem to invade their personal space

DIGITAL MARKETING RULES OF PRESENT ERA

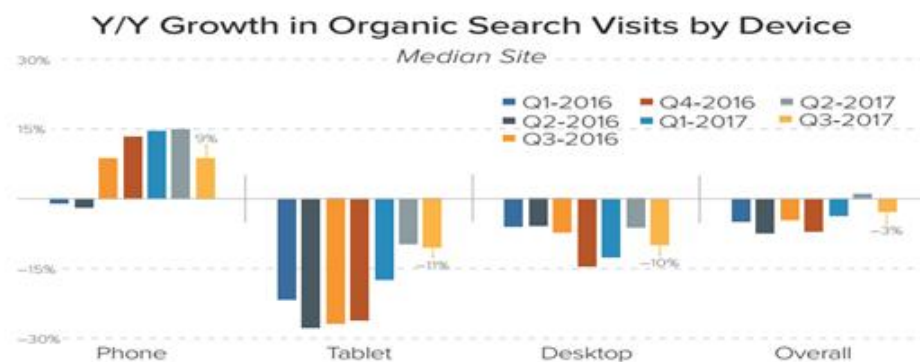
Michael Silverstein (Boston consulting group partner) opined that there are eight rules for converting prospective customers into loyal customers who advocate your brand and also urge others to enjoy your products. Some of the successful companies capture the power of digital word of mouth advocacy through below mentioned eight rules:

1. Virtual relationships: Today's world works 24/7 and consumers with most disposable income have least amount of time. They do possess high-speed internet lines when at work and also at home and also buy products when they wish to buy and want
2. People do judge a book by its cover: In every purchase consumers use their eyes and they also carry the image in their subconscious. Visual brilliance does cost a lot, but its value is priceless. Digital marketing as such must be brilliant
3. Focus on loyal customers: Research supports the "rule of 2-20-80-150" it is presumed that 2 percent of customers are personally responsible for 20 percent of sales. However when they advocate to friends and acquaintances as they are responsible for 80 percent of sales (upto 150 percent of company's profits). Companies quite often waste time generating huge loss chasing remaining 20 percent of sales. Hence digital marketing companies major focus should be on 20%
4. Show and give customers what they want: Success generally requires courage, curiosity, positive instinct and taste of valor. It also requires company to go ahead and look beyond simple answers and also look out for impulsive consumer rejection (customer doesn't know always what they want, we should show them). Thus in this regard digital marketing allows organizations to show them their core potential
5. Welcome customer's scorn: According to Barlow and Claus Moller 'A complaint is a gift'. They opine that 'Complain once, let me fix it, complain twice shame on me, complain thrice I should be replaced. When the complaint made however is really bad, listen and get ready to change. Also companies should find out not only what their customers really want but also when and where they really want or need it. Digital engagement as such certainly allows companies to find out these things as soon as possible.

6. Treat employees as passionate disciples: Salespeople should be good in the art of 'selling, listening, engaging, helping and suggesting. Passion equals knowledge and knowledge in turn equals solution. Solutions translate themselves into sales, however it is so simple but so infrequently exercised also. Companies thus should engage their employees in unique digital marketing journey
7. Take giant leaps: Incremental advances, continuous improvement and consolidation certainly never changed the world. However to change the world companies should show foresight, fearlessness and right fortitude. Also big wins do require big dreams, hence a company should always think big on digital marketing
8. Schismogenesis: The laws of schismogenesis, certainly means that relationships indeed are not stable. Brands are always at times moving up, up, up or down. Hence companies must try and learn how to use quantitative metrics, also track customers like the third leg of profit and loss revenues and profits. It is generally presumed that 'If you are not improving, you are on the verge of decline'. Thus digital marketing analytics must be fine-tuned and also honed to get effective and efficient results.

Besides above mentioned rules successful digital marketing is also based on converting customers into loyal customers who later in turn advocate companies brand and also urge others to enjoy company's products or services.

SEARCH ENGINE OPTIMIZATION (SEO) 2017



Above figure showing year by year growth in organic search visits by device

1. Organic search visits fall 3% as growth weakens across various devices (Merkle, Digital marketing report Q3 2017)
2. 61% of marketers opine that growing SEO/Organic presence is a high inbound marketing priority for organizations to capitalize (HubSpot, State of Inbound 2017)
3. Media and publishing have the highest average Moz domain authority of 86 (Track Maven, 2017)
4. Almost 254/500 Small medium businesses only have a basic understanding of SEO (Higher visibility, 2017)
5. Google accounted for almost 91% of US site visits produced mainly by mobile search in 2017 (Merkle, Digital marketing report Q3 2017)
6. In 2017. Around 48% of 1,200 global digital marketers say on page SEO is still considered by far to be the most effective SEO tactic (Advanced web ranking, SEO stats report 2017)
7. Besides 65% of marketers also agree that link building is the most difficult tactic to perform (Advanced web ranking, SEO stats report)
8. 50% of page-1 Google results are now HTTPS (Moz, 2017)
9. As of April 2017, Global marketing share percentage in terms of use of search engines heavily favours Google with over 77% (Smart insights 2017)
10. Also 18% of local searches done on mobile devices certainly lead to a sale within a day or so (Junto 2017)

CONCLUSION

From the nostalgic dial up connection sound in the 90's to hi-speed Wi-Fi era of today, internet certainly has become an indispensable part of our lives. Also with increase in digital marketing spending as well as government's initiative to propagate the agenda of digital India and mobile device penetration to remote areas of the country, the challenges and possibilities are quite endless for digital marketers to help companies build a long lasting online presence. Besides gone are those days, when only customers were loyal to brands. Noisy online marketplace has pushed most of the brands to become loyal with their clients. Also with rising number of internet users, future businesses will require digital marketers for targeted awareness and focused engagement. Today marketing has certainly shifted from "one to many" to "one to one". Therefore career opportunities in digital marketing look brighter and promising. It cannot be denied however that the world is rapidly shifting from analogue to digital world. As people are consuming more and more digital content on daily basis and as companies have not yet recognized this earlier in their marketing strategies need to be adapted fast.

Digital marketing in rural area is quite untouched area and also has lot of untapped potential but techniques are yet being devised to explore this area. Being time efficient, having larger impact and easy availability there are certain benefits of digital marketing. Increase in technology diversification also has increased the exposure to people and also has opened up the possibility and avenues of social networking, online courses, ticket booking system and many more. Rural market up until now is product driven and not service driven with information of product availability beforehand to consumers which also lets company to predict behaviour of actual product before launching it which certainly helps in planning for the outcomes.

REFERENCES

1. Erda CV (2008), "A comparative study on Buying Behaviour of Rural and Urban Consumers on Mobile Phone in Jamnagar district" in conference on marketing to rural consumers understanding and Tapping the Rural Marketing Potential, pp 79-92. IIMK
2. Rani, Pooja, and Neha Shrivastav. "Rural Marketing in India." *International Journal of Research* 1.7 (2014): 131-134
3. Verma, S. K. (2013). *Rural marketing in India*. Anusandhanika, 5(1), 16-22
4. Malecki, E. (2003). Digital development in rural areas: potentials and pitfalls. *Journal of Rural Studies*, 19(2), pp.201-214.
5. Gerard Broussard, "How advertising frequency can work to build online advertising effectiveness." *International Journal of Market Research*. 2000
6. B. Cova and S. Pace, *Brand Community of Convenience Products: New forms of customer empowerment – the case "my Nutella the Community"*. *European Journal of Marketing*. Volume 40, 2006, pp. 1087-1105.
7. C. Hoey, *Maximizing the effectiveness of Web-based marketing communications*. *Marketing Intelligence & Planning*. Volume 16, 1998, pp. 31- 37.
8. G.R. Kiani, *Marketing opportunities in the digital world*. *Internet Research: Electronic Networking Applications and Policy*. Volume 8, 1998, pp. 185- 194.
9. A. Parsons, M. Zeisser and R. Waitman, *Organizing today for the digital marketing of tomorrow*. *Journal of Interactive marketing*, Volume 12, 1998, pp. 31-46
10. J. G. Webster, *User information regimes: How social media shape patterns of consumption*. *Northwestern University Law Review*. Volume 104 No. 2, 2010, pp. 593-612.
11. S.R Winer, *New Communications Approaches in Marketing: Issues and Research Directions*. *Journal of Interactive Marketing*. Volume 23, 2009, pp.108- 117.
12. F. Garzotto, F. Sorce, D. Bolchini and T. Yang, *Empirical investigation of web design attributes affecting brand perception*, Proc. 6th Nordic Conference on Human Computer interaction: Extending Boundaries (Reykjavik, Iceland, October 16 - 20, 2010). Nordi CHI '10. ACM, New York, NY, pp.188-197.
13. H. Kwak, C. Lee, H. Park and S. Moon, *What is Twitter, a social network or a news media?* Proc. 19th International Conference on World Wide Web (WWW '10). ACM, New York, NY, USA, 2010, pp. 591-600.
14. Chi, Hsu-Hsien, "Interactive Digital Advertising VS. Virtual Brand Community: Exploratory Study of User Motivation and Social Media Marketing Responses in Taiwan." *Journal of Interactive Advertising*, Volume 12, 2011, pp. 44-61.
15. Curran, Kevin, Sarah Graham, and Christopher Temple. "Advertising on Facebook." *International Journal of E-Business Development* , Volume 1, 2011, pp. 26-33
16. *Marketing to Rural Consumers: Understanding & Tapping the Rural Market Potential*. *Indian Journal of Industrial Relations*, 46. 3 (2011): 538. Shri Ram Centre for Industrial Relations and Human Resources
17. Shankar, Venkatesh, Jeffery Inman, Murali Mantrala, Eileen Kelley and Ross Rizley. "Innovations in Shopper Marketing: Current Insights and Future Research Issues." *Journal of Retailing* 1:s29-s42, doi:10.1016/j.jretai.2011.04.007.
18. Paquette, Holly (2013), "Social Media as a Marketing Tool: A Literature Review", Paper submitted to University of Rhode Island, holly_paquette@my.uri.edu.
19. Manav, K. (2015). *Rural marketing in India*. Anusandhanika, 7(1), 163-169. Rao Srinivas G (2002), *Rural Marketing in India*, Anmol Publisher, 1st Edition, pp. 11-14.

List of website referred:

1. <https://www.quora.com/What-is-the-future-scope-of-the-digital-marketing-industry>
2. <https://yourstory.com/2017/09/why-digital-marketing-is-the-next-big-career-opportunity/>
3. <https://www.digitalvidya.com/blog/growth-of-digital-marketing-industry-in-india/>
4. <https://www.smartinsights.com/digital-marketing-strategy/100-must-see-marketing-stats/>
5. <https://www.smartinsights.com/digital-marketing-strategy/100-must-see-marketing-stats/attachment/organic-search-visits-fall-3/>
6. <https://www.smartinsights.com/marketplace-analysis/customer-analysis/digital-marketing-statistics-sources/>
7. <https://www.wordstream.com/blog/ws/2018/02/05/marketing-statistics>