

Digital Marketing: An Emerging Trend in Marketing Communication and Value Networks



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Abstract

Modern marketing calls for more than Creating, offering, pricing, it sensibly and making it available to the customers. Companies must also communicate it effectively and digital marketing is organically developing as a powerful tool. Traditional marketing is unidirectional in its approach whereas digital marketing is multidimensional. Internet and increasing number of people using mobiles are playing major role in growth of digital marketing. People do not need to carry PCs, notebooks and other expensive gadgets to use internet. The current scenario of higher rate of internet mobile users and availability of data at reasonable price making it easier for companies to place their offers to mass customers. Use of various social media platforms is not limited to having conversations. Various media like facebook, watsApp, instagram are the modern tools which are equipping companies with more power to work intelligently in fiercely competitive market. Everything has its pros and cons. Digital marketing also face some challenges. It is constantly facing issues related with privacy, security and ethics. So the firms need to pay heed to all these components while developing communication strategies using digital media.

Keywords: Marketing, Digital Marketing, Internet, Security, Transparency, Social Media, Value Network, Communication, Internet.

Introduction

India is an emerging global market. Introduction of Globalization has brought the market into one place and digital marketing or online marketing has become one of the prominent channel to introduce worldwide available product at one place. Not only the companies working internationally are benefitted by digital platform but local sellers are availing digital channels to make their products available to the customers who are at distant and gives sellers the freedom to target large number of customers without developing infrastructure here and there.

Digital Marketing is a way to communicate. It is an emerging and evolving trend in marketing communication. Digital marketing not only target large number of customer but also helps in creating value networks with customers.

Digital Marketing is gaining value as number of people who are using internet is increasing. It is crossing the boundaries of gender difference to geographical difference between person living in rural or urban area or national and international or age difference.

Growing use of Smart phones available at reasonable price in comparison to laptops, notebooks, making it easy for customers to avail the internet services. 4G services has bring the digital revolution in India by reducing the data cost and increasing the time spent on Internet.

According to Dentsu Aegis Network report on Digital Advertising, Indian Digital Advertising Industry's current market size is Rs. 8202 crore, is expected to reach Rs 18986 crore witnessing the growth of 32% CAGR. (Report published in Economicstimes.com)

Aim of the Study

Present paper is a humble attempt to identify the importance of digital marketing as the emerging and developing avenue of communication and challenges related.

Related Terms**Marketing**

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.(Philip Kotler)

Marketing Communication

Marketing communication are the means by which firms attempt to inform, persuade and remind consumers-directly or indirectly-about the product and brand they sell.

Some of the platforms used for Marketing Communication are Advertising, Sales promotion, events, Public Relations, Personal Selling, Direct Marketing.

Digital Marketing

According to Digital Marketing Institute, Digital marketing is the use digital channels to promote or market products and services to targeted consumers and businesses.

Digital Marketing involves introducing products and services online, making them available to customers. There are pure click companies like Amazon which does not have stores and there are brick and click companies like Firstcry.com, a Firstcry Mahindra Venture, these are existing companies that have added online site for e- commerce.

Value Network

A value network is the system of partnerships and alliances that a firm creates to source, augment and deliver its offerings.

Digital Marketing is fastest growing platform which is based on customer oriented marketing where customer is the primary focus of companies. This concept relies on not only determining the need of customer but proactively sensing the needs and providing them with their offering. Digital marketing also completes the true sense of marketing as it states "creating need or want".

Review of Literature

Studies have been done on understanding the role of digital marketing in fast moving economy. Integrated marketing communication is done by companies in order to reach customers.

Cha(2009) More people perceive shopping services on social networking sites as useful and easy to use , the more likely they are willing to shop for items on social networks.

Yannopoulos(2011)The internet is the most powerful tool.

Marketers must incorporate the digital or e planning in their communication strategy by understanding what they want to achieve through their communication strategy.

Chaffey(2011)states the importance of social media marketing. It involves encouraging customer communication on company's own website or through its social presence.

Afrina, Sadia,Kaniz(2015) in their paper states that companies should create innovative customer experiences and specific strategies for media to identify the best path for improving digital marketing performances.

Social media is an innovative tool. It is helpful in creating a role for customers and thus making their relations strong with company.

Rajiv Kaushik (2016) stated about the research conducted by Adobe and CMO. The study throws light on the increased use of digital marketing to increase their competitive advantage.

Kumar and Singh (2017) In their research paper recent advancement in digital marketing are discussed and also emphasised that ultimate goal of digital marketing is attracting customers and allowing them to interact with sellers through Digital Marketing.

Mohan (2017) studied the approach of Dr Dave Chaffey on Planning. Study explains about three stages as opportunity, strategy and action to develop communication. He goes on to explain that Digital marketing play major role in product awareness.

Ishaq and Reena (2018) states about digital marketing as beneficial tool for companies. With the help of digital marketing a company can attract their prospects(customers) to visit site, gather information about products/services, ponder on decision(evaluate their options),buy them and provide feedback(review and rate)which is available to everyone who visits site.

Madhu and Deepak (2018) explain digital marketing as a tool to create relations with customers.

**Key Players of Digital Marketing
BYJU'S**

Byju Raveendran started his journey in 2007 by giving coaching to CAT aspirants. Large scale targeting started in 2008, when about 2000 CAT aspirants were taught in auditoriums. In the year 2011 Think and learn private limited company was founded, doing business as BYJU'S, provides online tutoring services. In 2014 maths workshops were conducted for K-12 students in stadiums.

Company has reached milestone as their learning application has been downloaded more than 5 million times. They have 2 lakh paid users on mobile device.

Their target is students from kindergarten to twelfth. Digital strategy has lead them to create a strong customer base by not only targeting students but parents too. It is a Bangalore based company but now its geographical span has increased.

GeM

Government e marketplace was launched in 2016. It is providing a good platform to Medium Scale Enterprises, Small Scale Industries by providing buyers and sellers a space to ensure sale of good quality products. This medium is used as platform to place products and services to the government ministries and departments, Public sector undertakingsand other apex autonomous bodies of central government. It is a user friendly channel provided with such filters PMA (Preferential Market Access) compliant which helps government buyer to access Make In India and SSIs offerings.

It is also bringing transparency in working and payments processing. Channels complies through the dynamics of market which decides pricing of the product according to current market scenario.

PayTM

PayTM was founded by Vijay Shekhar Sharma in the year 2010 under the parent company named, ONE97 Communication. It started as mobile recharge website. Now it has become e commerce market place which is increasing the intention of buying and selling via digital marketing.

Their work has been expanded from mobile recharge to utility bill payment, wallet payment, wallet to wallet, wallet to bank etc. They have got over 20 million registered users.

Channels of Digital Marketing**Search Engine Optimization**

SEO is the process of optimizing the website to stand out in search engine result pages. Hence increasing the number of visitors (increasing traffic) on particular website. Companies make the website according to Google standards to improve the number of visitors/users.

Content Marketing

Content Marketers are engaged in creating contents that helps in standing out an organization from their competitors like blogs, various you tube channels. It involves making customers understand about deals and offers related to products.

Social Media Marketing

This is to increase business through social media like facebook, twitter, pinterest. Social Media is quick in getting feedback. Various businesses are running on Instagram stores for example jewellery and clothes are sold on these stores and people share their stories related to the experience. Thus creating online word of mouth or buzz.

Google Adwords

This is a paid service to Google. Google place the company's Advertisement on appropriate website related to target audience. It is like giving advertisement in newspapers where companies pay according to the space and the page on which they appear.

Affiliate Marketing

This is a type of performance based partner program where content creator receives commission for promoting other's products/services on his website or channels in case of YouTube.

Email Marketing

Companies utilize the emails as the way of communicating with their customers by sending subscription newsletters, follow up emails, providing benefit by loyalty programs etc.

Online Public Relation

This is related to getting maximum coverage through social media, reviews of companies by self and responding to the reviews by others.

Inbound Marketing

This is about using blogging, video marketing, email contact to create customer experience that works with the customer not against them.

Apps Marketing

App marketing is about creating application software for mobile users supported by latest technologies (android, ios). Individual companies make their apps which contain all the information

regarding product, price, return policies, offers. All the transactions can be done on the particular app.

Podcasts

Podcast is digital audio file which is available in series on internet. These files can be downloaded and next version/part of series is available to subscribers. This is like listening radio. The freedom in comparison to radio is in choosing the topic of interest and wide range of topics are available online.

The means of Digital marketing are interrelated in the sense YOUTUBE is all about creating content. Contents are developed and designed by various channels. Youtube is giving freedom to people to create their channel and influencing people's choice of purchasing a product/service as channel creators provide their experience related to products.

Challenges

1. India is growing in terms of population. Numbers of people are associated with digital marketing companies but the people who have received formal training is less. For example the attitude of the delivery person who delivers the product on behalf of the company affects the reputation of company. Some sort of etiquette training should be given to them.
2. Companies fail to proactively react to customers' problems. One of the problem is companies do not meet in person to the customers to redress their problems. Firms should develop a proper channel to handle the grievances and understand their needs.
3. Security and privacy issues are faced by customers. Digital marketing face security issue as companies get to know too much about the customers. Some websites sells data to a third party which is not a right way to treat customers.
4. There is ambiguity in terms and conditions related to them. Customers always have fear to lose their money while dealing online whether it is in terms of getting products that are not up to the mark and what happen to the payment if it happens so.
5. Companies need to work on Search engine optimization so that the frequency of visitors improves on their website or page. This seems to be quite challenging as number of sellers are increasing and fighting for the same group of customers.
6. Influencers usually influence society with their purchases or stands on particular brand, their image may indirectly harm the brand's image. A group of customer or follower may not like the particular influencer which in turn may turn out to be negative for brand image.
7. Digital marketing prompts customers to buy a product which they do not need in reality. This is promoting impulsive buying. This has become an ethical issue in regard to consumption pattern.
8. Digital marketing can also be blamed for strengthening the materialisation as it creates the sense of insecurity for not using a particular product/service. People tend to hoard things they do not need under the influence of social media.

Opportunities and Forward Moving Value Network

With the growing number of users of internet and mobile (that have access to internet) users, companies can collaborate with their partners to create brand awareness, carry out transactions and payments, and increase accuracy and transparency.

India will likely to be the youngest country by 2020. Companies can tap the energies of this youth by creating smartly trained workforce and team of influencers. These influencers know the nerves of customers by getting responses to their contents.

For the proper management of value networks companies need to invest in Information Technology and software. Professionals related to IT will be able to secure jobs. Digital marketing encompass technological sector, entertainment sector, real estate sector, food sector and what not, even education sector.

Companies should focus on customers as they can influence and participate in company's upstream activities in future. They no longer play the role of only feedback provider. They can participate in demand chain management where customers help in creating solution of the problems.

Digital marketing is marketing communication tool which is empowering customers as companies cracking deals and increasing their customer base. Like MEESHO app is giving opportunity to people to earn while working at home.

Conclusion

Digital marketing is evolving as not only companies are getting benefitted with this tool but customers are also earning. This is giving power in hands of customers to provide experience digitally, getting their problem solved online within a frame of time. But problem is the stake of company which may be maligned if timely action is not taken.

It is not only firm's responsibility to be fair and transparent but customer's responsibility too, to be awakened and choose wisely.

Government of India is promoting online transaction. Demonetisation brings everyone's focus to be digital and thus promoting transparency. Although everything has its own pros and cons.

Digital marketing is a process involving two way traffic or communication. To work digitally, companies need someone to store and manage their data, this is creating opportunities for service creators to serve as medium for companies to work efficiently digitally like AWS (Amazon Web Service).

Digital marketing is a powerful medium to influence customer's choice of product and service. Companies are allotting a large part of their communication/marketing budget on digital platforms. Cost effectively companies are targeting large number of customers.

Digital communication is empowering companies by creating value networks with customers, who in turn become their strategic partners in long run.

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