

# A Study of Most Recent Trends in Online Marketing and Adoption of the Trends by Sellers in India

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**Abstract:** *Online marketing is the process by which a business promotes and sells its products and services to potential customers through the use of tools that are accessible via the internet. The tools and methods used to provide customers with improvised and novel shopping experiences are constantly evolving in online marketing. In the race of getting greatest number of clients advertisers are consistently participated in developments to all the more likely market themselves. Customers' desire for novelty is capitalized upon by businesses. Customers like to try new things, so sellers are always looking for cutting-edge experiences that they can offer to their customers. This paper examines how sellers are benefiting from adopting cutting-edge online marketing strategies in their campaigns and the most recent advancements in these strategies. The concentrate additionally considers the preventions looked by the advertiser as well as the clients and how the advertisers can conquer these impediments of internet promoting. The review uncovers that both shopper as well as the vender are energetic towards the reception of inventive internet advertising devices.*

**Keywords:** Tools for online marketing, digital marketing tools, and current trends in online marketing

## I. INTRODUCTION

"Every business is a casualty of Computerized Darwinism". Marketing trends are always changing because customers' tastes and preferences change all the time. Over the past two decades, marketing strategies, tools, and methods have undergone unprecedented rapid change. Marketers now have to adapt to the shifting needs of their customers in order to stay relevant in the market and stay ahead of rivals. Nowadays, having a presence online is the most important thing for businesses to have. A company's online presence can be achieved through the creation of a website, a social media page, or a presence on e-commerce sites; or by combining any of these three methods. Companies that had previously established a presence on the internet are reaping the benefits, while those that remained inactive lost market share. For instance, Yahoo was a major player in online advertising in 2005. However, they chose to concentrate on media content and ignored the significance of search and the need to enhance the user experience. They were able to get a lot of people to watch the content, but they didn't make enough money to help the company grow. As a result, the content lost popularity, and Google jumped at the chance. India has 110 million mobile connections, or 79% of the country's population. An exponential increase in the number of internet users can be attributed to recent advancements in internet technology and the availability of low-cost high-speed internet data. There are in excess of 62 crore web clients in India which makes around 45% of the all out populace of the country. The most common online activity is using social media. About 44.8 crore people use at least one social media platform, or 71.8% of internet users and 32.3 percent of the country's total population. The aforementioned figures demonstrate the country's vast online marketing potential. Marketers now have access to new promotional avenues thanks to the development of internet technology over the past two decades. Profits are being made by businesses that recognized the value of online marketing channels early. However, as more and more businesses go online, every time a user opens a website or scrolls down a social media home page, he or she is met with advertisements. Advertisers use tools and strategies to set themselves apart from the competition in order to survive in this crowd. More than ever before, customer requirements and preferences are at the heart of modern marketing strategies. Customers expect their brands to provide the experience provided by a new technological innovation as soon as it occurs. In order to provide the best customer service, keep existing customers

engaged, and retain new ones; it has become unavoidable for the advertisers to keep themselves refreshed with these headways. Neglecting to stay up with these arising patterns could leave an advertiser falling behind his rivals.

### Recent Marketing Trends

In this section, I will talk about some significant marketing trends that have caught the attention of marketers in recent years.

**Marketers acclaim artificial intelligence (AI)** as their favorite technology. It analyzes consumer behavior and search patterns using machine learning and deep learning concepts. It bids for advertising space on websites automatically and provides businesses with Chatbots for real-time customer support.

**Conversational Marketing:** While traditional marketing employs a one-to-many strategy, in which a single advertisement is targeted at a group of people, the conversational marketing strategy tailors an advertisement to each individual. 82% of B2B community customers want an immediate response to questions about sales and marketing, and marketers are becoming more conversational with their customers in order to improve customer relationships.

Additionally, video marketing is a popular and effective method of internet marketing. It is an extraordinary method for showing individuals items and administrations as individuals hold what they at the same time see and hear substantially more than whatever they read, hear or see separately. Videos have a greater impact on consumers than any other form of advertising. Also, the Coronavirus pandemic has incited numerous organizations to go advanced. In order to prevent the disease from spreading, artists began performing through the live streaming features of Facebook and Instagram instead of live concerts. As a consequence of this, the live streaming capabilities of social media platforms like Instagram and Facebook have increased, and individuals have adopted this trend, preferring to watch a live program from the comfort of their homes rather than attending an orchestra.

**Powerhouse Advertising.** Most of the time, brands work with someone who has a lot of fans and can get people to do what they tell them to do. Influencers receive compensation from brands for including them in their social media posts. Consumers are more influenced by an influencer's opinions, preferences for a brand, and trust in what he says about a brand than the brand itself. (Powerhouse Advertising Presently Believed More than Brand Promoting.

**Personalized Ads:** Businesses are constantly under pressure to offer users more curated and individualized experiences in order to stand out from the competition. Customized limited time endeavors can possibly increment client commitment and separate the item from the results of different merchants. As a result, they provide users with exclusive advertisements that are tailored to their personalities and interests. If an organization has clear policies about how it will use the data, people will be more likely to share their personal information with the organization in order to provide a better experience for customers.

**Voice Search** is a great tool, especially for people who don't like to type. People with poor grammar and language skills, as well as those who do not know how to write but have somehow mastered using mobile phones, enjoy using this tool a lot. Brands are figuring out how to incorporate voice search into their marketing strategies so that customers won't have to type as much and it will be more interesting for them to find the brand online. Voice search is used by 27% of mobile users worldwide (Voice Search Mobile Use Statistics - Think with Google, n.d.). Businesses are interested in optimizing their resources for voice search as a result of innovations like Google Assistant, Amazon Alexa, and Apple Siri that have revolutionized the voice search experience.

**Stories from social media.** Story part of a Virtual Entertainment stage is regularly arranged on the highest point of the home screen as a picture with a hued circle encompassing it. Stories can be posted by users on a number of apps, including Snapchat, WhatsApp, Instagram, and Facebook. The typical length of these tales is 24 hours. These applications furnish clients with different fascinating elements for making and tweaking stories. Add location, #hashtag,

ask question, GIF, music, poll, quiz, time, stickers, and other features are all available on Instagram. to create memorable stories so that readers remember them for a long time.

**Content Promoting** furnishes clients with important data in light of their pursuits. Content marketing will continue to be beneficial to brands even as Search Engine Optimization (SEO) gains prominence. A brand is more likely to improve its position in the search engine result pages (SERPs) when its content is written with SEO in mind. Intuitive substance guarantees individuals' consideration. For most extreme advantage content ought to be written in normal language, it might incorporate tests and surveys and the essayist of the substance should be knowledgeable with the utilization of catchphrases connected with the topic. Utilization of watchwords builds your possibilities being situated over internet browsers. For the inquiries regularly posed to by the customers advertisers can compose a blog entry tending to a portion of these points.

**Shoppable web-based entertainment posts**-virtual entertainment locales are helping brands by delivering more advantageous internet shopping highlights. Users can click on sales advertisements created by brands to access product pages. Numerous social media platforms are now launching programs that enable customers to directly purchase a product within the app rather than visiting a business website, including Instagram's shopping feature and Facebook Marketplace.

**Programmatic ad or programmatic advertising.** Using software to buy display space is called buying. It refers to the distribution of advertising without the involvement of humans. Programmatic advertising employs algorithms and machines, whereas the conventional approach calls for tenders, requests for proposals, and human negotiations. Advertisers have the option of outsourcing their pay-per-click (PPC) campaigns to Google's artificial intelligence system, which will then optimize their budget to achieve the highest possible ROI (return on investment). The higher click-through rate and lower cost of customer acquisition are a result of this automation's much higher efficiency and speed.

**Chatbots.** Chatbots are being utilized by organizations to respond to frequently asked questions. 24/7 support is provided by chatbots. These are modified to give a bunch of answers to FAQs and direct the discussion to human specialist in the event that the discussion is confounded. Cost-effective and occasionally more efficient and courteous than humans, chatbots can be useful. Chatbots are preferred by consumers due to their ability to promptly respond to customer inquiries and their precise recall of previous purchases.

**By uploading an image,** visual search tools like Google Lens and Pinterest Lens make it easier for people to search. For example, if we want to know how to use a herb but don't know its name, all we have to do is take a picture of it with our phone and use the Google Lens feature in the Google Photos app. In just a few clicks, we can get a lot of information about that herb.

**Push Notifications in the Browser** Notices set off by clients' way of behaving are utilized to reconnect individuals who had before shown interest however neglected to change over into purchasers. Push notifications are a great way to remind customers about abandoned shopping carts and make money.

**Omnichannel** Showcasing brands today don't rely upon a solitary medium yet utilize more than one channel for advancing themselves. They follow their possibilities over various online entertainment stages, through messages and sites.

**Augmented reality and virtual reality.** Immersive technologies like virtual reality and augmented reality exist. Advertising utilizing VR and AR advancements empowers advertisers to make encounters, draw in clients and energize transformations in fascinating ways. Despite the fact that both technologies are still in their infancy and offer users experiences that are somewhat comparable, the differences between them need to be clear. Computers are used in

virtual reality to create simulations, which means it takes the viewer out of the real world and "immerses" them in an alternate reality using headsets and other sensory equipment. A business can use this technology to give a potential customer the opportunity to drive its car while the customer is at home. Not at all like VR, AR can be gotten to through considerably more typical gear like cell phones, and it superimposes pictures, for example, characters on top of video or a camera watcher, which most shoppers as of now have; making it significantly more usable for retail, games, and motion pictures. VR replaces what individuals see and experience though in the event of AR content is embedded into this present reality with some gadget, expanded reality really adds to this present reality. AR projects images in front of the user in a fixed area, whereas virtual reality completely covers and replaces the user's field of vision when used with devices like Google Cardboard.

A recent development in online marketing is **geo-fencing technology**. The user's location is the basis for this method. Push notifications from business units are sent to users whenever they enter or exit a region. For instance, a restaurant can use the Geo-fencing technique to notify customers whenever they enter or exit a specific area of the establishment. The highest position on the search engine result pages is known as **SERP-position zero**. Profoundly desired position zero otherwise called 'scrap' is where each web sponsor dreams to show up. The Featured Snippet is a box at the top of search results. One way to get it is to include brief, straightforward responses to questions in the content.

The technology of blockchain **Blockchain** is a method of recording data in such a way that it is difficult or impossible for anyone to alter the data, hack into it, or cheat on it. A block is basically an advanced record of exchanges that is copied and circulated across the whole organization of PC frameworks on the blockchain. There are a number of transactions in each block of the chain, and a record of each participant's transaction is added to their ledger each time a new one occurs on the blockchain. The decentralized information base oversight by different members is known as Dispersed Record innovation (DLT).

**FOMO** (fear of not being enough) It is a type of marketing in which a marketer makes use of a customer's desire to seize every opportunity. The message is framed in such a way that it encourages the customer to buy something on the spot rather than later regretting not doing so.

**Predictive and augmented analytics:** Predictive mining and machine learning patterns can be found and the future can be predicted with the help of data mining. Natural language processing and machine learning are used in augmented analysis to automate the preparation of data and make it possible to share data.

**User-Generated Content:** A lot of businesses reward customers who share original content about the products they've used; Quantum Computing stores data in bits that can exist in one of two states—zero or one—because customers place more trust in what customers say about a product than they do in the brand itself. A single atom, or qubit, is the new unit of measurement utilized by quantum computers. Theoretically, quantum computers can simultaneously perform millions of calculations.

Utilizing keywords to improve search engine optimization is known as semantic keyword research. When businesses use keywords on their websites, they must match the user's search intent for the keyword.

Semantic search makes it easier for search engines to figure out what people are looking for by looking at how they phrase their searches. When creating web pages, articles, blogs, PPC advertisements, or any other type of online promotion, one needs to start considering semantic search.

### **Why do businesses need an online presence?**

A business's online presence has become increasingly important in the digital age. A company will benefit greatly from having an online presence, whether that presence is in the form of a website, an e-commerce platform, a social media site, or a combination of all of these. Customers expect to see a marketer on the internet; if they don't, it could miss out on an opportunity to expand its customer base. I'm posting down probably the most captivating explanations behind an organization to carry on with work in web-based mode.

1. makes it easier for potential customers to visit the business—these days, the majority of customers look up information about a product or company online; The company's online presence will give it a competitive advantage. Customers should be able to find everything they need about a business by conducting a straightforward Google search.

2. Makes it more straightforward to exhibit organization's items and administrations in the event that organization has a site, with a basic snap its clients can understand what it brings to the table.

3. Having a presence on one or more social media platforms makes a company appear more "human" and relatable to customers and potential customers.
4. makes it easier to promote the brand of the company. The most cost-effective means of distributing information to thousands of people are Instagram stories, social media posts, and blogging. If a business isn't easily accessible online, modern customers will view it negatively

**Some customers hesitate to buy an item online for the following reasons:**

Convoluting route and complex checkout-an engaging site might draw in great rush hour gridlock yet it's of no utilization assuming that the change rate is low. Constrained extensive enlistment, absence of programmed passage of monotonous data can make organization's profile shocking for the buyer.

2. Because of the widespread expansion of the internet, consumers are more selective and choosy than ever before. This is due to a lack of competitive pricing and a lack of market research. They compare the cost of purchasing a product offered by various marketers before making a purchase. As a result, a company loses customers if it is unaware of its competitors' moves and deals.

3. Extra or secret charges-absence of straightforwardness in estimating and installment cycle can set off clients to leave the site. Shipping costs, logistics costs, VAT, etc. ought to be plainly referenced.

4. Security concerns: Customers are scared when they hear about cyberattacks. On the off chance that a firm neglects to acquire trust of the crowd in regards to the security and utilization of their own and basic information e.g., Charge/Mastercard subtleties, he don't want to take part in business with the firm. A site with a security certificate and encryption technology is preferred by customers.

5. There is no physical address or information about how to contact you. and a company's reliability is improved when it has a working email address. After the homepage, a website's "About Us" page receives the most traffic. A business fails to earn the trust of potential customers if there is insufficient or no information about the physical address.

6. No social media presence at all—people actively use social media to search for products and services and read reviews. There is a good chance that people won't be interested in a brand if they can't find it on social media.

7. Deficient and unappealing item subtleties in internet based framework business needs to establish an enthusiastic and caring climate with the substance and pictures or one might say that the web-based imagination of the vender talks for his sake, and assuming the introduction of the results of a firm on the web isn't engaging, clients could do without to shop from it.

8. Sales copies have captivating titles, engaging descriptions, company logos, etc., but there is no encouragement to return. These things help customers remember a brand, and an incentive or reward system also works well to get people to come back.

9. Consumer dissatisfaction is also caused by irrelevant products, a lack of categorization, unprofessional web design, website crashes, and sudden pop-ups.

10. Last but not least, delivery options and coverage are a major factor that discourages online shopping. If a marketer doesn't deliver all products to all locations, doesn't accept debit cards from all or some companies, doesn't offer cash on delivery or return options, or doesn't accept debit cards from all or some companies; then, it's simple for customers to buy from a physical store.

**How a company can improve its online presence**

Today, brands use an omnichannel marketing strategy, which means they use more than one medium to promote and advertise their products. They communicate with their prospects via blogs, emails, and various social media platforms. Aside from this a brand can fortify its digital presence by making the accompanying strides.

1. Have a website because it is the online equivalent of a physical store.
2. Increase your website's visibility in search engine results from Google and Bing by optimizing it for SEO.
3. Fabricate a web-based encounter that is available to everybody, for e.g., giving zooming choice so an individual with powerless vision could likewise find out about an item by perusing the subtleties.
4. Utilize immersive technologies like augmented reality and virtual reality.

5. Set aside time to oversee the company's online presence. It is not necessary for a brand to remain at position zero tomorrow if it appears today. Regularly, you should write a blog post, respond to a Facebook review, and create a new advertisement.
6. Make a budget for enhancing your online presence. Organizations can focus on the most important aspects by establishing a budget and assessing the strategy's potential impact.
7. Businesses may increase their chances of being noticed by the audience by creating profiles on local directories like Google Business. because comparing restaurants on Google My Business is easier than switching between different restaurants' websites.
8. Always keep an eye on the moves and strategies of your rivals.
9. Foster intuitive substance and apparatuses, it can incorporate tests, puzzles and so forth.
10. Utilize online advertisements to promote goods and services. Advertising on YouTube, Facebook, and other platforms increases brand recognition. With PPC commercial advertiser has full oversight on the notice financial plan.
11. Create a profile on the social media platforms that are used the most by the company's target audience.
12. Draw in with individuals and answer their questions on the web. Advertiser requirements to ask crowd assessment on the post and honor their ideas.
13. Conduct A/B tests frequently because they aid in conversion rate optimization.
14. Give accommodating and educational substance routinely.
15. Create a plan for constructing a qualified email list. By providing a free tool that requires users to supply their email addresses or by providing a downloadable guide or eBook, valid email addresses of the genuine audience can be obtained. Other users are also tempted when exclusive offers and discounts are provided to email subscribers.
16. Track online channels: a variety of tools, such as MarketingCloudFx and Google Analytics, can assist marketers in monitoring the effectiveness of their strategy.
17. Encourage customers to leave reviews on websites and in local directories.
18. Today, website security is more important than ever. Sites where users share financial information make security even more important. Obtaining a security certificate from an authorized institution will assist in gaining audience trust.

## II. CONCLUSION

This trend is very important for multiple reasons .Perceivability: With a digital presence, small businesses can be found by potential customers in search engines, even though they cannot be physically present everywhere at all times. Authority: The digital presence of a business has the potential to demonstrate to potential customers why they should make a purchase from that business by publishing informative content and videos. Initial Attraction: A high-quality digital profile and visually appealing website will help a business attract customers to its physical location. Client Relationship and Trust online presence of a business empowers it to expeditiously determine questions of the customers, fulfilled purchasers really do verbal exchange exposure for the business and hence helps in building a positive picture. We are of the opinion that Indian businesses are actively engaged in incorporating any innovative method of online marketing that suits their product or service after conducting a critical study of various offline and online literature, including articles from various newspapers and data on websites owned by the government of India. Customers are also eager to experience any new market trend. As a result, it can be said that technological creativity in marketing is welcomed by customers with open arms, and sellers are also working to adopt new marketing trends in order to attract more and more customers.

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