

Trends in Digital Marketing in India

Umesh Parab

Student, Master of Computer Application

Late Bhausaheb Hiray S S Trust's Hiray Institute of Computer Application, Mumbai, India
umesh.parabr10@gmail.com

Abstract: *Digital marketing is cost effective and has a great commercial influence on the business. Advanced showcasing is the application of consumer electronic media to promote products or services in the market. The main purpose of computerized promotion is to invite clients and allow them to interact with the brand through advanced media. Computerized showcasing has no limitations. Now the company can use cell phones, tablets, PCs, advanced boards, and other ache media such as online life, SEO (Search engine optimization) and many dads to promote their company and its products and services. Both offers this paper insights into some current and future trends in digital marketing.*

Keywords: Internet, Marketing, Digitization, Social Media, Marketing Trends, Digital Marketing

I. INTRODUCTION

A) Overview of AI

The world of advanced advertising normally crosses new miles with each passing step. It is changing and growing. It's no secret that the world of advanced showcasing is constantly changing. What works today may be completely out of date. If your product continues to use the same strategies this year as you did last year, expect to see worse results. In 2018, the design of the videos is completely dominated by other forms of content. Today, 10 million videos are watched on Snapchat daily. Stories on Instagram pester 250 million views on their videos daily. To keep pace with the technological advances of the latest age and improve your business growth, you must integrate your promotional activities with growing trends in digital advertising.

Through digital media, consumers can get information at any time and place they want. With advanced media, consumers not only rely on what the company says about their brand but they can clamor for what the media, friends, associations, associates, etc. are saying. Advanced promotion is a broad term that refers to the various ache promotion techniques that are being sent to reach clients through digital technologies.

II. VARIOUS DIGITAL MARKETING TRENDS

Make your brand advertising progressively effective and pertinent by following these successful digital marketing trends:

A) Content Focused on SEO

Search Engine Optimization is the way to creating a simple site page to discover, straightforward to smooth, and simple to sort. It is tied to helping your clients discover your business from thousands of different organizations. Search Engine Optimization (SEO) is an essential piece of any advanced marketing strategy. It is important to pester concern about an all-encompassing move towards driving clients to your business through the online platform. If you focus on showcasing content and just keep creating good content that your audience wants, web indexes like Google will be more than happy to send you traffic. It is the job of the web crawler to find out if your content is valued and ranked highly for the help of web users. Long tail targeting is one of the most important SEO strategies you can influence for 2020. A long tail catchphrase is nothing more than a phrase containing two or three watchwords used to target a particular area. A more targeted audience than a mass audience in general.

B) VIDEO MARKETING

70% of consumers said they shared video of a brand. 72% of businesses say video enhances their rate of change. So, by 2020, if your brand doesn't have a strong collection of appealing, high-quality videos, you could be missing out on an overwhelming audience. YouTube, the second largest internet searcher in the world, could become even more important by 2020. To increase your organic traffic, advertisers can't ignore YouTube SEO. Through techniques like YouTube SEO, brands can ensure that their content is visible to relevant audiences.

C) INFLUENCER MARKETING

Influencer marketing is a type of verbal promoting concentrated on utilizing key pioneers to convey your image's message to the bigger market. Influencers are frequently from superstars and Instagram or YouTube stars to notable bloggers and writers who help spread the news about your business or item through their social channels. At a basic level, showcasing influencers are a type of online life advertising that uses product endorsements and mentions from influencers - individuals who have a dedicated social following and are viewed as experts within their niche. Influencer marketing works because of the high amount of trust that influencers build in their compliance, and recommendations from them serve as a social proof structure to your brand's potential clients.

D) SOCIAL MESSAGING APPS

Social messaging applications can be very useful in sending messages to clients directly, as they allow customization (another trend) and add value to the user experience. WhatsApp, Facebook Messenger, and WeChat have more integrated users than Facebook or YouTube. Social informing marketing is a very individual form of communication and can be used to have one-on-one conversations that build relationships with your target audience. This channel goes beyond email marketing because it is more intelligent, customizable, and communicative.

Once you know what you want to talk to your audience, you can create message promotions to generate and nurture leads. In these advertisements, your creative will appear on the home tab of the versatile informing application of your target audience. If they tap the advertisement, they will be directed to the destination of your choice, which will often be your site, or a message conversation.

E) MICRO-MOMENTS

Micro-Moments is a "new shopper behavior," as Google terms it, delivering your promotional message clearly and compactly in a way that is noticeable to consumers - all within a second. To use micromarketing techniques, a company must narrowly define an audience by a specific attribute, such as gender, job title, age, or geography, and then create targeted campaigns. In a particular group. It can be a more expensive method than others ache showcasing techniques due to customization and lack of an economical scale.

F) USE OF CHATBOTS

This is a way in which you interact with your clients on an ongoing basis through a moment envoy and provide solutions to all their inquiries related to your brand offers. Most chat bots currently have a limited content, usually pester offering a limited range of options that users can choose from. When an inquiry is made, users are often transferred to a human representative to resolve it. With the advent of AI, however, chat bots are likely to completely change the human aspect. They are programmed to be smarter, respond to a wide range of questions in a meaningful way and resolve issues without the need for any human intervention.

G) IMPLEMENTATION OF ACCELERATED MOBILE PAGES (AMP)

Today, coronas 80% of search questions come from portable stages. Google is implementing new ways to make search involvement more modern and convenient for its users. One of the most poignant moves to ease the introduction of Accelerated Mobile Pages (AMP). Today, the importance of AMP is not limited to mobiles but to versions of work areas of sites.

With the introduction of this feature, it's time for brands to revisit their site and how accommodating it is. Google first launched AMP for static content heavy websites like blogs. By making their sites AMP-accommodating, brands can enjoy greater visibility into web indexes. i.e. greater visibility on search engines.

H) SWITCH TO YOUTUBE ADDS

The biggest benefit of YouTube advertisements is the cost effective approach. The most amazing feature of YouTube is that the promotions here have a very high reach and a see ability rate of as high as 95%. YouTube has a number of different features and features. Publicizing options to help brands achieve their business goals such as:

a) Bumper Ads

Bumper Ads are the very short duration advertisements. These advertisements are displayed in spaces of 5 or 6 seconds only. They previously played the actual YouTube video selected by the viewers.

b) TrueView ads

TrueView ads are YouTube advertisements playing before a particular video. Shoppers can choose from skip TrueView promotions that can take anywhere between 12 seconds to 6 minutes and non-skippable advertisements that do not cross more than 20 seconds. TrueView advertisements will only be charged when viewers watch it for more than 30 seconds, until the end of the promotion if the video is shorter, or if they annoy an click on an embolden. These ads are further classified into the following:

- **In-Stream Ads:** Promotions were streamed before the video we selected began playing. They have the decision to skip after 5 seconds and may also display overlaying content as a brand-based inspiration publicized on YouTube.
- **In-Display Ads:** In-Display advertisements appear on your YouTube home screen and shown up for search results, just like promotions appear on a Google search. They appear to clamor in the relevant videos section while watching a particular YouTube video.

c) Masthead Ads

Bother Masthead's promotions offer high reach and awareness as they are featured as the main pennant on the YouTube landing page. These types of YouTube advertisements are billed on a daily basis and have a variety of key benefits.

I) ADVERTISE ON INSTAGRAM

Instagram deals with five ad formats: photos, videos, carousels, canvas Story ads, and Story ads. Advertisements are included commotion in the Facebook Ad Manager, so you can take advantage of Facebook's user information assets for targeting your audience with laser precision. To create advertisements on Instagram, you first connect your account to a Facebook Business Page, which allows you to use Facebook Ad Manager. Ad Manager creates your promotions professionally running on both Facebook and Instagram.

J) VOICE SEARCH & SMART SPEAKERS

Voice search plays a vital role in providing all the relevant information that people are seeking through sound content. Today, AI is getting smarter and the number of mistakes made by voice assistants like Alexa, Siri and Google has decreased. Many companies make up voice search in their computerized marketing strategies to deliver value-based content to their clients.

III. SCOPE OF DIGITAL MARKETING IN INDIA

According to a recent overview, the rising percentage of Advertising Industry in India is at 33.5 and by 2020 its value will exceed INR 255 Billion mark. India is one of the newest and largest growing markets in the world and the scope for digital marketing here is only going to increase.

A) Stats Related to Scope of Digital Marketing in 2020 & Beyond in India:

- a. The development of India's digital advertising industry is at 33.5%.
- b. The value of the digital marketing industry will exceed the INR 225 billion marks by 2020.
- c. More than 20 lakhs job by year 2020 will be produced in Indian digital marketing industry.
- d. Clients of the new age check their smart gadgets each 9.6 minutes.
- e. The quantity of mobile internet users by 2021 in India is evaluated to arrive at 829 million.

B) CAREER OPTIONS IN DIGITAL MARKETING IN INDIA

Digital Marketing is the quickest expanding portion in India. In the course of the most recent couple of years Digital Marketing in India has seen an exponential development and before the year's over, 2020 it is required to produce more than 20 Lac occupations for each year. Digital marketing career offerings different Job openings, for example:

- a. Email Marketer
- b. Social Media Marketer
- c. SEO Executive
- d. Data Analyst etc.

V. CONCLUSION

The advanced promoting innovative world is a proper framework which assists with social affair, incorporated, look at, break down, and administer inward and outside data in a powerful, efficient and a convenient way which thus bolsters the director in their work. We have the best frameworks CMS, E-Commerce and so forth. General patterns will give you a thought of what stages/channels are creating reactions. Advancement drives both consistency and congruity with brand correspondence technique is central better to have an advertising methodology that incorporates computerized instead of disconnect the two coordinated offices best positioned to convey achievement in a digital world.

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