

FROM THEORY TO IMPACT: NEW VISIONS ACROSS DISCIPLINES

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Editor-in-Chief
Daniel James



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THE GROWTH OF DIGITAL MARKETING – AN OVERVIEW

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ABSTRACT

The exponential growth of digital marketing has profoundly impacted the business world, transforming the way companies engage with customers build brand identity and drive revenue growth. By leveraging digital channels technologies and data-driven insights, business can now deliver personalized experiences, optimize marketing efforts and respond to evolving consumer needs, ultimately gaining a competitive edge and achieving long-term success in an increasingly digital economy. The growth of digital marketing has revolutionized the way business interact with customers and promote their products or services. With the increasing use of digital technologies, digital marketing has become an essential component of modern marketing strategies. As a result, business are now able to reach a wider audience, increase brand awareness, and drive conversions more effectively than ever before.

Keywords- Digital Marketing, Business Growth, Customer Engagement, Brand Identity, Revenue Growth, Personalized Experiences, Digital economy.

INTRODUCTION

The growth of digital marketing in India is growing fast and after independence it has seen a hundred percent growth. People are moving and leading their lives with the aim of growing fast and progressing in every way. The material should be good while the result should be low. As middle people prefer, 60% of people think that the product should be cheap and 20% of people buy the products because quality products are available. Few companies are not providing quality products. Some fake products are sold through the market, quality products are not available and this causes harm to people. Through the digital market, the country's economy is increasing, life is profitable on time Digital Market COVID 19 allows more products to be sold to people secondly, and the people are earning personal income and revenue. Through the digital market, people are able to choose and buy products that save time and are available at cheaper prices. Companies are able to buy our favorite products People are less disappointed by fake products and thus everyone's through online choice and people choose and buy products thus reducing time and money requirements. Not only in India, more digital purchases of products are made when compared to other countries, digital marketing allows people to understand and buy more information, daily jobs, youth job satisfaction in highest wanted for more every year and save their time, money is also saved; this also increases the country's economic growth and foreign pending increases. Today there are many companies in the digital market, many percentages, many products and other companies, not only India level, but also many companies are operating, so there are many models of products, people have to look and buy. For uneducated people it is very less what products to buy quality products to buy price how to see they don't know anything this is reading only and only for men it is more learning it is education only and it was bought in digital form. They refuse to buy it from people because of Even today a few more People don't even the people are still simple and the district, state, countries foreign countries is divided into the respective states and the languages are selected and also in it, digital marketing thus making more profit.

DIGITAL MARKETING GROWTH IN INDIA IN 2024

The emergence of digital marketing and the digital marketing growth in India is certainly very interesting facts. A few years back, the concept of “Digital Marketing” was not such a popular Phenomenon among half of the nation, but gradually the change has started to take place. The human mind has started to think technically even the marketing strategy, resulting in an interesting story of Digital marketing growth in India. The Digital Marketing is strategies curate upon the digital foundation, with the evolution of the internet, human brains started to think that why not take advantage of this digital platform in marketing too so, to promote a brand, make an advertisement, are record customer feedback, instead of traditional marketing props like billboards, hoardings, and television ads, people gradually start to use various forms of online marketing. These all are mainly various types of marketing campaigns like video ads, social media posts, the search engine optimization marketing, online ads, and the like that seem to appear on a laptop, desktop, mobile, or tablet when somebody is active on that digitally. Over time it is realized that this newly invented form of marketing is effective enough to draw the attention of the target audience and at the same time easy and more or less, cost-effective too. The Search Engine Optimization or SEO is a marketing tool that helps a webpage to rank well organically in search engine ranking tournaments. When a keyword, video, or image is being searched in a search engine like Google, results come out, out of the lot we mostly prefer the organic results of well, ranking on is not so easy until and unless the search engine is optimized. Yes, a small change of a website in terms of SEO can bring a bigger change in the organic visibility of a web page.

OBJECTIVE OF THE STUDY

1. To know the concept of digital marketing in India and abroad
2. To identify the growth, development, importance and need for digital marketing
3. To study the online, email, advantages, challenges and prospects of digital marketing.

CONTENT MARKETING

The developed countries in content of marketing are a smart marketing strategy of today’s era. The target of content marketing is to produce good appropriate content for the target audience. Valuable content can attract leads and turn the potential target group into customers. Nowadays content marketing strategy is not only used by the topmost companies all around the world but also it is an effective way to exposure to start-up companies. Relevant content can appear in front of customers in various forms, among which info graphics, videos, Webpages, podcasts, blogs, white papers, e-books, apps, public speaking, and presentations are at the top.

EMAIL MARKETING

Email marketing is a comparatively old and the most profitable tactic of digital marketing. An organization can use email marketing to send news letters or announcements to the contacts to aware the target audience about the brand and what kind of product or service they provide. Nowadays, email marketing is more about customer consent and personalization oriented than in the earlier days. Email marketers of some of the most successful marketing agencies claim a return of \$40 for every dollar they invest. The digital marketing overview discovered that well-targeted email marketing would be one of the most effective ways of ensuring conversions in 2024. As shown in the figure below, e mail is one of the most effective methods for digital marketing, as there is a facility to disburse messages to millions of people at a time.

MOBILE MARKETING

It is not a bad idea to use mobile marketing for the campaigning of any business while as per data, 7.26 percentages of people worldwide are getting the privilege to carry mobile phones with them. Data says, among them, 6.64 percentages of people are

using carrying smart phones which imply marketing through mobile can be proved as a hot idea in current days. Marketers can keep the target audience informed about the brand, product, or offer through SMS, MMS, Apps, websites, social media, and mail that appear on devices like phones and tablets.

VIDEO MARKETING

The growing need for visual content turned the video marketing into one of India's most appealing digital marketing in very important to digital marketing the highest people followed video purchasing the most important the world on our countries in 2024 for the purchasing high level in top companies.

PAYPER CLICK

All youth is followed in pay per click in money for our accounts or savings in use for online purchase on first stage in many more the acronym of pay per click. PPC is a form of digital marketing. When an ad, appearing on Google's result page, is clicked by the viewer, the advertiser has to pay a certain amount of fee for that click. This method is called PPC. PPC is a safe method to direct more traffic to the landing page of a website. The fee mainly depends on the competition of the chosen keyword- the more competition is there for the keyword, the more the fee is a good option of marketing for small businesses that know their target audience as well as the amount of money they want to spend for the ad campaign.

SOCIAL MEDIA MARKETING

The social media marketing in India is many people of followed the countries, now it is 2024 and can we imagine our lives without social media? It can be considered as online word of mouth. The ability of social media to make content viral is evaluated as a potential B2B growth marketing strategy. Here are the names of some popular social media platforms which are Increment of website traffic to build conversions, create brand awareness, make communication, select target audience, and fabricate customer loyalty- social media plays a vital role regarding the exposure of a brand.

Face book, LinkedIn, and Twitter for making social networks YouTube for streaming videos Instagram and Pinterest for sharing images Blogs

THE EMERGENCE OF DIGITALMARKETING IN INDIA

If we look back to history, we see, digital marketing growth in India doesn't take place overnight. It was the surge of the internet in India, quite an event itself that made the entry of digital marketing in the country. The year was 1996 when very few people came across the word "digital marketing". Gradually in 2000, people in India became more acquainted with SEO and digital marketing. But digital marketing is nothing but online marketing or e-marketing which needs a strong internet foundation everywhere. At that time internet was not a matter available at the fingertip, even one couldn't think of full-fledged digital marketing growth in India whether it would be possible or not. So, despite being interested, people waited for the moment when the real growth would take its proper shape.

PRESENT SCENARIO OF DIGITAL MARKETING

The movement of digitalization is perhaps the most fast-moving event in the history of any innovation. It has reached 50 percent of the population of the developing country within almost two decades which sounds fascinating. Today India believes that digital marketing is the lifeline of business and its multiple channels like SEO, content marketing, PPC, social media and the like play a very important role to enhance communication, sales, exposure, and reach. But like any other expert, a proficient digital marketer also needs to know every know-how of digital marketing, occurring with the change of time and upgrade his skills and learn more. So, with growing need, digital marketing agencies have introduced a few new trends of digital marketing

that have made an appearance to shape the digital marketing growth in India in a more happening way. Some of the amazing futuristic digital marketing trends

- Artificial Intelligence (AI)
- Augmented Reality (AR)
- Voice Search Optimization
- Programmatic Advertising
- Chat bots
- Personalization
- Automated & Personalized E-Mail Marketing
- Micro-Influencers
- User Generated Content
- Geo fencing
- Omni channel Marketing
- Video Marketing

FUTURE OF DIGITAL MARKETING

A developed countries and aboard in digital marketing on develop for the society if we discuss the future of digital marketing in India, it is seen that the growth of digital marketing in India is very much prospective in the future too. Data says India ranks second in the world on the internet using list, just after China. By 2024, it is predicted that in India, there will be more than 650 million & by 2025, 900 million internet users which is a massive number and can build easily a strong digital ecosystem in the country. Over the last few years, small towns and the rural belts of the nation have shown a noteworthy digital drive, according to a report which is 31 % of the population, adopting the internet actively in life. In fact, by 2025, rural India will precede urban India in terms of internet usage. As per data, 67% of the urban population is using internet listing, Maharashtra at the top, Goa at second, Kerala at third, and Bihar at the last, followed by Chhattisgarh and Jharkhand. Moreover, we can see a direct impact of the Covid 19 pandemic on online marketing platforms. It has accelerated the digitalization of the nation by generating 100 million consumers towards a digital platform. Digitalization can be considered as the new concept of progress and it is the pillar of the economy, triggering promotion, reach, sales and payments everything under one niche. Digital marketing in India is going to be happening at a faster rate and the new trends are just about to show their magical performance in the online marketing sector. Study says, video, voice, and vernacular, the 3 v's can be proved as a game-changer for digital marketing in the coming years. Even the government of India has started the campaign "Digital India" with a mission to transform the entire country into a digitalized one. Digital marketing is also a very cost-effective and affordable means if we compare it with other marketing platforms. Show quality content on social media can entertain and engage a good number of people but in a pocket-friendly way. From small startups to business tycoons, everybody nowadays prefers digital platforms to get visible in front of their target zone.

GROWTH OF DIGITAL MARKETING INDUSTRY IN INDIA

Today is world, we are moving fast towards a Digital platform, having almost all the services on the fingertips of the consumers for convenience. Healthcare industry is also progressing towards integrating the digital technology in healthcare along with the regular practices to understand and serve the patients better. In today's online world, there is a great opportunity in healthcare to use digital media to educate, inspire, motivate and engage the target audiences. The Digital health technologies

encompass a wide range of tools, such as wearable sensors and portable medical devices to digital signboards, tele-medicine tools and practice management tools. It is very important to target the right audience to achieve certain goals.

1. Improve decision making
2. Patient engagement
3. Improve Communication
4. Need identification and tailor made services
5. Convenience and cost-effective services

The essence of marketing, in healthcare industry derives to the recall and loyalty of a customer; to spread the word of mouth on social platform such as Face book, Google add, twitter and advocate for the brand. The digital marketing, digital Branding, website Design SEO SEM, patient centric approach personalized tools and reports. A comparative figure is total mobile phone subscription in India during period 2013 to 2024 are presented as under

FIGURES1

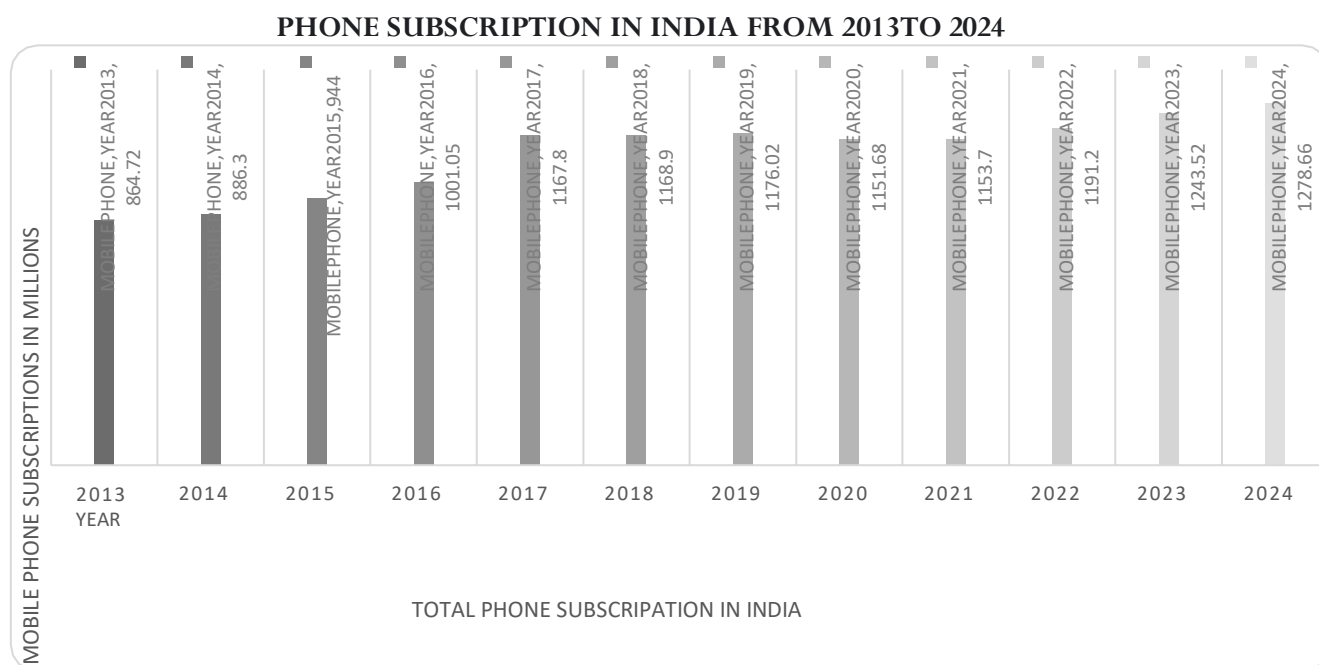


Figure 1 shows that the total mobile phone subscription in India increased from million in 2016 to million 1167.8 in 2017 and exhibited an increasing trend. In 2017 which rose to 1278.66 million in 2024. The growth in digital marketing trends in India is making a very substantial impact on marketing and advertisement. The big picture of the Digital Marketing industry in India cannot be complete if a short preview of the past digital marketing statistics is not made. In 2011, the digital marketing industry in India report statistics revealed that advertising via mobile phones and tablets was 200% lower than in the following years. During this year, the net worth was \$2 billion. The growth was geometric, as it rose to \$6 billion in 2014. In 2022 Indian advertising market reached \$11 billion and is expected to raise more and reach \$14 billion by 2024.

EDUCATION FOR DIGITAL MARKETING

In 2017, 80% of businesses increased their digital marketing budget, which may surpass the IT budget. Only the illiterates could not access the potential of digital marketing because of the accessibility to computing devices and computer education. In a survey of 1000 marketers, 52% reported that their budget would increase, and the remaining 48% think the budget will be the same in 2023. Many people in this category still don't trust the online payment method, and they lack training

in English and other foreign languages to market online in global markets.

DEVELOPING IN DIGITAL MARKETING IN INDIA

The current scenario is fascinating. A growing number of businesses and entrepreneurs are recognizing the potential of digital marketing and using it to grow their businesses. The number of digital marketing in India is also increasing as more businesses seek expert help to create and execute effective digital marketing campaigns. By 2023, the number of dynamic Indian web clients will be around 666 million. As a result of lockdowns in India's online business industry, Global Data predicts that the market will reach **7 trillion rupees by 2023**. Through the COVID crisis, marketers and advertisers on digital platforms have seen an increase in investment. Today, even the world's largest companies are rethinking their marketing budgets to focus more on digital. The Indian e-commerce market is projected to reach Rs 7 trillion by 2023 due to the pandemic and multiple lockdowns, which suggests that digital marketing is booming. This growth not only positively impacts businesses but also improves people's lives.

SUGGESTION

1. Digital marketing brings the greatest advantage for the consumers by allowing them to make comparison among products or services by different suppliers in cost and time friendly way. Consumers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services. It is very time saving process in this competitive age.
2. Digital marketing can also create many job opportunities and contribute in the national economy.

CONCLUSION

The material should be good while the result should be low. As middle people prefer, 60% of people think that the product should be cheap and 20% of people buy the products because quality products are available. Few companies are not providing quality products. Some fake products are sold through the market, quality products are not available and this causes harm to people. Companies are able to buy our favorite products. People are less disappointed by fake products and thus everyone's through online choice and people choose and buy products thus reducing time and money requirements. Not only in India, more digital purchases of products are made when compared to other countries, digital marketing allows people to understand and buy more information, daily jobs, youth job satisfaction in highest wanted for more every year and save their time, money is also saved, this also increases the country's economic growth and foreign spending increases.

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