

A Study on Emerging Trends that are Reshaping the Digital Marketing and Its Sustainable Growth in India

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Abstract: The emergence of digital marketing has gradually changed the phenomenon towards half of the nation. The marketing strategies are curated upon the digital foundation. With the evolution of the internet, human brains have started thinking technically. So, to promote a brand, make an advertisement, or record customer feedback, instead of traditional marketing props like billboards, hoardings, and television ads, people gradually started using various forms of digital marketing tools. So, with the growing needs, digital marketing agencies have introduced new trends of digital marketing that have made an appearance to shape digital marketing sustainable growth in India in a more innovative way. The ultimate goal of digital marketing strategy is to attract new customers for marketers and increase awareness of the brand using different digital technology. The present study examines the emerging trends and tools of digital marketing to help marketers grow their businesses. This paper also discusses as what is the role of emerging digital marketing technology in the success of businesses as well as ethical and moral limitations related to digital marketing strategies. The paper also highlights the sustainable growth and future perspective of digital marketing in India. The study is supported by empirical findings based on secondary data analysis.

Keywords: Digital Marketing, Trends, Tools, Digital technology, Sustainable Growth, and Future Perspective.

INTRODUCTION

"Being Digital is Being Global" which states that from a small start-ups to business tycoons. Everybody nowadays prefers digital technologies and platforms to get visible in front of their target zone.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life and as people use digital devices instead of visiting physical shops digital marketing campaigns are becoming more prevalent and efficient. Digital marketing is a platform that enables the market to have a digital presence and also provides business solutions for each business best on their problem and providing customized solutions. Digital marketing is the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium.

The objective behind digital marketing strategies and campaigns includes reaching the right audience, engaging with prospective customers, motivating the audience to take action, and efficient spending on the campaign. The digital marketing goal is about generating sales or capturing leads from customers that are searching on the

internet for different answers. Digital marketing is a subcategory of marketing that uses digital technology to promote and sell products and services. Digital marketing is often referred to as 'online marketing, 'internet marketing, or ' web marketing '. Examples of digital marketing include social media marketing, search engine optimization, search engine marketing, email marketing, digital advertising, content marketing, etc. A world of digital technology is made of digital systems. The digital world is the availability and use of digital tools. To communicate on the internet, the digital world uses digital devices, smart devices, and other digital technology. The digital world includes websites, blogs, buying and selling online, and social media (Facebook, Twitter, LinkedIn, Youtube, Pinterest, Netflix, and amazon).

Need of the Study

Digital marketing is a part of the digital economy. The digital market requires digital promotion and marketing strategies. The telecom sector is also playing an important role in the digitalization movement. Digital marketing helps marketer ability to reach a global marketplace, save money and reach more customers than traditional marketing methods, it caters to mobile consumers and builds brand reputation. Long-term strategies help marketers achieve steady and sustainable growth. Successful digital marketing plans are grounded in strategic thinking, informed by data, and guided by what customers are looking for. So digital marketing is an if we evitable component in the marketing strategy in the present scenario.

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Operational Definition of the Term Involved

Digital Marketing

Marketing efforts using the internet and electronic devices. Digital marketing refers to the marketing of any kind of business through digital media and devices such as Google, Facebook, Instagram, YouTube, etc. In which marketers promote and sell products and services through online marketing.

Social Media

Social media refers to the means of interaction among people in which they create, share, and or exchange information and ideas in virtual communities and networks.

Digital Technology

Digital technology includes the data that is generated and stored in binary form and the hardware that is used to store and transmit such data.

Digital Tools

Digital tools are online platforms or software applications adopted by businesses or marketers to perform quickly and optimize a function that can ordinally take forever to accomplish without them. It can be used with computers, mobile devices, or other digital devices.

Sustainable Development

Sustainable development means ensuring prosperity and environmental protection without compromising the ability of future generations to meet their needs.

Review of Related Literature

Ms. Lavanya. A., Mrs. Radhikamani. M. (2021). “A study on digital marketing and its impacts”. In this study, the researchers study the impact of digital marketing and how important it is for consumers and marketers. Major findings include that individuals are investing more in online content and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives.

Kumar Deepak, (2020), “The study of Digital Marketing Tools in the Promotion E-Commerce Websites”. In this study, the researchers aim at understanding the values and practices of sustainable digital marketing by studying the breadth of digital marketing, challenges to its implementation, and strategies for developing local digital capacities. Major findings include that digital marketing functions play an important growth function in the industry. Since there is the little scope and less Worldwide advertising. And if there are any improvements in the product, we must adapt quickly and build more exposure rather than conventional Ads.

Bharti Kumar Pankaj, Kumar Akhilesh (2020), “Traditional Vs. Digital Marketing: A Comparative Study”, In this study, the researchers’ findings include that with the help of technology companies can know the behaviors and habits of the consumers and can make products and services accordingly to satisfy their needs and wants. So, technological improvement leads business firms to enter into digital marketing to leave their competitors behind.

The Objective of the Study

1. To study the emerging trends of digital marketing.
2. To study the digital marketing tools which help marketers grow their businesses.
3. To study as what is the role of emerging digital marketing technology.
4. To study the ethical and moral limitations related to digital marketing strategies.
5. To study the sustainable growth and future perspective of digital marketing in India.

Research Methodology

This work is based on a literature review and various data related to digital marketing tools and techniques and on the sustainable growth of digital marketing in India published by various research publishers. Secondary data has been used to carry out analysis and reach conclusions.

Digital Marketing Tools:

1. **Canva:** Canvas is a graphic design tool in which one can choose from different logos, templates, and creativity. canvas is one of the amazing tools, especially for the Youtubers where one can freely work and create thumbnails without wasting time. It is easy to use, no much effort is required as readymade templates are available. It's a free accessible tool.

2. **Alexa:** Amazon-powered alexa.com is an unexplored tool. The tool is used for SEO (keyword planning and competitive analysis). It is designed by Amazon and it's a trusted platform.
3. **VidIQ:** It is especially for YouTubers. This tool is used for keyword analysis, and YouTube optimization, to generate the content idea. It has both free and paid versions that marketers can use in video marketing and client marketing.
4. **Buzz Sumo:** This tool is for SMO (social media optimization), social media marketing, content research, and influencer analysis. One has to type a keyword in the search menu related to recent trends several posts get displayed. This tool is especially for SMO.
5. **Grammarly:** This tool is specially used by content creators, and bloggers to check grammar and for paraphrasing. It is also used in SEO for description writing, title, and heading. Grammar checker and paraphrasing are available in the free version but in paid version, all add on available.
6. **Answer the public:** It is a website on which typing a keyword in the search menu the related questions are displayed which has been asked by the client. It is an interesting tool that helps marketers to answer queries.
7. **Uber suggests:** It is used for keyword analysis and keyword research which is one of the best tools which gives several suggestions for keyword ideas. It is easy to use and for complete SEO it can also be used. It is a cheaper tool than others.
8. **Mozbar:** It is an amazing extension for competitive analysis. It works on search engines.
It is easy to know top-ranking websites. It makes SEO more interesting.
9. **Social blade.com:** If marketers want to know the analytics of other marketers. It is a useful tool for them in knowing about others' channels and the growth of their business (i.e. number of videos, number of subscribers, their blogs their content can be seen by the marketers)
10. **Fiverr:** Fiverr.com is one of the mobile applications where marketers can register there and get different freelancing projects of digital marketing. one has to log in to the account and get connected with clients throughout the world which is a free application. As a client one can register and also make accounts where they can get help from a web developer, content creator and graphic creator is also available.
11. **Title generator:** This tool will help marketers to generate 700 headlines with one click. One has to enter keywords in the search bar and click on get headlines. Several numbers of headlines get displayed. The tool helps with content ideas, catchy headlines, emotional titles, and ad campaigns. This tool is very simple and it gives inspiration to marketers for their content. It is efficient for marketers in generating titles for their websites, YouTube videos, or blog videos.
12. **Hostinger:** If marketers want to develop a website for their business and they are not technology savvy. With this hostinger, on their premium shared hosting marketers can host up to 100 websites and get 100 gigabytes of super-fast SSD storage as well as a free domain name when they sign up. It is super - fast and actually, it is one of the top-performing web hosts in the world. In case of any technical issues, one can send an email where within 30 minutes the queries are resolved and provide one of the best customer support systems. Its a user is friendly. One of its standouts is that it's affordable on its 12 monthly, annual plan. (\$2.40 per month is payable).
13. **Pickfu:** this tool helps in the comparison of different options and gives feedback(polling system) on different options as to which one is to be chosen. Pick does not come up at cost if one signs up and gets a \$50 credit that can be used for polling. So pick is a great tool if a marketer wants to do some market research and

perhaps validate a product idea before start spending thousands of dollars and spending many hours on a product that may not even sell.

14. **Storybrand website blueprint:** the story brand website blueprint is a free accessible template that shows exactly what to write and where to write it with confidence. It's provided by a clear brand. The steps involved are is to simply click on, download free PDF, enter your details, download the PDF, and then the given template is displayed in which logo, navigation bar, and call to action are there.

15. **Headline analyzer:** this is a tool provided by coschedule.com. In which one has to simply enter the title or the headline. By clicking on analyze it will show the headlines score as well as the SEO score. This score gives a clear indication as to what things can be improved, optimized, and tweaked. And where it provides several suggestions use of regarding power words, emotional words, uncommon words, words, emotionally positive or negative words complex words, or phrases. And details such as what count, character count, reading grade levels, and type of headline. Using a headline analyzer gives a fine tune to the headline.

16. **Keyword tool:** It provides search volume data for English keywords. It gives basic suggestions according to the trend.

Role of Emerging Digital Marketing Technology:

- Entry resistance is low.
- Measurable and real-time.
- high return on investment.
- Its 24 x 7 marketing approach.
- It has a global customer reach.
- It is precise targeting.
- Digital marketing allows marketers to work from any location.
- It is easy and affordable.
- Digital marketing offers flexibility to marketers as different marketing campaigns can be designed and run for various types of customer segments.
- Digital marketing goes a long way in helping any organization in expanding its reach.
- Digital marketing promotes two-way interaction where even the customer gets to interact with the organization and the product/ service on a digital platform.
- Digital marketing allows marketers to have total control and authority over the marketing process instead of depending on third-party vendors.

Trends in Digital Marketing:

1. **Artificial intelligence trend:** Artificial intelligence is being implemented in all different ways across various business processes and marketing. One can use it to improve communications, analyze, the available data, track operations, and predict consumer, behavior patterns thus helping in reducing manual work. Artificial intelligence can majorly be used for improving customer satisfaction as it can help in easily reading what the customer expects.

2. **Search engine optimization trend:** For local businesses like plumbers, Tailors, mechanics, etc, the best way to have a digital presence is to have a presence on Google My Business (GMB) profile. This will also give the geographical locations to the users searching. Verifying Google listing and keeping it up to date is necessary. GMB profile will ensure a better chance to make it to the top search results on Google.

It also helps in responding to queries on the business, feedback, etc. which makes it easy for a customer to opt for the service.

3. **Video marketing trend:** APPs developments are now updating their features to a level to create customer loyalty and reduce the shift from various applications. A few such examples are Instagram reels and LinkedIn stories. Apps companies promote such features on their own to get the user hooked on it making it the right option for marketers to showcase their product /service.

4. **Voice search trend:** With rapid technological advances like Google home and Alexa disrupting the innovation space they have created a boom for voice search. The voice search queries need to be optimized. While choosing the content and keyword, ensure to choose the keywords based on what the users would ask Google, Alexa, or Siri.

5. **Google Ads trend:** Automated bidding strategies allows Google to analyze a large amount of data, and adjust bids in real time. This strategy helps in maximizing the results based on campaign goals. The first step in an automatic bidding strategy is choosing the right strategy as per the business model.

6. **Social media marketing trend:** increases brand awareness, increases marketers' traffic, helps in lead generation, and increases sales.

7. **Chatbots trend:** Improves customer service, increases customer engagement, saves lots of time and money, and helps to grow business.

8. **Conversional marketing trend:** It includes convincing customers, quality leads generation, improving customer relationships, and collecting customer feedback.

9. **Omni- channel marketing trend:** Omni-channel marketing is the seamless integration of branding, messaging, and online and offline touch points as consumers move down the sales funnel, enabling a more impactful customer experience. And Omni channel approach ensures that the consumer has a positive consistent experience on each channel, by offering a few key elements that are consistent identifiable brand tone and vision, personalized messaging based on specific interests, and content that is informed by past interaction and current stage of the buyer's journey.

Ethical Issues in Digital Marketing

1. **Web tracking** - The companies track the user's movements and collect and share information about their activities on the internet through software related to tracking which is unethical to some point.

2. **Social exclusion** - In this tough competitive marketing environment, every digital marketing organization needs technical knowledge to take advantage of these job opportunities. Without technical knowledge, it creates ethical issues such as the uneven distribution of employment opportunities.

3. **Digital divide**- Expansion and advancement in methods of communication make internet technology more accessible to people around the world due to certain gaps between demographics and regions of developing and developed countries.

Legal Issues in Digital Marketing

1. **Privacy and data** - A digital marketer can face legal issues if they don't secure the information of consumers according to data regulations and guidelines of government agencies. Cybercrime is also punishable due to sensitive interactions between consumers and businesses.

2. **Intellectual property issues**- The patents trademarks, and copyrights among other items because this is the personal property of a particular business enterprise. It protects trade secrets between different business parties and the legal identities of businesses.

3. **Online terms and conditions** - online protection approaches are delivered by a private organization for an individual organization. The protection law of their host nation influences the abroad organization. Each association is to be exceptionally watched full while applying terms and conditions for the electronic exchange for internet clients

4. **Legal issues in the website**: The website needs to be protected from the following issues those are the unique underline design of a web page and its content may include links, video, original text, audio, graphics, HTML, etc.

5. **Domain name**: domain name reflects the internet address once the domain name is assigned to any vendor it should not resend the same domain name without the original vendor.

Sustainable Growth of Digital Marketing in India.

Digital marketing is the fastest-growing industry. It is growing at a rate of 25% to 30% rate per year. The leading factors to generate digital marketing growth are social media channels, online portals, and high-speed digitization. As per the reports it is estimated that the digital marketing sector to grow up to 539 billion by end of the financial year 2024 which certainly indicates a huge digital marketing growth in India. The movement of digitalization is perhaps the fast-moving event in the history of any innovation. Today India believes that digital marketing is the lifeline of business, adds fuel to the marketers, and multiple channels like search engine optimization, content marketing, per-pay click, social media marketing, etc, play a very important role to enhance communication sales, exposure and reach. With growing needs, digital marketing agencies have introduced recent trends of digital marketing that have made an appearance to shape digital marketing growth in India in a more innovative way. Consumer buying behavior has changed to the online mode.

Future Of Digital Marketing in India

- People are getting aware of the digital marketing and power of digital marketing in India
- The government is also taking initiative by introducing and promoting digital India
- Institutions and universities recognize the power of digital marketing and working on the course for the same.
- Reach the internet to remove the location of India.
- Affordable, businesses equipped with digital marketing are generated in numerous amounts of revenue.

As per the data, India ranks second in the world on the internet-using list. By 2023 it is predicted that in India there will be more than 650 million and by 2025, 900 million internet users which is a massive number and can build easily a strong digital ecosystem in the country India. Small towns and the rural belts of the nation from the past few years have shown drastically digital drive according to a report which is 31% of the population, adopting the internet actively in their life. In fact, by 2025 rural India will precede urban India in terms of internet usage. Digital marketing in India is going to be booming at a faster wait and the new trends are just about to show their magical performance in online marketing. As per the study video, voice, and vernacular, the 3 V's can be proved as a game changer for digital marketing in the coming scenario. 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.

CONCLUSION

Digital marketing promotes the interaction of sellers and buyers for a better understanding of products as well as the choice of customers which builds a strong rapid within the seller by a community. The various digital tools should be adopted by marketers to grow their businesses. Various budding technology like artificial intelligence, metaverse, short-form content, and YouTube advertising can be incorporated into digital marketing which further emancipates this marketing branch of business. Digital marketing is easy to measure with help of analytics tools, it is efficient and fast for brand building. Digital marketing is more cost effective and has a great commercial impact on the business. It is experiencing a radical change in India towards digitalization. Consumers are looking and searching more on the internet to find the best deal from sellers around India. Today each one of us is connected through WhatsApp and Facebook and the increasing use of social media is creating new opportunities for digital marketers to attract customers through a digital platform.

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