

# Digital Marketing on India: A Case Study with Special Reference to Amazon

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## ARTICLE DETAILS

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## ABSTRACT

India is developing as one of the quickest developing economies on the worldwide scene. The open doors for development of organizations are mind boggling, particularly for digitized marketing. Amazon with its innovative digital marketing has created a niche market in online stores competing with the conventional stores showing the power of online marketing. The case study analyses how google.com has brought in an array of digital and online marketing strategies to succeed and make it big in the digital marketing sector. The case also discusses how Amazon marketing has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field. And a few years from now it will be eventually seen that the conventional marketing is being replaced by digital marketing. Digital marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click-through-rates and conversion rates, and discover what's hot in digital marketing.

## 1. Introduction

In this world of digitisation, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing. Indian advertisers have consistently been wary of adjusting to computerized promoting as a result of the lack of reach of advanced channels to the planned group of audience. Be that as it may, with the web turning into an essential piece of an individual's basic lives, Indian advertisers are opening up to advanced promoting.

Advanced advertisers are responsible for driving brand mindfulness and lead age through all the digitized channels - both free and paid. Digital marketing strategies, for example, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, influencer promoting, content automation, battle advertising, information driven marketing, web based business marketing, Social media advertising, web based life streamlining, email direct marketing, show publicizing, digital books, and optical plates and games are ending up increasingly normal in propelling innovation. Digitized marketing now stretches out to non-Internet channels that give advanced media, for example, cell phones (SMS), get back to, and on-hold mobile ringtones.

### 1.1 The 7 C's of Digital Marketing

Marketing models, regardless of whether customary or digital, are valuable structures to concentrate on arranging and solid systems to empower associations to create powerful promoting plans that stand the trial of time. Some are especially important for the new period of Digital Marketing, and scarcely any more so than the 7C's of present day promoting. Planned explicitly for computerized advertising by Chartered Institute of Marketing inspector Richard Gay and

included in Digital Marketing: a client driven approach; it was initially distributed in 2007.

The 7Cs think about every component of a web based promoting system. This could be inner and used to survey an association's site and related promoting interchanges and how they are overseen, or it could be utilized as an outer device to review contender's exercises. The client is put in the middle and every component is looked into to perceive how well this addresses clients' issues.

### Customer

As would be normal in any promoting setting, the client ought to be situated at the focal point of the model. The<sup>1</sup> web gives chances to more focused on advertising and this component ought to think about how well the association knows the clients,

In the event that customers can't discover the association on the web, their position might be solid today however with the pace of progress it isn't guaranteed to guarantee future endurance. Customer conduct is changing drastically and clients expect fast and straightforward correspondence at all phases of the business procedure.

The issue is perceiving these practices and adjusting the association and its innovation to help them. It tends to be hard to 'sell everything to everybody' henceforth the requirement for more prominent focusing in an online situation. It implies that association need to comprehend the client, their needs, their shopping conduct, their conveyance necessities and the networks to which they have a place.

### Comfort

The capacity to shop whenever and from anyplace has moved the power from merchants or specialist co-ops to purchasers. Innovation has made comfort for shoppers by means of mobile and tablet and one can shop on their Mobile. Comfort includes numerous variables which are a piece of the general Online Value Proposition of a site:

Simple access to shop on various gadgets, for instance through responsive or mobile sites

Simple review of past requests; putting away the past information so if in a rush with a staple shop or a B2B buy, a customer can essentially rehash a previous request. Simple affirmation of the request with subtleties of when it will land; at times, this is turning into a shorter schedule vacancy or For Business to Business (B2B) accommodation about

Simple access to data identified with my calling or division

Simple access to the record and put away substance if important

### Competition

Innovation has given contenders and new contestants to be troublesome in a situation where it isn't constantly conceivable to anticipate the subsequent stage and the progressions occur medium-term. For instance:

5 of the greatest organizations worldwide didn't exist 20 years back: Apple, Amazon, Facebook, Alabama, and Google

Simultaneously, value correlation destinations give purchasers more information. This is regularly imparted to contenders. Gay proposed that challenge is on 6 levels:

- Conventional contenders moving on the web.
- New online-just contestants in local markets.
- New online participants from abroad.
- Contenders from recently shaped online coalitions and organizations.
- Contenders presenting or disposing of channels of dissemination.
- Revived customary organizations.

### Communication

Most likely the best single change from digital media and innovation is the appearance of new types of inbound advertising, for example, natural SEO and social media. Here<sup>5</sup> correspondence has digital into new types of 'inbound 'Force' promoting and, on account of Social Media, a two-way and multi-party exchange, rather than the customary single direction corporate correspondence.

For organization, this new day break proclaims an absence of control where others control the message which might be wrong, best case scenario and slanderous even from a pessimistic standpoint. Also, the requirement for exquisite writing covering pages of pamphlets has been supplanted with the requirement for sharp concise posts, changing the idea of copywriting and the aptitudes required. One of the approaches to evaluate your online communication is through a substance review. This should feature:

- The sorts and configurations of correspondence conveyed
- Manner of speaking
- Key messages
- Potential holes and traps
- This can similarly be applied to contenders to evaluate their interchanges.

### Consistency

Consistency includes conveying a similar message paying little heed to channel. So whether you purchase available, on the web or via phone, similar models and levels of administration ought to be applied. The test is regularly that

poor help when referenced coming up, may not be completely tended to and thus, clients go online to look for review

### Creative Content

When Richard Gay made this model it was one after another where organizations refreshed the substance on their sites rarely. The advancement of Google calculations, comprehension of the estimation of Content Marketing joined with more current innovation has guaranteed numerous associations update their substance routinely and it's anything but difficult.

Richard Gay likewise recommended that the principle wellspring of organization data was by means of their site, though numerous clients currently look for extra sources, for example, internet based life stages, to peruse remarks from others. The corporate site is only that; corporate. With that comes less trust and possibly less credibility. 'They would state that wouldn't they!' Looking at an association by means of Glass door, the US staff audit site, gives a degree of bits of knowledge that would be probably not going to be affirmed on the corporate site. Similarly survey modules, for example, Trust Pilot or Reeve which just catch input from clients who have caused a buy, to can change over reluctant clients. This client created content is inventive, clever and adds validness to a site in the manner a standard item depiction never could. Other imaginative substance incorporates various organizations, for example, video, info graphics and downloadable aides –, for example, this one. On the off chance that you need to investigate increasingly imaginative substance, look at our Content Matrix for the full rundown of substance alternatives

### Customisation

Numerous sites alter web understanding. Accept Amazon as the best-known model, it invites me back to the site, makes proposals of what's happening and recommends different things to purchase which it calls 'Roused by Your Shopping Trends'. Simpler to utilize innovation has encouraged more prominent personalisation or as it was recently called 'mass customisation'. Amazon cautiously words this suggestion list and recognizes that it depends on some proof, without sounding frightening.

## 2. Digital Marketing Channels

As in search engines, consumers are already pointing out their interest in the product by searching for it, the most important aim of search engine marketing is not to draw attention of big audience but rather to communicate with a potential customer by answering to their search needs. Google is at the moment the most dominating search engine in Finnish market which is why search engine advertising in Finland focuses mainly on Google.

Following are some of the most common Digital marketing strategies and the channels in question-

## 3. Literature Review

**Gartner, 2002)** : - E-mail advertising is used as a vehicle for the distribution of promotional messages, is fast becoming an important advertising tool.(Gartner, 2002).(Brown, 2002).(Brown, 2002). Research undertaken by practitioners indicates that consumers are interested in email marketing.

**(Double-click, 2002)** : -Permission based email is defined as email that has been requested by the consumer as part of an opt-in scheme. Thus, advertisers can gain greater effectiveness in the spending of their budgets as the message recipients have already indicated a level of interest in the messages. (Rowley, 2001). Further, appropriate email content plays a key role in advertising effectiveness

**(Carmichael, 2000)**[2]. In simple words, email content must be "targeted"(Waring, 2002), "relevant and clear"(Yager, 2001) or "irresistible"

**Yager, 2001**[3] . This form of email differs from unsolicited commercial email, also known as "spam," which is an increasing problem for consumers accessing their email. This is shattering the confidence of the marketers with consumer

**(Sara Radicati, 2010)**[4]. Research suggests that response rates for spam email stand at only 1 percent of the email sent out by advertisers, whereas the average click through rate for permission-based emails is between five and eight percent

**(Yoon, 2001)**[5]. As reflected in literature above, one of the important segments of the digital marketing involves power of email marketing/advertising. As per the literature discussed above to work effectively the marketing emails must be (i) permission-based emails. (ii) Having contents of the message are specially designed for targeted consumer and are relevant and clear. & (iii) In addition to these two ingredients email marketing must be ethical so that it wins the trust of consumer and can be effective. Email is a super powerful tool in the hands of marketers. It is increasing its strength day by day. As per the study conducted by

**(Sara Radicati and Quoc Hoang, 2011)** The number of worldwide email accounts is expected to increase from an installed base of 3.1 billion in 2011 to nearly 4.1 billion by year-end 2015. But, the major concern is growth in the number of spam, unsolicited emails in the inbox of the consumer. As per the available information from the (Sara Radicati and Quoc Hoang, 2011), average number of daily spams received by a user in 2011 was 14 emails. It raises eyebrows. The consumer becomes skeptic towards the marketing emails if he is receiving plenty of such mails without his consent. In simple context the push marketing strategy simply means sending a message or mail to the prospective consumer without his/her consent; this may also include display online advertising on website or news blog. As specified, email marketing's success is function of trust in the email, their contents and its senders. Such push strategy of marketers involving spams makes consumer skeptic and raise the guard against such marketing mails. This is hampering the success of the online marketing. It involves two types of emails, one is spam and another is spoofed emails. Both of these email categories are outcome of IT. It has its positive role to play but due its unethical misuse it is becoming major threat.

#### 4. Objectives of the Study

To explore the unethical means used by online stores for effective digital marketing;

- To explore the problems faced by consumer in this unethical process;

- To suggest safeguards to the consumer out of inferences drawn from study

#### 5. Research Methodology

The study is primarily focused on the online consumers. For the purpose of study, primary data was collected from the respondents as per convenience sampling. These respondents had experience of online shopping on one or more of the virtual stores namely Snapdeal and eBay. in and other online buy-sell websites. The respondents reported to have account as consumer for six months or more on such sites. Keeping in mind, the image and brand positioning issues of the portals, the findings are reflected without mentioning the name of the portal or virtual mall, though the suggestion can be incorporated by all consumers and virtual stores in general. The following are the empirical findings of the

#### 6. Conclusion

Conclusion: In a recent research, digital marketing shows that in India businesses are getting serious about digital marketing and investing in it heavily. In the current scenario, internet is pretty small right now and the larger share of the target market is still available offline. However, going forward, in the next two to three years, digital consumption and spends will go up in India and, for this to happen, both quality and quantity of content needs to grow in India. Once that is achieved, the overall industry spends on digital standing at around 15 to 20 per cent in the next two to three years. Currently the digital medium has its constraints with the number of people accessing and spending time on this. It has to become a large enough medium in terms of consumption to compete with TV. Though people are buying online, a large proportion of their time is still spent offline. Having said that, today, the target group for most online companies is people living in the metros and slowly it is becoming important for a brand to be built online also. And we can see that in other business segments as well. Finally, the digital marketing is a wonderful way of achieving the heights but the marketers should take due care to satisfy the genuine complaints of the consumers. Though, there may be the cases in which the consumer makes undue advantage of the facility like money back guarantee, putting extra cost of delivery on the virtual stores. But, still the consumer is the king of the market and rules. The consumer should also take care of the suggested measures and have trust in the online shopping. The offline shopping also involve many types of frauds and misleading information, similar may be the case of online shopping which the consumer should handle with care. It is a gold mine to be explored cautiously by the consumer.

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