



# "Digital Media Marketing: Trends and Innovation"

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## Abstract:

Digital marketing in India is experiencing rapid growth, primarily driven by the increasing penetration of the internet. As internet access expands at a fast rate, it has significantly contributed to the boom in digital marketing within the country. The daily growth in digital marketing highlights the accelerating pace of digitization. One notable trend is the rise in the number of e-commerce websites that offer a wide range of goods and services to customers through online platforms. Moreover, almost all business house is using digital marketing to promote their business particularly by using social media. This paper explores the evolution, trends, and future prospects of digital marketing in India.

**Keywords:** Digital Marketing, E-commerce, Social Media, Online Advertising, Innovation

## Introduction:

Digital marketing is a modern approach within the field of marketing that leverages online technologies to promote products and services. It encompasses various channels such as smartphones, mobile devices, and digital display advertisements through electronic and digital media platforms. The concept of digital marketing emerged in the 1990s and has since become an integral part of daily life, largely due to the rapid growth of internet accessibility and the increasing preference for online shopping over traditional brick-and-mortar stores. According to the American Marketing Association, "Digital marketing can be defined as activities, institutions, and processes facilitated by digital technologies for creating, communicating, and delivering value to customers and other stakeholders." Digital marketing is also commonly referred to as internet marketing or online marketing. In the context of India, the expanding population and rising internet penetration have significantly boosted the scope of digital marketing. It offers businesses a cost-effective means of reaching a wider audience and enhancing their market presence.

## Objective of Study

- To study the growth trend of digital marketing in India
- To identify the future of digital marketing in India.

## Research Methodology

A data for the research is mainly from secondary sources which includes journals, books, government report, and various statistical report published by private sector on the above topic is taken into consideration.

## Global scenario of digital marketing

As of February 2025, 5.56 billion individuals worldwide were internet users, which amounted to 67.9 percent of the global population. Of this total, 5.24 billion, or 63.9 percent of the world's population, were social media users.

## Indian Digital Marketing Industry Scenario

According to a report by the Internet and Mobile Association of India (IAMAI) India's internet users to exceed 900 million in 2025, driven by Indic languages. India's internet user base is poised to exceed 900 million by 2025, driven by increased usage of Indic languages in digital content,

## The growth of Smartphone users

By 2025, smartphones have significantly transformed the marketing landscape, with India boasting over 850 million smartphone internet users. This widespread adoption has fueled the growth of digital marketing, pushing brands to prioritize mobile-first strategies. The value of the Indian smartphone market is projected to surpass \$50 billion, driven largely by the trend of premiumization. Smartphone has brought the revolution in the marketing world. This growth in Smartphone usage witnesses a growth of digital marketing is also at high rate.

## Digital media and Advertising spending

As per the research of Deloitte, advertng on digital media is increasing and therefore advertising expenses on advertising through digital media become highest among all type of advertising media. Among the total advertising industry contribution of Digital media expenditure is 15% by 2018 and it is expected to increase to 24% by 2020. As per DNA Report digital media spending is expected to cross INR 19000 cr. in next three years.

In 2017 out of total budget of digital media 43% is spent on smart phone device and balance on desktop. It is expected to reach 60% for smart phone by 2020 which will supersede the desktops. Digital Ad industry stands INR 8,202 cr. on 2017 and it is estimated to grow with CAGR of 32% and reach INR 18,986 by 2020.

## **Ecommerce growth**

E commerce has taken a boom due to increase in internet penetration. E commerce market in 2017 is US \$ 38.5 billion and is expected to reach US\$ 64 billion by 2020 and further it is expected to reach US \$ 200 by 2026. The total gross merchandise value of top three Ecommerce Company was \$13.8 billion in 2015 which exceeds the value of top ten offline retailer which was \$12.6 billion in 2015.

## **Social Media Marketing**

Success of digital marketing come from social media marketing. As per the Global Digital report, Face book is on top with the 2.2 billion users in 2019. You tube on second position with 1.9 billion users in 2019 and what app is on third position with 1.5 billion users. Out of total world population 42% population using social media and this number is increasing at rapid rate which shows that digital marketing has a long way to go ahead.

## **Video as marketing tool**

As per the research report when any message is given by way of video, 95% of message is retain in the mind of user where as in case of text message and images only 10% can retain by user. As a result of this all-social media marketing using video as one of the main marketing tools for their products. People understood the product features very easily when they see the advertising in video form as a result number of businesses using video to advertise product increased from 63% in 2015 to 87% in 2018. Usage of video to advertise the product on social media platform is increasing at rapid rate. Face book has launched live video and 360 - video concept. You tube is on leading position for use of video as marketing tool. Among the total business houses using different social media for video advertising, 90% found very you tube very effective. social media also offer the facility of download or watch later facilities for videos.

## **Future of Digital Marketing**

With the usage of Artificial Intelligence (AI) and Block chain technology, digital marketing has gone one step ahead. All business houses started using new and new technology to give as better services as possible to their customer and increase revenue for their business. Following is some of the new technologies that are taking giving digital marketing a new shape.

### **1. Interactive catboats**

In this technology there is combination of text, voice and message to communicate with different people. According to Grand View Research report the annual growth rate of chat boat market in world was 24.3 % and by 2015 it is expected to reach US \$ 1.25 billion.

## 2. Voice search

Voice search will prove all information about people search through audio content.

As per the 2017 statistic, the device which give voice search facility are around 33 million in use and 40% of the people are using this feature. It is expected that by 2020 almost half of the search will be through voice search only. Google has also recently added new feature to its voice assistance derive.

## 3. Artificial Intelligence

Artificial Intelligence is going to bring revolution in digital marketing. It analyses the consumer behavior from its social media data and that will help the businessmen to sell the customer what he wants. As per Accenture report AI will help increase the growth value added by 1.3% by adding US \$ 957 billion to India economy. It is expected that the National Income of the India will grow by 15% by 2035. National Data and Analytics Portal is established by Niti Aayog to facilitates research and training on Artificial Intelligence.

## 4. Block chain.

Block chain technology will help the bank and other financial sector to reduce their cost and make the work faster and transparent. Almost 56% of business houses in India using this technology. This technology is not being restricted to finance but now increase in digital market also, as become of this technology payment, fund transfer will become faster. Block chain technology will help to give digital identity to those people who don't have bank account and help them to give access to financial transaction.

## Initiative by Government

Government has very well understood the use of technology is need of the day. Government invested US\$ 351 million to reach digital literacy device to 60 million rural people by 2019. Budget amount for digital India is increased from 0.2 billion US \$ in 2017-18 to 0.4 billion US \$ in 2018-19. Government has opened 306 skill centers under Pradhan Mantri Kaushal Kendra's to give training to the youth population to enable them self-employed.

## Conclusion

Digital marketing is a sunrise factor for marketing to be done in the present and in the future in India. If the businesses are going to survive the race of digitization, then digital marketing is the only option available out there. Day by day growing Digital Market in India is evidence of Digitization is taking place with high speed and the survey and research report show that digital marketing will grow high in coming year. With the increase in mobile phone penetration and youth is getting more technology friendly the potential of digital marketing continues to grow.

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