

A PROJECT

ON

**DIGITAL MARKETING THE NEW
FACE OF MARKETING
COMMUNICATION**

BY

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MARKETING)**

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EXECUTIVE SUMMARY

I am Priya Agarwal of J. D. Birla Institute, Kolkata a UG student. This report explains the

importance of digital media marketing in present era and this report will help the reader to get an

idea about the Industry, Indian population and digital media, concepts of digital marketing,

Duties and responsibility of client servicing executives in an agency, Steps involved in client

servicing and Consumer buying behavior in the digital era. After reading the whole report the reader will be able understand the reason behind growing digital media marketing.

Title of the Report is "Digital Marketing – The New Face Of Marketing Communication"

and Objectives of the project is to understand the change in consumer buying behavior in digital era.

Methodologies used for achieving the objective are descriptive study and a research. For achieving the objective, I have done one research using an online questionnaire. The title for the research is "Understand the consumer buying behaviour of

Indian in digital era".

Main findings of the research are given here. Indian customers are highly information seekers.

They collect more information about a product before buying it. Internet penetration in India is

key player for this phenomenon.

Most of Indians are getting stimulus through advertisements,

but they are not reaching to end phase of customers purchase journey, mainly in high

involvement purchases. Brands are getting more touch point to reach their target group in this

digital era. More details about findings are given this report.

The successful completion of this project indicates that the future of marketing is in the hands of digital. I conclude my research by quoting again that "Brands can't sustain without digital presence"

PRIMARY OBJECTIVE

AIMS AND OBJECTIVES

➤ The main objective of the study is to understand the consumer buying journey in Digital era.

SECONDARY OBJECTIVES

- To know affinity in customers for collecting information before purchase.**
- To determine out the media, which is most important in creating stimulus in Indians?**
- To understand the media consumption of Indians.**
- To figure out how Indian will purchase a product.**
- To understand post purchase behaviour of Indian**

The descriptive research design is used for analyzing and studying

the process of Business

Development. It is very simple & more specific than explanatory study.

Data Sources:

Primary Data: -

METHODOLOGY

It is a firsthand data which is collected by you only. The different way of collecting primary data

is personal interview, questionnaire, survey etc. As my project is descriptive study there is no

primary data collected as such.

Secondary Data:-

Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from the magazines, websites & other previous studies.

To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources.

**Secondary sources were
magazines, websites, books, office
executives, and company data.
I have also used an online
questionnaire to understand the
consumer buying behaviour of
Indians
in digital era**

India, with 1,270,272,105 (1.27 billion) people is the second most populous country in the world,

while China is on the top with over 1,360,044,605 (1.36 billion) people. [10] The figures show that India represents almost 17.31% of the world's population, which means one out of six people

on this planet live in India. Although, the crown of the world's most populous country is on China's head for decades, India is all set to take the numerous positions by 2030. With the population growth rate at 1.58%, India is predicted to have more than 1.53 billion people by the end of 2030.

INDIA AND INTERNET POPULATION

India is currently having online population of 213M, among them 60% are males and 40% are

females. In have 110 M mobile internet users, among them 80% are males and 20% are females.

176M of the total internet population are part of Social Medias.

India has bypassed Japan to become the world's third largest Internet user after China and the United States, and its users are significantly younger than those of other emerging economies,

global digital measurement and analytics firm comScore has said in a report. Riding on a 31% year-on-year increase, India's online population grew to 73.9 million. With an extended online universe in excess of 145 million the market is at a tipping point for online businesses. The numbers are lower than other recent estimates, possibly reflecting comScore's methodology that only factors in PC and laptop-based Internet usage.

Indian Online Population grows steadily

73.9 Million Indians Surfing the Web via a Home or Work Computer

56,318

Mar-2012

Apr-2012

May-2012

comSCORE.

Jun-2012

Jul-2012

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Aug-2012

Proprietary

Sep-2012

Oct-2012

Nov-2012

Total Unique Visitors (000)

Dec-2012

Jan-2013

Feb-2013

Internet Audience 15+ accessing Internet from a Home or Work PC

Source: comScore Media Metrix, March 2012 to March 2013

73,872

Mar-2013

+31%

Growth Over 1 Year

Digital marketing is the promotion of your business, organisation or brand using channels such

as the Internet, mobile devices, television and radio in addition to using creative online

**advertising, video, podcasts and other such methods to communicate your message. [17]
Internet**

marketing in particular plays a huge part in any digital marketing strategy and is becoming the

core of many organisations overall marketing strategies, particularly with regard to social media

and viral marketing.

Digital marketing ecosystem is not only concerned with internet marketing and social media

marketing, in introduction we discussed that peoples have a belief that internet or social media

marketing are same but not same, be clear from beginning itself. Digital marketing ecosystem

consists of internet marketing and social media marketing. They are just a channels for communication, digital ecosystem consist of integrating channels and integrating services.

5.1) Digital Ecosystem

DIGITAL MARKETING

Integrated

Channels

Intergrated

Services

Search Engine (SEO/SEM)

Displays (Banners, Rich media Banners)

Mobile Marketing

Social media

Email

•Video

•Websites

•Analytics

Content management

Advanced Targeting

Creative

Research + Planning

Digital strategy

5.1.1) Search Engine

Search engine optimisation (SEO) is the art of getting a website to work better with search

engines (like Google, Bing & Yahoo), and to look for achievable, profitable, ranking

opportunities through keyword research. It is a quest for increased visibility in search engines via

relevant copy, quality links, domain trust, social popularity and search engine connectivity.

Search engine marketing (SEM) is a broader term than SEO, and is used to encompass different

options available to use a search engine's technology, including paid ads. SEM is often used to

describe acts associated with researching, submitting and positioning a website within search

engines. It includes things such as search engine optimization, paid listings and other search-

engine related services and functions that will increase exposure and traffic to your Web site.

5.1.2) Displays

Display advertising is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. In periodicals, display advertising

can appear on the same page as, or on the page adjacent to, general editorial content. Normal

banners, Rich media banner, Interstitials and pops are example of displays.

5.1.3) Mobile Marketing

Mobile marketing is used in reference to any marketing efforts on or with a mobile device. It involves planning, creating, and implementing a mix of initiatives to bring together sellers and

buyers via mobile devices. Mobile ads, Mobile websites, Apps and Games are some of examples

for mobile marketing.

5.1.4) Social Media Marketing

Social Media refers to any software tool that enables and encourages engagement in conversation

or sharing. Popular forms of social media include Facebook, Twitter, LinkedIn, YouTube,

Pinterest, Google+ and blogs. Now all days social media become platform for marketer to make

conversation with customers. Brands are now engaging customers through social media.

5.1.5) eMail Marketing

eMail Marketing is a type of direct marketing that involves sending personalized, targeted messages to a specific audience. eMail Marketing is easy to use, low cost, and effective. Most of

the B2B business in present era in following email marketing, but in B2C also email

marketing is

productive.

5.1.6) Video

Marketers are now use video to make customers aware of brands and to sharing the experience of

other customers. YouTube ads are too popular in video ads. In social media platforms also brands are sharing video.

5.1.7) Analysis

Analytics is the practice of evaluating data, and the process by which a company arrives at a most advantageous decision. Here marketer analysis the integrate channel to understand the

effectiveness of communication. Analysis may be based on numbers of visitor or like in social

media pages..Etc.

5.1.8) Content Management

After analysis the integrate channels marketer can able to understand the problems with current

contents. Later he can manage the content to increase the engagement rate, content may be text

in banners, images or websites.

5.1.9) Advanced Targeting

Advanced targeting are techniques involving the sending of targeted messages to a specific audience. It is used to increase the effectiveness of a marketing campaign. Behavioural targeting

is also a part of advanced targeting, here marketer can target the customer based on their past

behaviour in online. Marketer can put ads in other webpage where customer is going.

5.1.10) Creative

Creative is the artistic component of an ad or website. It usually includes an image and copy

present in ads or website. Marketer can make those contents attractive to customers.
Marketer

will sometimes change the entire design of websites, apps..Etc.

5.1.11) Research and Planning

Marketer will do some research to understand the behaviour, taste and preference to customers in

digital platform. This research may be doing by using paid-tools like ComScore... Etc.
Through

this research marketer can understanding where T.G is present or what T.G would to do in
online. After research marketer will plan new campaigns based on those research reports.
These

campaigns are more effective to reach the T.G properly.

5.1.12) Digital Strategy

Digital strategy is the process of specifying an organization's vision, goals, opportunities and
initiatives in order to maximize the business benefits through digital media. Strategy will be
different for each brand, it will base on the brand objective and target groups interest. It is
actual

a plan formulated by the marketer to explore the opportunities. Strategy may be short term
or

long term, but it need to be fit with market situations.

5.2) Types of Digital Marketing

In normal outbound marketing, we will use pull and push marketing strategy. Like that in
digital

marketing also pull and push are types.

In push digital marketing the marketer sends a message without the recipient actively
seeking

the content, such as display advertising on websites and news blogs. Email, text messaging
and

web feeds with customized contents can also be classed as push digital marketing when the
recipient has not actively sought the marketing message. Push marketing allows you to

target

your demographics and use your marketing dollars to promote your product to the people you

know are interested in what you have to sell. A push marketing campaign can be more expensive

when it comes to upfront costs, so you really need to be sure that your marketing is going to reach the right people at the right time. Behaviour targeting is good example for push digital marketing.

In Pull digital marketing includes blogging, email marketing, social media, info graphics and other forms of visual messaging and search engine optimization (SEO). A pull marketing campaign also includes public relations or other ways of reaching out to potential or already realized customers who you want to keep engaged. While a pull marketing campaign can be less

expensive to get started, you will incur costs in other ways. For example, if you are running a social media campaign, you will need to hire someone to manage your social media and respond

to people who leave comments or ask questions. Social media gets people talking and that has a

major impact on sales. Pull marketing also requires a greater investment in time, but it gives you

more ability to entertain your customers and educate them about your company. [18]

But don't get confused by seeing Email in push and pull, there is a difference. If marketer is sending emails with customized content or banners to specific group of customers is push digital

marketing. If marketer is sending emails with the same content or banner to all customers is pull

digital marketing.

5.3) AIDMA as AISAS in Digital Era

AIDMA widely accepted model describing the psychological process leading up to the consumer's decision to purchase a product. This model is similar to AIDA model. The AIDMA

Model was first advocated by Roland Hall, an American economist, around 1920. [19]

According to this model, there are five key processes: Attention, in which the consumer first notices the product or advertisement, followed by Interest, Desire, Memory, and Action.

This model has been used extensively in the advertising and marketing industries.

Attraction

Interest

Attraction

Desire

AISAS is a process model of consumers purchasing activities in the Internet age. AISAS is a consumption behaviour model that has been advocated by Dentsu since 2004. It was developed

to observe behaviours based on the understanding that the Internet has become prevalent, and

that consumers now have access to environments in which they can obtain and transmit information themselves.

Interest

Memory

In this model, the key processes are: Attention, in which the consumer first notices the product or

advertisement, followed by Interest. After this, the consumer Searches for information, and then

makes a purchase (Action), after which information is shared with others. In comparison to "AIDMA," the psychological process has become more compact, and the Action process has expanded.

Search

Action

Action

Share

These changes are shown how presences in digital are important for brands. Brands can able to

create awareness and internet without digital. But it will not lead to action in current scenario.

Customers need more information in present era; they are information seeker and always search

for best deal. Brands can't sustain without digital media.

5.4) Advantages of Digital Marketing

Digital Advertising is increasingly an inherent budgetary component of many organizations today. Organizations of all sizes use the medium to promote their products and services. So well,

why do so many organizations use the medium? Simply put, it is due to the numerous advantages

that online advertising offers. These are discussed in the paragraphs ahead.

Reach - The ability of the online medium to target a certain demographic of users is one of the

greatest advantages of digital advertising. In addition, the geographical reach of the online medium is far greater than that of traditional media. It's not only cost effective to achieve a wider

geographic area but the ads can also be targeted to the desired audience. For example, if an advertiser is keen on selling his or her products targeted to a certain demographic of people, it is

quite possible through online advertising. Digital advertising has matured to the extent that web

publishers, media agencies and advertisers themselves know the optimal ways and websites for a

certain category of products or services.

Measurement - With various tools becoming available, tracking effectiveness of ad campaigns

is becoming possible today. In other words, measuring Return of Investment (ROI) is

increasingly possible today. Organizations that were previously reluctant to spend online, now

realize that the online medium does offer means to alleviate any such fears. Moreover, when properly designed online marketing campaigns generate the desired results, advertisers are further encouraged to continue advertising online.

Interactive and Engagement The Internet is arguably the most interactive and engaging medium among various others. Interactive campaigns have become a norm with the power of the

online medium. One such advertisement worth mentioning is the campaign by AXE where the

end user could alter the smile of a woman as he/she liked to i.e. in an interactive framework. The

advertisement struck an instant chord with the youth to which AXE the brand is positioned for

Customers are basically just a click away from the advertisers. In other words, direct response

between end users and advertisers is possible through the online medium.

Time Through the Internet, an advertiser can reach a desired target group or demographic in a

much shorter time frame. For example, if an advertiser needs to plan some sort of ambush marketing, the online medium can be an effective means of achieving it. Even otherwise i.e. for

regular marketing campaigns, the total time necessary to complete an online advertising campaign is less than that of traditional advertising methods.

-

Cost - When compared to traditional forms of advertising, digital advertising is cheaper. Various

payment models are available between the advertisers and publishers. Many a time, advertisers

are charged only when visitors click on their ads. The various payment models are discussed in

detail in the next section.

5.5) Digital Advertising: Ad Avenues

SEARCH ADVERTISEMENTS: Advertisements made up of text (displayed largely as sponsored links on search engines) come under this category. These are backed by hyperlinks

that when clicked on, take the potential customer to the advertisers website.

DISPLAY ADVERTISEMENTS: Advertisements that are placed at various points on a web page that typically contain logos, photographs, other images or even text. Technologically these

comprise of Image, Simple flash and Rich media with& without video ads.

MOBILE ADVERTISEMENTS: Advertisements that are viewed or consumed on mobile phones or tablets come under this category. These comprise of Mobile Web ads, SMS, MMS, Mobile Video & TV ads and In-App ads.

SOCIAL MEDIA ADVERTISEMENTS: Advertisements of any type: text, display, stamp pads etc displayed on various social media websites like: Facebook, Twitter, LinkedIn, Pinterest,

Orkut etc fall into this category.

EMAIL ADVERTISEMENTS: Advertisements that involve sending across a commercial message to a group of people using email comprise of this ad type. Emails are used to engage

with existing customers to get repeat business as well as to acquire new customers.

VIDEO ADVERTISEMENTS: Advertisements that fall broadly under the display type but have video within them and are served before, during and/or after a video stream on the internet.

This type comprises In-Video ads, Standard In-Stream ads (pre rolls, mid rolls or post rolls) and

True View ads.

5.6) Some of the Basic Terms in Digital Marketing

➤ **Impression** - An impression is a measure of the number of times an ad is seen, whether it

is clicked on or not. Each time an ad displays it is counted as one impression.

➤ **Page View** - Viewing the page is known as page view. It gets counted once the page loaded.

➤ **Leads** - When one person fills his details in the given box is known as lead.

➤ **Conversion** - The percentage of people whose activity can be tracked while clicking on an ad or visiting a website to actually purchasing a product or service. A high conversion rate indicates that the link, ad or site was successful

➤ **Inbound link** - Link connecting to your website from a different website.

➤ **Profiling** - To build a picture of a target customer based on information from various sources including customer transactions completed forms and demographic data.

➤

Unique Visitor - Unique IP address accessing a website.

➤ **Landing Page** - A custom web page designed to convert visitor into leads or sales. Email, banner ads and even offline outbound marketing campaigns drive traffic to a landing page to capture information or trigger a sale. Landing page is also called as destination page or splash page.

5.7) Types of ads

➤ **Above The Fold**: Above the fold refer to banners ads which are displayed at the top of a web page.

➤ **Rich-media**: Online ads that contain motion, sounds or video are termed as rich media ads

➤ **Interstitial Ads**: Ads that appears between web pages.

➤ **Banner Ads**: Embedding an ad into a web page- known as a click through due to interactive actions where the consumer clicks and is taken to the banner ad's company websites

➤ **Pop-up:** Ads that displays in a browser window either in the front or behind the current browser window.

5.8) Monetary term in Digital Marketing

➤ **Cost-Per-Action (CPA):** Cost of advertising based on a visitor taking some specifically defined action in response to an ad. "Action" include such thing as a sales, transaction, a customer acquisition or a click

➤ **Cost- Per-Click (CPC):** Cost of advertising based on the number of clicks received.

➤ **Cost- Per-Thousand (CPM):** The standard unit for buying or selling Internet advertising. The thousand stands for 'thousand advertising impression or views'.

➤ **Pay-Per- Impression:** Online advertising where an advertiser pays a pre-agreed price each time a user clicks on their advertisement. The cost for the click is often negotiated through auction, with ad placement determined by the relative size of the bid, as well as other factors.

➤ **Pay-Per-Inclusion:** Search engine marketing programs that guarantee web site listing for specific keyword search term for a fee.

➤ **Pay-Per-Lead:** Paying to acquire leads from an outside party at a set rate or amount per lead

5.9) Branding in Digital Era

Before doing this internship, I believed marketer is responsible for building a brand or marketer

is a custodian for a brand. But while doing internship, I understood marketer is not a custodian,

he is a person who guides a product to become a brand.

Today, brand custodians are the connected users who exist across digital platforms. They are

multifaceted. They are the publishers, circulators, ambassadors, instigators and at the same time

they are the custodians as well. Their digitally connected existence has power, credibility,

influence, depth, and reach.[26] Their digital messaging has the velocity, acceleration, and momentum required to impact brands. Yet brands and their default custodians continue to live

blissfully in an illusion about the control they exercise over their brand.

Brand is an enabler in the current age. It is the participants, the brand conversations and the platforms that amplify the brand and drive the brand philosophy. Businesses need to, therefore,

understand the consumers and the evolving digital sphere better and continue to build brands

within the digitally connected ecosystem by focusing on the following 3 elements- [27]

People

Channles

People

Engagements

The digital age has democratized individuals. They are no longer passive consumers, but active

and creative participants. They expect and believe in the co-creation of an experience, thereby

evolving from consumers to users. They are becoming the most credible and reliable source of

the true picture of a brand.

Consumers are beginning to seek a relationship of fair exchange between themselves and the

businesses where each contributes and everyone gains. Individuals are seeking a multidimensional relationship that provides them with more than just the brand product/service.

The fair exchange relationship is also offering new opportunities to the business to build more

human connections. Businesses will have to become receptive to this new age definition of relationship that consumers seek. They may do well to go a step ahead and create an

environment that is receptive to this fair relationship.

Channels

With consumers evolving into users and participating in co-creation, it is important for brands to

offer those channels and platforms that allow them to participate in this process. Users are seeking channels that offer them more than just digital promotional activities; they want channels

that allow them the freedom to be publishers of content, information and data, that give them

control over what content they produce and consume, that allow them to co-create brand experience.

The channels also need to be device agnostic. Users are adapting to the usage of different devices

throughout the day to execute tasks at hand. They might use a smartphone or tablet to complete

functional tasks etc. while on the move, but they use a PC for heavy content creation and research. According to a google research, 90 percent of people move between devices to accomplish a task, with virtually all of them completing their task in one day. The most popular

starting point is the smartphone. In most cases, the tasks are continued on a PC though tablets are

also becoming a popular option for continuing social networking and watching videos.

Businesses and brands need to accept that it is the consumer who has become a more credible

publisher by virtue of their access to a device which is always on and active. Creating an

environment of device agnostic platforms and channels that allow co-creation of content between

brands and consumers will address this shift.

Engagement

It is about creating a window with enhanced attention to influence behaviour and

motivations.

With every business eyeing the opportunity to engage users, it is critical to focus on engagement

by increasing brand salience and influencing buyer behaviour and choice. Brands should be able

to map a customer's journey to understand where they can add value and create an opportunity to

engage them. Brands need to understand that engagement is not about pushing product messages;

it is about capturing the imagination and the attention of the user. It is about designing a naturally

engaging experience.

Businesses need to understand that digital environment is not about technology but about attention, where the consumer is at the core, armed with powers like never before. Businesses

and brands should, therefore, focus on connecting the dots and realize that now, in the digital

age, it is all about co-owning a brand.