



## Study on Strategies of Digital Marketing Vis a Vis Govt. Initiative

Noorul Haq

Administrative Officer, Kalindi College, University of Delhi, INDIA

### ABSTRACT

Digital marketing (also known as data-driven marketing) is a broader term for 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 present study discusses the strategic orientation of the digital marketing, looking into its effectiveness and various schemes launched by the government. It tends to find out the initiative of the government and various platforms available in respect of the digital markets.

**Keywords**— GeM, GFR, BHIM, Digi bank, SMART, KPI, Digital Locker, UMANG, 4 Ps & 7 Ps of Marketing

The present study, is a qualitative research design, titled 'STUDY ON STRATEGIES OF DIGITAL MARKETING VIS A VIS GOVT. INITIATIVE'. The objective of this paper is to study and examine the effectiveness of digital marketing in India. The study is based on secondary data, to achieve the objective, secondary data is examined which is sourced from website, online sources and scholarly articles, magazines, books, internet, report and newsletters of Ministry of Electronics & Information Technology, Govt. of India.

### *The importance of digital marketing*

While our older generation is still not much able to come out of the web of paper based information stuff, the younger ones has evolved themselves to be the most tech savvy and based on e-marketing.

This is just because the digital marketing offers a lot of comfort, simplicity, resourcefulness and most importantly is faster than anything else. It's not only a boon to the customers, but a very effective tool for the marketers to reach their target consumers. Here are some key facts that explain its importance:

### *Affordability*

The first point to be considered is that digital marketing is very low-cost when compared to the other means and modes of marketing. Information going online regarding the company or product may not cost the company more than a marginal cost of sending the same data/information via newspaper or a digital advertisement.

### *Effective targeting of the consumer*

When compared the digital marketing again stands out to the print marketing as there is always the chance of people being attracted to the digital media more. As the technology probe more and more into our daily life, it has made a significant effect on our sense that can be convinced. Moreover, there are always higher chances of more people watching an online ad than a print media advertisement.

### *The noticeable results*

Thanks to the technology it has made it very easy for the marketers to track and monitor their results online. The data can always be collected and the analyst may help

## I. INTRODUCTION

Digital marketing's development since the 1990s and 2000s has improved the way brands and businesses utilize technology for marketing. As digital platforms are progressively incorporated into marketing plans and day to day life, and as people use digital devices instead of physically visiting shops, digital marketing campaigns are becoming more prevalent and effective.

Digital marketing techniques such as content marketing, search engine optimization (SEO), social media marketing, campaign marketing, search engine marketing (SEM), influencer marketing, content automation, e-mail direct marketing, data-driven marketing, & e-commerce marketing, social media optimization, display advertising, e-books, and optical disks and games are becoming more common in our evolving technology. In fact, digital marketing now spreads to non-Internet channels that provide easy access to digital media, such as mobile phones (SMS and MMS), caller tones.

## II. OBJECTIVE & RESEARCH METHODOLOGY

in data assessing and provide the valuable data for various decision making.

### ***The effectiveness of digital marketing***

Digital marketing is the most widely used marketing aid in the current era as it is considered to be more effective than any other tool. This is true to the core as there is a considerable shift in the preferences of the common man. Here are a few facts that clearly state the effectiveness of digital marketing.

□ *The comparative analysis:* customers want to have a comparative analysis of the prices and benefits of all the products available in the market. The digital market offers them a platform to review all the aspects associated with a product.

□ *The acceptability-* In this tech savvy era the information available online is widely accepted by the customers in comparison to the physically available information.

□ *Wider Customer Base* The coverage of digital marketing is much more than that of the physical media as the internet is now the new tool of every type of communication. It is a lot much easier to sit back and communicate over a technology driven device.

□ *Impact:* How many times did you let your favorite show forgot to watch an advertisement of a company selling some random product? But while surfing the internet it is always very easy to restart what you left from the same point. Any advertisement pop up window attracts you as soon as it flashes on the screen.

Apart from all these things the rising technology regime has given birth to many career opportunities to the aspiring youth. Digital marketing has made our lives simpler and offered us everything right in front of us virtually. Companies have got a very effective tool to market their product and services directly to the customers and track the change in the consumer behavior.

It has enabled the companies to assess all the attributes of the customers and let them make their best strategic move. Digital marketing holds a significant role for both customers as well as for the companies selling their products and services. So whether you are an individual looking for an opportunity to make your career or a company expanding their business digital market is one vital element for you.

### ***Planning for Digital Marketing***

Digital marketing planning is a term used in marketing management. It describes the first stage of forming a digital marketing strategy for the wider digital marketing system. The difference between digital and traditional marketing planning is that it uses digitally based communication tools and technology such as Social, Web, Mobile. Nevertheless, both are aligned with the vision, the mission of the company and the overarching business strategy.

### ***Stages of planning***

Using Dr Dave Chaffey's approach, the Digital Marketing Planning (DMP) has three main stages; Opportunity, Strategies and Action. He Suggests that any business looking to implement a successful digital marketing strategy must structure their plan by looking at opportunity, strategy and action. This generic strategic approach often has phases of situation review, goal setting, strategy formulation, resource allocation and monitoring.

#### ***1) Opportunity***

To create an effective DMP a business first needs to review the marketplace and set 'SMART' (Specific, Measurable, Actionable, Relevant and Time-Bound) objectives. They can set SMART objectives by reviewing the current benchmarks and Key Performance Indicators (KPIs) of the company and competitors. It is pertinent that the analytics used for the KPIs be customized to the type, objectives, mission and vision of the company.

Companies can scan for marketing and sales opportunities by reviewing their own outreach as well as influencer outreach. This means they have competitive advantage because they are able to analyze their co-marketers influence and brand associations.

To cease opportunity, the firm should summarize their current customers' personas and purchase journey from this they are able to deduce their digital marketing capability. This means they need to form a clear picture of where they are currently and how many resources they can allocate for their digital marketing strategy i.e. labour, time etc. By summarizing the purchase journey, they can also recognise gaps and growth for future marketing opportunities that will either meet objectives or propose new objectives and increase profit.

#### ***2) Strategies***

To create a planned digital strategy, the company must review their digital proposition (what you are offering to consumers) and communicate it using digital customer targeting techniques. So, they must define online value proposition (OVP), this means the company must express clearly what they are offering customers online e.g. brand positioning.

The company should also (re)select target market segments and personas and define digital targeting approaches.

After doing this effectively, it is important to review the marketing mix for online options. The marketing mix comprises **the 4Ps** - Product, Price, Promotion and Place. Some academics have added three additional elements to the traditional 4Ps of marketing Process, Place and Physical appearance making it **7Ps of marketing**.

#### ***3) Action***

The third and final stage requires the firm to set a budget and management systems; these must be measurable touch points such as audience reach across all digital platforms. Furthermore, marketers must ensure the budget and management systems are integrating the paid, owned and earned media of the company. The Action and

final stage of planning also requires the company to set in place measurable content creation e.g. oral, visual or written online media.

After confirming the digital marketing plan, a scheduled format of digital communications e.g. Gantt Chart should be encoded throughout the internal operations of the company. This ensures that all platforms used fall in line and complement each other for the succeeding stages of digital marketing strategy.

### III. ANALYSIS AND FINDINGS

The ignition to the digital e-marketing has been added by the demonetization and the ambitious 'Digital India' project of Prime Minister Narendra Modi which has always been in news for all the good reasons. The project having a total overlay of Rs 1 lakh crore aims to transform the country into a knowledge economy. It aims to ensure easy access to technology infrastructure and government services to citizens. With the government completing its third year, it is reasonable to look into all the *digital initiatives undertaken by the government* during the tenure. Some of the apps are as follows:

**Digital Locker:** This initiative eliminates the need for people to carry the hard copies of the certificates issued by states, municipal agencies, and other bodies. Birth certificates, school and college leaving certificates, residence and marriage proof, and even PAN cards will be digitized. For this, the government is expected to roll out a national depository that will hold these records. Each private locker will store all the important documents of users, which are digitally verified by the government. Now rather than sending physical copies, the link of that cloud folder having digital copies of verified certificates can be shared. Once, the people are shifted to such technology, faith would be build for internet transactions of money leading to growth in e-commerce activities.

**Twitter Samvaad:** Amongst the most popular initiatives is the Twitter Samvaad which will enable the citizens to be the first to know about new government initiatives and actions. It is a service that lets leaders and government agencies communicate with the people through tweets and SMS. The same platform is used for digital marketing to post the favorable comments which paves the ways to success of any product.

**eMoney:** The Department of Posts (DoP) has planned to provide electronic money order service to 70% of its total post offices by December. According to officials, this service will enable India Post to remit money next day to the doorstep that earlier took about a week. Also, it will make the whole process secure and fast. People can send a maximum of Rs 5,000 through e-money order. With this, the department has seen a tremendous growth in commission from money order service to about Rs 600 crore in 2014-15, up from Rs 481.6 crore in 2011-12.

**UMANG:** Unified Mobile Application for New-age Governance (UMANG) is envisaged to make e-governance. It provides a single platform for all Indian Citizens to access pan India e-Gov services ranging from Central to Local Government bodies and other citizen centric services. UMANG intends to provide major services offered by Central and State Government departments, Local bodies and other utility services from private organizations. It provides a unified approach where citizens can install one application to avail multiple government services. Such an app builds a confidence in the non-tech savvy citizens which ultimately strengthen the need and benefits of digital shopping.

**BHIM:** BHIM (Bharat Interface for Money) is a Mobile App developed by National Payments Corporation of India (NPCI), based on the Unified Payment Interface (UPI). It was launched by Narendra Modi, at a Digi Dhan Mela in New Delhi on 30 December 2016. It has been named after Dr. Bhimrao R. Ambedkar and is intended to facilitate e-payments directly through banks and as part of the 2016 Indian banknote demonetization and drive towards cashless transactions.

This unique application, wiresal most all Indian banks, which use thisstage, which is erected over the Immediate Payment Service infrastructure. It allows the user to instantly transfer money between/among the bank accounts of any two parties. It can be used on all mobile devices BHIM allow users to send or receive money to other UPI payment addresses or scanning QR code or account number with IFSC code or MMID (Mobile Money Identifier) Code to users who do not have a UPI-based bank account.

While Mobile wallets like Pay TM, Mobi K wik, mPesa, Airtel Money etc holds your money, BHIM app only is a Transfer mechanism which transfers amount between different bank accounts. ZERO Transaction charges for all transaction from ₹1 to ₹1 Lakh. It may be recorded that IMPS transaction done from any bank site is chargeable at ₹5 per transaction for amount upto ₹1 Lakh.

**GeM:** The government has taken initiative through DGS&D by creating a one stop Government eMarketplace (GeM) to facilitate online procurement of common use Goods & Services required by various Government Departments / Organizations / PSUs. GeM aims to enhance transparency, efficiency and speed in public procurement. It provides the tools of e-bidding, reverse e-auction and demand aggregation to facilitate the government users achieve the best value for their money. DGS&D took appropriate actions to align the existing rules to cater to GeM including swift payment to Suppliers / Sellers after successful delivery of Goods & Services.

Owing to the introduction of new purchase rules, the purchases through GeM by Government users have been authorized and made mandatory by Ministry of Finance by adding a new Rule No. 149 in the General Financial Rules, 2017, amending GFR-2005.

With the world unceasingly revolving on the axis of technological progression, man has got many things to add to his comfort list. With the rising interest in the internet and its beneficial usage the man has evolved many possibilities to make his life simpler. Now, rather than going to your local shop/mall for groceries you opt for going online and buying all your shopping-needs with a quite simple clicks. One has to search it and the Internet will deliver.

Considering the higher interest and attraction of customers in online buying and exploring, the companies have now taken the route of e-marketing. Also known as digital marketing; it is the easiest way to market your product to your target onlookers. As per the studies, approx. 90% of the customers choose e-buying over physical buying. Various enterprises are encashing this opportunity by making themselves available online. Digital marketing is playing a vital role in business productivity here is the brief:

#### IV. CONCLUSION

Although the ultimate criteria to evaluate any business initiative should be its return on investment or any other financial metrics in general, the evaluation criteria and metrics for the digital marketing campaigns can be discussed in more details.

The criteria and metrics can be classified according to its type and time span. Regarding the type, we can either evaluate these campaigns "Quantitatively" or "Qualitatively". Quantitative metrics may include "Sales Volume" and "Revenue Increase/Decrease". While qualitative metrics may include the enhanced "Brand awareness, image and health" as well as the "relationship with the customers".

Shifting the focus to the time span, we may need to measure some "Interim Metrics", which give us some insight during the journey itself, as well as we need to measure some "Final Metrics" at the end of the journey to inform use if the overall initiative was successful or not. As an example, most of social media metrics and indicators such as likes, shares and engagement comments may be classified as interim metrics while the final increase/decrease in sales volume is clearly from the final category.

Of course, the correlation between these categories should exist. Otherwise, a disappointing results may happen at the end in spite of the illusion of success perceived early during the project.

A strategy that is linked into the effectiveness of digital marketing is content marketing. Content marketing can be briefly described as "delivering the content that your customers is seeking in the places that they are searching for it". It is found that content marketing is highly existent in digital marketing and becomes highly fruitful when content marketing is involved. This is due to

content marketing making the brand more significant to the target customers, and more visible to the target customers as well.

Marketers also find email as an effective strategy when it comes to digital marketing as it is additional way to build a long term relationship with the customer. Listed below are some aspects that need to be considered to have an effective digital media promotion and aspects that help create an effective email system.

**Exclusive-e-mail titles** distinguish one advertisement from the other. This separates advertisements from the mess. Differentiation is a factor that can make an advertisement successful in digital marketing because customers are attracted to it and are more likely to view the advertisement.

**Instituting consumer exclusiveness:** A list of consumers and consumer's details should be kept on a record for follow up and selected consumers can be sent select offers and promotions of deals related to the consumer's previous buying activities. This is effective in digital marketing as it allows organizations to build up loyalty over e-mail.

**Less Requirements of Technicality:** In order to get the full use out of digital marketing, it is valuable to make advertising campaigns have lesser technical requirements. This prevents some consumers not being able to cognize or view the advertisement.

**Offers:** The lucrative reward offers would always an advantage in making digital campaign a successful one. If some reward is given in the end of the campaign, it would definitely invite more engagement and word of mouth publicity.

Government role to enhance the usage through digital marketing at various fronts is quite appreciable. Govt has vowed to join all the person and transactions in a circular path, which has produced easiness in doing business and particularly helped the individuals to explore the digital initiative in a positive direction. Although, the efforts of the government is beyond doubt, but, educating the individuals to use the digital platform is the need to the day. More and more people need to be linked up with technological transformation and simultaneously, certain incentives schemes should be launched by the government to lure and retain larger customer base. The digital world would be reality in the coming times.

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