

A Case Study on Digital Marketing with Reference to India During and Post COVID-19

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Abstract: Digital marketing can be defined as the use of various digital methods and digital channels to connect with the prospective customers for the promotion of a particular product or service. Digital marketing includes social media promotion, development of websites, email marketing, online brochures etc, which are used for digital advertising. This paper will study the implications of digital marketing in the modern world along with the difference between traditional marketing and digital marketing and the present stage of digital marketing in India. The current study has been casual, exploratory and empirical in nature and the data needed for research work has been collected by using both direct and indirect method of data collection.

Keywords: Digital Marketing, Content Marketing, Search Engine Marketing, Pay Per Click

I. INTRODUCTION

Now-a-days modern marketing trends are changing rapidly towards digital marketing from traditional marketing and the businesses are gradually choosing modern digital marketing platforms like E-Commerce, Websites, Google-Ads, E-mails, etc, to advertise their products to reach the maximum number of their targeted customers to increase their revenue which in turn will go on to increase the profit of the organisation by absorbing the cost and help the respective organisation to stay in the competition in the long run.

Therefore digital marketing can be defined as marketing and advertising of a business, person, product, or service by using various online channels, electronic devices, and digital technologies like Social Media, E-mail, Pay-Per-Click (PPC), Search Engine Optimization (SEO) and others to reach the maximum number of targeted customers.

II. DIFFERENCE BETWEEN TRADITIONAL MARKETING AND DIGITAL MARKETING

The main difference between traditional marketing and digital marketing is the medium through which a customer receives a message and while traditional marketing uses traditional medias like magazines, newspapers, etc, digital marketing uses digital medias like social media or websites.

1. Traditional marketing methods targets the local customers with the help of traditional marketing methods while the digital marketing methods has the ability to target customers situated at various places of the entire world.
2. Traditional marketing is always expensive than digital marketing as traditional marketing involves cost of printing, cost of making radio and television advertisements, while digital marketing uses online methods like websites or social media which does not cost that much of money as it is needed in the traditional marketing methods. Therefore any business can choose their method of advertisements according to their marketing requirements.
3. It has been observed that as in most cases the traditional marketing methods targets the local customers to promote the products there can be a limited number of customer base while in case of digital marketing as the physical presence of the marketer is not required digital marketing techniques can touch a infinite numbers of customers.
4. Traditional marketing methods provide very little or practically no scope to record the customer's reaction while digital marketing methods offers a number of digital platforms like social networking sites, E-commerce websites and other different apps for collecting the feedbacks of the consumers of the products and services.

5. Traditional methods of marketing normally provides a hard copy of the products or services description which can be kept as documentation for the products or the services while the digital methods provides paper free documentation and the product's description are provided in online or soft copy methods over the organisation's websites or through YouTube videos, etc.
6. In traditional marketing, organisations have to wait over a period to get the marketing results while in digital marketing we can get the marketing results in real time.
7. Normally traditional marketing allows for one way communication as the marketing mediums are quite rigid but the digital marketing methods allows for a two way communication where the customers can share their feelings about the products and services they use and get themselves satisfied.
8. In traditional form of marketing consumers cannot choose to skip the advertisements which are causing disturbances but in digital marketing, consumers, customers and buyers can skip the disturbance part.
9. In case of traditional marketing, drafting of marketing strategy always takes time as it is dependent on actual marketing results which takes some time, but as digital marketing provides real time results it becomes easier to change or update the marketing strategy according to the needs of the customers.

III. TRADITIONAL MARKETING

Traditional methods of marketing involves traditional channels like print media, billboards, door to door campaign etc.

3.1 Different Methods of Traditional Marketing :

1. Print Media includes advertisements through Newspapers, Magazines.
2. Broadcasting methods include advertisements through Radio, Television.
3. Window display and signs.
4. Outdoor advertisements includes advertisement through billboards, bus/taxi wraps, posters etc.
5. Direct mail method includes sending of catalogues, brochures to the prospective customers.
6. Tele Marketing method includes advertising through phone and text message.

3.2 Advantages of Traditional Marketing

1. Printed materials are more durable and permanent than any other methods of advertisement as whenever any advertisement is published in any newspaper or magazines it will remain there until the pages of the newspaper or the magazines are recycled.
2. Traditional marketing methods are easy to understand and normally has more impact on the general customers as generally a bigger billboard advertisement are normally easy to understand and creates more impact on the persons seeing the advertisements on the billboard.
3. Traditional marketing methods like a window display is normally much more memorable than a social media advertisements which usually gets scrolled passed in seconds.

3.3 Disadvantages of Traditional Marketing

1. Normally all traditional methods of marketing, cost more than digital marketing methods.
2. Methods to measure normal traditional marketing campaign are always difficult than the digital methods.
3. In traditional marketing there is low feedback methods to measure the targeted audience's actual reactions to our marketing efforts.

IV. DIGITAL MARKETING

Digital marketing is a method of marketing which uses digital channels such as websites and other social medias as tools for marketing communications.

4.1 Different Methods of Digital Marketing

1. **Search Engine Optimisation:** This is the process of optimising our website to rank higher in the search engine results pages so that it increases the receipt of free traffic for our websites. The channels that benefits from SEO includes websites, blogs and infographics.
2. **Content Marketing :** This method denotes the creation and promotion of content assets for the purpose of generating brand awareness, leads, traffic growth and prospective customers. The methods which can use content marketing strategy are a) blog posts b) e-books c) infographics. Blog posts deals with writing and publishing articles on a organisation's blog which helps to explain the specific features of the organisation and generates organic traffic for the business which ultimately goes on to give more opportunities to convert websites visitors into leads for the organisations. E-books and white papers helps us to provide some more information to the website visitors to generate more leads for the organisation. Thereafter comes Infographics which are a form of visual content that helps the website visitors to visualise a concept what the organisation wants them to learn.
3. **Pay Per Click (PPC) :** This is a method where organisations have to pay the publisher every time their advertisement is clicked and one of the most common types of PPC is Google Ads which allows to pay for top slots on google's search engine results page, at a price per click of the links we place in the advertisements.
4. **Social Media Marketing :** This method promotes the brands through social media channels like a) Facebook b) LinkedIn c) Instagram d) Twitter to increase brand awareness, drive traffic and generate leads for the business.
5. **E-mail Marketing :** Organisations use e-mail marketing to communicate with their target customer base regarding any special offer on the products or just to simply draw the customers towards the business websites. The types of E-mails which can be send in an email marketing campaign are a) Customers welcome e-mails b) Blog subscription newsletter c) Follow-up e-mails to website visitors who downloaded something d) Holiday promotions to loyalty program members.
6. **Online PR :** This is almost like traditional PR except that it is online and includes earned online coverages with digital publications, blogs and other content based websites.
7. **Inbound Marketing :** This refers to a marketing methodology wherein at every stage of the buyer's journey an organisation can use various digital marketing tactics to attract, engage and delight customers to create a customer experience that works for the benefit of the customers and not against them.
8. **Sponsored Contacts :** Here an organisation sponsors an influencer in its industry to make public posts or videos or articles related to the organisation or any of its particular product brand on the social media.
9. **Affiliate Marketing :** In this method someone receives commission for promoting someone else's products or services in their websites by a) hosting video advertisements through the YouTube Partner Programme, b) posting affiliate links from the social media accounts.
10. **Marketing Automation :** Now-a-days marketing departments of various organisations wants to automate the repetitive tasks which they would otherwise have to manually do and so for them marketing automation method uses softwares that serves to automate their basic marketing operations.
11. **E-mail Newsletter :** It has been observed that e-mail automation does not just allow us to send emails automatically to our targeted audience but it can also helps us to reduce or expand our contact list as needed, so that the newsletter can only go to the people who want to see them in their inboxes.
12. **Social Media Post Scheduling :** If any organisation wants to increase their presence on social network they will have to post frequently. Therefore as manual posting may be a bit problematic sometimes, social media scheduling tools are used to send our contents to our social media channels to give us some free time which can be used to concentrate more on preparing our content strategy.
13. **Lead- Nurturing Workflows :** The normal process of generating leads and converting them into customers is a long process and so we can automate that process by sending them lead specific e-mails and contents once they fit into certain criteria.

4.2 Advantages of Digital Marketing

1. Digital marketing provides better facilities to measure our marketing campaigns.
2. Digital marketing provides better options for engaging customers through social media channels where customers are free to post their likes, dislikes and comments about the specific product for the businesses to have an understanding of the actual acceptance of their product in their targeted market.
3. Modern methods of digital marketing alongwith artificial intelligence methods helps the businesses to identify the actual needs of the customers and specify the target customer audience to serve them properly.

4.3 Disadvantages of Digital Marketing

1. Digital advertisements are normally of less permanent nature when the target audience ignores the advertisements and keeps scrolling away from the social media advertisements or google ads or any e-mails sent to their inbox to the next page or next mail.
2. As the digital marketing methods directly targets a particular audience, at times it can be boring, or annoying or disturbing also.

4.4 Workings of Digital Marketing Methods

It has been observed that in most offline marketing methods like a advertisement in a newspaper it is very difficult to understand and estimate that how many people actually read that advertisement and so there is no way to calculate and understand how much sales, if at all, has been generated from that advertisement while as the digital marketing methods allows to see the accurate results in real time we can measure the ROI of the marketing efforts undertaken by the organisations to market the products of the organisation.

Digital marketing methods can work for any business in any industry regardless of the type of products what it sells and tries to build buyer's personell to identify the needs of the targeted customers of the business and create valuable online customer's content.

Thereafter we see that although digital marketing can work for any businesses it is not necessary that all business should implement the same marketing strategy in same way and so digital marketing methods can vary from business to business.

A. B2B Digital Marketing

If the nature of an organisation is business to business (B2B), digital marketing efforts should centre around online lead generation with the end goal being for someone to speak to a sales person of the organisation and so the role of the marketing strategy of the organisations will be to attract and convert the highest quality leads via the organisation's website and other supporting digital channels. Thereafter the organisations should also try to use other business oriented social media channels like LinkedIn to market their products.

B. B2C Digital Marketing

If the nature of the organisation is business- to-consumers (B2C), then the digital marketing methods should try to attract people to their website and depending on the price of product, should try to convert them as the customers of the business without ever needing to speak to a sales person of the organisation and for B2C companies channels like Instagram and Printerest can be more effective than business oriented platforms like LinkedIn.

4.5 Workings of a Digital Marketer

Today digital marketing is carried out to perform various marketing roles and while in small organisations one person takes care of the entire digital marketing operations of the organisation, in big organisations there are a number of specialists who takes care of digital marketing operations of various brands.

The normal work of a digital marketer is to increase brand awareness and generate leads through the digital channels which are at the organisation's disposal and are either free or paid and includes organisation's own website,

organisation's blog, social media, search engine rankings, various other advertisements and email display. The digital marketer normally has to concentrate on various key performances of each channel so that they can properly measure the company's performance across each channel.

4.6 Various types of Digital Marketers

1. **SEO Manager** : The main job of these persons includes using a variety of approaches for search engine optimisation and also to directly work with the content creators to ensure that the content they produce performs well on google to get the business a better rank on google.
2. **Content Marketing Specialists** : These are actually digital content creators who normally keeps tracks of the company blogging calendar and decides on a content strategy that includes video as well. Thereafter these professionals often have to coordinate with persons of other departments to ensure that the products and the campaign which the business launches are supported with promotional content on each digital channel.
3. **Marketing Automation Coordinator** : Practically as different marketing operations are executed separately from one another it's important for someone to group those digital activities into individual campaigns and track each campaigns performances. Thereafter these professionals helps to choose and manage the software that will help the marketing department to understand their customer's behaviour and measure the growth of their business.
4. **Social Media Manager** : The job of a Social Media Manager is to establish a posting schedule for the company's written and visual content and for this they may also have to work with the content marketing specialists to develop a strategy regarding which content to post on which social network.

V. WEBSITE TRAFFIC

In offline marketing or traditional marketing it is always very difficult to understand how people have been interacting with a particular product brand before they have actually met a sales person from the organisation or has actually purchased that particular product but in digital marketing as we get the results in real time we can see the exact number of people who have viewed the organisation's website's homepage. Thereafter by using digital analytics data and other softwares available in the market we can see how many pages they visited, what device they were using, their exact locations etc, and identify and understand the trends in people's behaviour to make proper decisions regarding how to attract the customers to the organisation's website and convert them into a prospective customer. This levels of intelligence also helps us to prioritise, choose and decide which marketing channels has to be chosen to attract more and more customers based on the website traffic or number of people those channels are driving to the organisations website.

5.1 Content Performance and Lead Generations

In case of traditional marketing method when we create product brochure and post it through people's letter boxes we normally get no idea about actually how many persons opened the brochure and how many threw it away. Thereafter in digital marketing we see that if that brochure is posted on the company's website we can measure exactly how many people viewed the page from which we can collect the contact details of those who downloaded it by using forms. In this way in digital marketing we can not only come to know how many people have got engaged with the organisation's content but also we can measure how many proper and qualified lead has been generated when people downloaded it.

5.2 Attribution Modelling

Attribution Modelling is a digital marketing strategy which when combined with proper tools and technologies allows us to trace all the sales back to the customer's first digital touch point with the business. This method also helps the organisation to identify and understand the trends why people bought a particular product and helps them to make a proper decision regarding which area of the marketing strategy needs more attention and which part of the sales cycle

needs more rectification and refinement. Again it is expected that if any business with the help of digital techniques can satisfy its customers properly then it will go on to create a positive impact on the business of the organisation.

5.3 Types of Digital Content to be Created

The contents are to be created keeping in mind the needs of the targeted customers at different stages of the buyer's journey and the goals and challenges of the organisation. Therefore the online content should aim to help the organisation meet their goals and overcome their challenges. Then we will have to do content mapping where we will have to think and consider when the targeted audience will most likely be ready to consume the content according to their stage in their buyer's journey and for this the following aspects are to be considered a) The characteristics of the person who will be consuming the content and b) how close that person is towards making a purchase of the concerned product in their life cycle stage.

5.4 Some of the Functions which can be Performed at Each Stage of the Buyer's Journey are as Follows:

Awareness Stage :

Blog Posts: This method can be combined with a strong SEO to increase the organic traffic.

Infographics: This increases the chance of getting found via social media when others share the content.

Short Videos: By hosting short videos on platforms like YouTube will go a long way to attract new audiences.

Consideration Stage:

E-books: This option is better for lead generation than a blog post or Infographics as here someone can share their contact information to receive the content material or the product itself after purchasing it.

Research Reports: Research reports are high value content piece and as media and industry press often chooses this reports, they are a better option for lead generation.

Webinars: Webinars are a better option than a blog posts or short video as they provide a more detailed and interactive form of content.

Decision Stage:

Case Studies: Posting a detailed case study on the organisation's website can have a better impact on those persons who are ready to make a purchasing decision on the basis of the case study posted on the website.

Testimonials: This option of having different testimonies with photos and other contents for different brands of products is also a good option to draw traffic.

5.5 Time Taken to See the Result of the Content

Although we expect to see the results much more faster in digital marketing than the traditional marketing but the actual fact is that it depends on the effectiveness of the digital marketing strategy of the organisation.

Thereafter in order to get better results it is necessary that the organisations should spend time to identify the needs of the target customers and focus on creating quality online content to attract persons and convert them into prospective customers then we will be able to see better results quickly.

Again it is seen that although paid advertisement shows better results, it is always recommended to focus on building organic traffic by using SEO and social media for long term success.

5.6 Budget Requirement for Digital Marketing

The budget requirement of a digital marketing strategy of an organisation depends on the type of various elements of marketing which are chosen by the organisation to attract the prospective customers. Therefore if we choose inbound techniques like SEO, social media and content creation for a pre existing website, as the main target will be to create a high quality content to attract the targeted customer base, the investment will be comparatively lower and the main investment will only be time. Thereafter when we choose outbound techniques like online marketing or sending emails to the prospective customers or PPC (Pay Per Click) using Google Ad words the amount of expense needed will depend on the kind of visibility we want to receive as a result of the advertising.

VI. MOBILE MARKETING

In the modern world one of the important component of digital marketing is mobile marketing and so it has become essential for most of the organisations to optimise their digital advertisements, web pages, social media images and other digital assets for mobile devices. Therefore if any organisation has its own mobile applications for its various brands and types of product then the development of those mobile applications will come under the purview of digital marketing and while developing any social media images the organisations should always keep mobile users in mind as image dimensions are normally smaller on mobile devices. In this way it is expected that the organisations can reach a bigger number of prospective customer base.

VII. OBJECTIVE OF THE STUDY

This research work has tried to find out the importance and implication of digital marketing in modern business world along with the present state of digital marketing in India during and post COVID-19.

VIII. LITERATURE REVIEW

Today when the entire world is suffering from COVID-19 pandemic the importance of digital marketing has increased to a great extent and so slowly more and more research work and write ups are coming up day by day.

1. Saxena Kavita and Surbhi Mittal in their report, "An Analytical Study of Digital Advertising Strategies and Measuring their effectiveness" stated that Digital Advertising Strategies such as Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Content Marketing, E-mail, etc have become very common due to the association between the technical innovation and online advertising due to which the need of Key Performance Indicators (KPIs) has also arisen which once determined not only help a company to form an effective marketing strategy in this dynamic digital world, but can also aid in improving the effectiveness of the business by providing tools to measure the actual performance against the estimated standards.
2. Yogesh Sri and Sharaha Nallasivam in their report "Digital Marketing and its Analysis" stated that during the modern internet age, "desk research" has turned into "online research" and with the development of information technology followed by the advancement of digital communication tools, it has encouraged businesses to change the way of communicating its product to the general customers.
3. Suguna M and Selladurai V in their report "SWOT Analysis of Digital Marketing in India" stated that today in modern India with over 1.25 billion people more or less every working professional is familiar with digital marketing and on SWOT Analysis of digital marketing we see that the strength of digital marketing lies in its easier methods to reach more and more audience at a cheaper cost. Then the main weakness of digital marketing lies in its inefficiency to reach the huge portion of population which still does not use the internet. Thereafter the opportunities of digital marketing lies in the reach of product brand to more and more prospective customer which in turn will increase the profit of the organisation, and the threat of digital marketing lies in wrong analysis of the data generated in digital marketing which can cause great damage to the future of the organisation. Therefore it is stated that a SWOT Analysis of digital marketing will have a positive effect on the development of a product.
4. S. Chandrasekar and C. Vethirajan in their report, "A Study on Digital Marketing. A Case Study with Special Reference to Amazon.com" stated that with the Internet and other digital technology around the trend of digital marketing is growing day by day. The paper studied how Amazon.com has brought in an array of digital and online marketing strategies to succeed and make it big in the digital marketing sector. Thereafter it was suggested that now-a-days as many organisations are looking for innovative ways to market online to reduce cost per lead, increase click-through-rates and conversion rates, few years down the line digital marketing methods will replace the conventional marketing methods.

IX. RESEARCH METHODOLOGY

This study has been exploratory, casual and empirical in nature and has been based on collection of both primary and secondary data.

9.1 Direct Method

The primary information has been collected by personal interview of the randomly selected respondents consisting of businessmen, professionals, academicians, service holders and other normal ordinary residents of India who are simply consumers of various products and services.

9.2 Questionnaire Method

This method has been adopted to find out the views of the persons of different fields who are general population of India.

9.3 Interview Methods

Interview for collection of primary data was made on the people who constitutes general population of India and comes from various business and professional sectors alongwith general ordinary persons who are simply consumers of various products and services.

9.4 Indirect Method

A number of newspapers, magazines, journals, websites, working papers, e-books and other reports were also consulted to gather information related to our study. Data obtained from both primary and secondary sources was subjected to standard scrutiny and was analysed thoroughly and the results of the analysis are presented below.

X. FINDINGS

Digital Marketing originated from web based social networking as modern individuals concentrates more on online networking and today it is expected that India is soon going to have the world's largest Facebook population.

10. Effects of Digital Marketing

Digital Marketing methods has specifically impacted those businesses which has overseas clients as it serves as an immediate and direct tool for them to make instant, secure and real-time connections with their customers and save a lot of time and cost of production.

10.2 Emerging Marketing Trends in India

Today India has a huge number of mobile subscribers and with recent COVID -19 pandemic situation the number of internet users is also increasing day by day.

At this juncture we see that Reliance Industries of India launched Reliance Jio Infocomm Limited, an Indian telecommunication company and doing business as JIO is the largest mobile network operator in India offering 4G network services to its subscribers alongwith Internet services at the cheapest possible price and several other free offers which has completely changed the mindset of most of the Indians and now-a-days more and more Indians are getting internet savvy and has started watching the contents what others are putting on the internet.

Today JIO has not only provided internet access to persons who didn't had internet access previously but the existing internet users were also given more data which obviously went on to provide ordinary Indians with a variety of browsing opportunities which means there has been an increase in the number of persons who are viewing whatever content is getting uploaded in the internet.

Thereafter we see that during and after November 2016 when due to demonetisation there was a severe shortage of normal currency in the country and many vendors didn't had any alternatives, it specifically opened the gateways for the digital payment systems in India as even the small time merchants were forced to look into the alternative ways of payment. This is the time when organisations like Paytm flourished and both the customers and the vendors had no other options except to adopt it.

This way today with the recent COVID-19 pandemic situation where many Indians are equipped with high speed Internet the digital transactions has become a new way of life for the average Indian consumers,

10.3 Growth of Digital Marketing in India

It has been observed that from 2016 there has been a rapid rise in the usage of digital marketing in India and it has helped the modern business organisations to become much more prepared with modern technologies in dealings with their customers and proper marketing strategies are absolutely necessary to create and maintain a good business and consumer relationship. Social media, website design and content creations are some of the effective channels which helps in generating leads by making their content shareable.

Again it has been observed that proper content helps in converting our website visitors into leads and boosts the promotion of a particular product brand online. Therefore the content needs to be prepared properly and correctly to achieve the marketing targets.

Today in modern India we see that with TV and Radio advertisements going down there has been a significant increase in spending in digital marketing and some of the channels which are considered while preparing the modern industry marketing budgets are as follows :

1. Website Design
2. SEO
3. E-mail Marketing
4. Social Media Marketing
5. Content Marketing
6. Mobile Marketing
7. Public Relationships.
8. Trade Shows.
9. Internet Banner Advertising Networks
10. Online Newsletter Sponsorship Advertisements.
11. Telemarketing
12. Podcasts
13. Online /Printed Directories and website.

10.4 Some of the Challenges faced by Digital Marketers

Now-a-days most businesses in India are gradually accepting digital marketing and some of the challenges which the digital marketers in India are facing are as follows :

1. **Uneducated Client:** It has been observed that just maintaining a budget for digital marketing or just having a social media page will not help in a much way to generate leads through digital marketing methods, but if the organisations wants to have a good results with digital marketing they will have to organise to educate their clients in digital marketing methods so that in the long run the organisation gains from this satisfied groups of customers.
2. **Improper Knowledge of the Fundamentals:** Although the entire India is gradually moving towards getting digitally literate but still today there are a huge portion of the entire population who are unaware of the basic fundamentals of digital operations.
3. **Metrics vs Creating:** Digital Marketing campaign normally creates a huge amount of data whose interpretation and analysis is very important for the success of the organisation but the digital marketer has also to keep in mind the creativity aspect of the marketing activities to attract more and more customers to increase the business. Therefore it is the duty of the digital marketer to try and keep a proper balance between creativity and collection and interpretation of data.
4. **Diversity:** The speciality of Indian Market is that there is huge amount of diversity in languages, culture, food habits, religions etc, throughout the length and breadth of the country which makes it very difficult to make one type of advertisement for each and every individual of the country therefore it is very important for the digital marketers to understand the diversity and plan and formulate a marketing strategy accordingly.

5. **Lack of Integration :** Modern Digital Marketing campaign has a number of platforms like SEO, Social Media, SMS, E-mails, but it is seen that each and every platform has its own advantages and disadvantages which should be handled with care and expertise. Therefore it is the duty of the digital marketer to learn, understand and carefully integrate the various platforms of the digital marketing methods to get the maximum benefit for the organisation.

10.5 Key Factors that Influence the Digital Marketing Trend

1. **Target Market:** As there are a huge number of Internet users it is extremely important for the marketing team of any organisation to decide on their target market otherwise blind advertising to this huge number of internet users will create more wastage and will unnecessarily increase the cost. Therefore the marketing team has to prepare proper content and find the right targeted audience so that it can generate proper leads for the organisation.
2. **Social Media:** Now-a-days any business of modern era should maintain proper and active social media accounts to attract new customers and retain the existing one to increase the customer engagement to stay in the competition of the modern business world.
3. **Budget:** Digital Marketing is always cost effective when compared to the traditional marketing methods and so a proper and well defined marketing budget will help the organisation to save a huge amount of unnecessary expenses which is extremely necessary for the organisation to stay properly in the competition.
4. **Channels:** The marketing department of the organisation should make a Cost Benefit Analysis on the various mediums and channels available before choosing a particular one so that the business can reach the targeted customer base and generate the necessary leads.
5. **Content:** In modern business world it has been the most important duty of the marketing team of the organisation to prepare a proper content with relevant pictures, data and keywords to attract more and more prospective customers.
6. **Technology:** All businesses which chooses digital marketing should be in a position to update their technology on a continuous basis and the digital marketing team should have a firm grip over technology related issues.
7. **Integration of Offline and Online Marketing Methods:** It is always not possible for a prospective customer to visit the online medias or websites to get more information of a particular product and so it is necessary for a organisation to integrate both the offline and online marketing methods.
8. **Scope of Constant Improvisation:** As a digital media is dynamic the choices of a viewer can change from time to time and so it is a important function of the marketing department of the organisation to constantly monitor and update the contacts and according to the feedback and response the contents can be reviewed and changed to capture the changing trends to bring home more and more prospective customers.
9. **Good Branding Proposition:** In the modern era good branding is essential to have a good credential in today's market and proper data tracking, proper product demographics analysis and brand monitoring are the most essential elements to have a good branding of the products.

10.6 Future of Digital Marketing

The growth of Internet in the last few decades and specially during the COVID-19 pandemic, will stay and increase further in the future and today when people throughout the world are facing lockdown and have started to get accustomed to the new normal situation by getting more used to carry out online shopping operations like ordering food, ordering medicines or ordering any other necessary household items or carrying out banking transactions from their home, this situation has ultimately forced many organisations to go on for digital marketing.

Today when COVID-19 pandemic is creating all types of problems for the businesses to function properly they have started to depend on digital marketing methods much more than before and now businesses that previously didn't had any social media page have now started to decide and depend on their digital marketing strategy to attract and

communicate with their targeted customer base in a much better way and generate leads. In addition to the above we see that the present generation is much more accustomed and also well equipped with modern digital technologies and so in order to serve the modern generation in a much better way it is the duty of all organisations to go for modern digital marketing methods.

Therefore we can say that after considering all the present situations the future of digital marketing is very bright and day by day more and more organisations will opt for the digital marketing methods.

XI. CONCLUSION

Although both the traditional marketing and digital marketing are effective in their own ways but still as per the modern marketing trends digital marketing is slightly ahead of the traditional marketing because not only digital marketing produces higher returns and converts potential customers into a business lead much more easily and effectively than the traditional marketing methods, the digital marketing methods are normally highly automated which has gone a huge extent to reduce a lot of manual work both for the consumers and the marketers and so with the recent boom in automation technology throughout the world, digital marketing has got more acceptance than the traditional marketing methods which has helped the digital marketers to quickly draw the attention of consumers than the traditional marketing methods. Therefore considering the overall study we can say that for digital marketing in India still there is a long way to go and the digital marketers have to work very hard to get the maximum benefit from the overall digital marketing methods of the organisation.

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