AN IMPACT OF DIGITAL MARKETING IN INDIAN ECONOMY

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Abstract

Digital marketing is the avenue of electronic communication that is used by marketers to approve goods and services to the market. Digital marketing is moved around the world. This would give place to an evergreen brand in 2020. The ultimate goal of digital marketing is about consumers and allowing consumers to mix with the product through digital media. Mobile phones have been a massive trend in marketing for years and account for more than half of web traffic. Marketing managers often find it difficult to assess the effectiveness of their campaigns. It is not their fault. It is very difficult to increase their sales. The growth of India's digital advertising industry is at 33.5%. The value of the digital marketing industry will exceed the INR 225 billion marks by 2020. By 2020, in India digital Industry will produce more than 20 lakhs job. In the financial year, 2016–17 digital marketing in India has reached the $1 billion mark. Digital marketing is the avenue of electronic communication that is used by marketers to approve goods and services to the market. Digital marketing is moved around the world. This would give place to an evergreen brand in 2020. The ultimate goal of digital marketing is about consumers and allowing consumers to mix with the product through digital media. Mobile phones have been a massive trend in marketing for years and account for more than half of web traffic. Marketing managers often find it difficult to assess the effectiveness of their campaigns. It is not their fault. It is very difficult to increase their sales.

Keywords: *electronic- communication- Digital- marketing- effectiveness- advertising – industry- consumers- campaigns*

1. Introduction

The digital economy refers to a broad range of economic activities that use digitized information and knowledge as key factors of production. The internet, cloud computing, big data, fintech, and other new digital technologies are used to collect, store, analyze, and share information digitally and transform social interactions. The digitization of the economy creates benefits and efficiencies as digital technologies drive innovation and fuel job opportunities and economic growth. The digital economy also permeates all aspects of society, influencing the way people interact and bringing about broad sociological changes.

Digital economy refers to an economy that is based on digital computing technologies, although we increasingly perceive this as conducting business through markets based on the internet and the World Wide Web. The digital economy is also referred to as the Internet Economy, New Economy, or Web Economy. Increasingly, the digital economy is intertwined with the traditional economy, making a clear delineation harder.

The term 'Digital Economy' was first mentioned in Japan by a Japanese professor and research economist in the midst of Japan's recession of the 1990s. In the west the term followed and was coined in Don Tapscott's 1995 book, The Digital Economy: Promise

and Peril in the Age of Networked Intelligence. This was among the first books to consider how the Internet would change the way we did business.

According to **Thomas Mesenbourg** (2001), three main components of the 'Digital Economy' concept can be identified:

a. E-business infrastructure (hardware, software, telecom, networks, human capital, etc.),
b. E-business (how business is conducted, any process that an organization conducts over computer-mediated networks),
c. E-commerce (transfer of goods, for example when a book is sold online).

Bill Imlah comments, new applications are blurring these boundaries and adding complexity; for example, social media and Internet search. In the last decade of the 20th century. Nicholas Negroponte (1995) used a metaphor of shifting from processing atoms to processing bits. "The problem is simple. When information is embodied in atoms, there is a need for all sorts of industrial-age means and huge corporations for delivery. But suddenly, when the focus shifts to bits, the traditional big guys are no longer needed. Do-it-yourself publishing on the Internet makes sense. It does not for a paper copy."

In this new economy, digital networking and communication infrastructures provide a global platform over which people and organizations devise strategies, interact, communicate, collaborate and search for information. More recently, Digital Economy has been defined as the branch of economics studying **zero marginal cost intangible goods** over the Net.

2. Economic Impact

The Digital Economy is worth three trillion dollars. This is about 30% of the S&P 500, six times the U.S, annual trade deficit or more than the GDP of the United Kingdom. What is impressive is the fact that this entire value has been generated in the past 20 years since the launch of the Internet.

It is widely accepted that the growth of the digital economy has widespread impact on the whole economy. Various attempts at categorizing the size of the impact on traditional sectors have been made. **The Boston** Consulting Group discussed “four waves of change sweeping over consumer goods and retail”, for instance. In 2012, Deloitte ranked six industry sectors as having a “short fuse” and to experience a "big bang” as a result of the digital economy. **Telstra**, a leading Australian telecommunications provider, describes how competition will become more global and more intense as a result of the digital economy. Its expected broad impact, traditional firms are actively assessing how to respond to the changes brought about by the digital economy. For corporations, the timing of their response is of the essence. Banks are trying to innovate and use digital tools to improve their traditional business. Governments are investing in infrastructure. In 2013, the Australian National Broadband Network, for instance, aimed to provide a 1 GB/sec download speed fiber-based broadband to 93% of the population over ten years.

a. Impact on Retail

The digital economy has had a substantial impact on retail sales of consumer product goods. One effect has been the fast proliferation of retailers with no physical presence, such as Ebay or Amazon. Additionally, traditional retailers, like WalMart and Macy's have restructured their businesses to adapt to a digital economy.[20] Some retailers, like Forever 21, have declared bankruptcy as a result of their failure to anticipate and adapt to a digital economy.[21] Others, such as Bebe stores have

worked with outside vendors to completely convert their business one that is exclusively digital. These vendors, such as IBM, Microsoft and Branded Online, have enabled smaller retailers to compete with large, multi-national established brands.

b. Energy Use

The Digital Economy uses a tenth of the world's electricity. The move to the cloud has also caused the rise in electricity use and carbon emissions by the digital economy. A server room at a data center can use, on average, enough electricity to power 180,000 homes. The Digital Economy can be used for mining Bitcoin which, according to Digiconomist, uses an average of 70.69 TWh of electricity per year. The number of households that can be powered using the amount of power that bitcoin mining uses is around 6.5 million in the US.

3. Digital Economy in Asian Context

Asia's digital transformation is already having a massive impact on the region's economies. Asia's e-commerce transactions account for 25% of the business to consumer (B2C) market in the world, led by the People's Republic of China (PRC), where companies like Alibaba and Tencent have grown at a break-neck pace. The transaction volume of the PRC's retail e-commerce market has increased from CNY1.32 trillion in 2013 to CNY5.33 trillion in 2016, with an estimated CNY7.57 trillion in 2017.

While Asia continues to benefit from this digital transformation, understanding the digital economy remains a challenge because of its complexity. Digital transformation is about not only big data and digital platforms but also how those advanced technologies can be utilized to maximize opportunities for innovation, new business models and processes, and smart products and services. Further, the digital economy is allowing regional businesses to move away from the local and into the global, in keeping with the long-term trends toward market liberalization and reduced trade barriers.

However, given the widening digital skills gap and differences in the level of regulations and infrastructure in Asia, not all countries can take full advantage of the benefits offered by the digital economy. Many times, people in developing Asian countries do not have access to a basic online account, be it due to lack of digital devices, nationally accepted forms of identifications, or socioeconomic barriers. To create more inclusion in the digital economy, there needs to be a deep understanding of the differences in access and adoption within the populations of different countries. New issues related to trust, privacy, and transparency also need to be addressed as Asia's digital transformation intensifies.

The digital economy has the potential to radically change the social environment and economic activities of Asia. It is already experiencing high growth, rapid innovation, and broad application to other economic sectors. However, despite the vast opportunities presented by the digital economy, Asia has not yet fully realized the potential of harnessing digital technology for sustainable development, due to (among others) poor ICT infrastructure, inadequate skills development, and socioeconomic barriers that prevent much of Asia's population from engaging in the digital economy.

4. **Objectives**

a. To promote a better understanding on the role of the digital economy in India, particularly how digital technologies impact Indian economies and transform both business practices and societies.

b. To examine how institutions, policies and regulations, and human skills can be transformed to keep up with the quickening pace of digital transformation in India.
c. To exchange views on the current state of the digital economy in India, including issues related to digital flows; e-commerce; financial technology; the role of education, skills, and innovation on digital economy; and implications of digital transformation on Asia's economic landscape.

5. Digital India on Technology to transform a Connected Nation

In all, we estimate that India's newly digitizing sectors have the potential to create sizable economic value by 2025: from $130 billion to $170 billion in financial services, including digital payments; $50 billion to $65 billion in agriculture; $25 billion to $35 billion each in retail and e-commerce, logistics and transportation; and $10 billion in energy and healthcare (Exhibit 5). Digitizing more government services and benefit transfers could yield economic value of $20 billion to $40 billion, while digital skill-training and job-market platforms could yield up to $70 billion. While these ranges underscore large potential value, realization of this value is not guaranteed: losing momentum on government policies that enable the digital economy would mean India could realize less than half of the potential value by 2025.

6. Digital can create jobs but will require new skills and some labor redeployment

Changes brought by digital adoption will disrupt India's labor force as well as its industries. We estimate that as many as 60 million to 65 million new jobs could be created from the direct and indirect impact of productivity-boosting digital applications. These jobs could be enabled in industries as diverse as construction and manufacturing, agriculture, trade and hotels, IT-BPM, finance, media and telecom, and transport and logistics.

However, some work will be automated or rendered obsolete. We estimate that all or parts of 40 million to 45 million existing jobs could be affected by 2025. These include data-entry operators, bank tellers, clerks, and insurance claims- and policy-processing staff. Millions of people who currently hold these positions will need to be retrained and redeployed.

Jobs of the future will be more skill-intensive. Along with rising demand for skills in emerging digital technologies (such as the Internet of Things, artificial intelligence, and 3-D printing), demand for higher cognitive, social, and emotional skills, such as creativity, unstructured problem solving, teamwork, and communication, will also increase. These are skills that machines, for now, are unable to master. As the technology evolves and develops, individuals will need to constantly learn and relearn marketable skills throughout their lifetime. India will need to create affordable and effective education and training programs at scale, not just for new job market entrants but also for midcareer workers.

7. Building digital ecosystems that connect, automate, and analyze

To capture the potential economic value that we size at a macro level, businesses will need to deliver digital technologies at a micro level: that is, how they use digital technologies to fundamentally alter day-to-day activities.

Three digital forces will drive these shifts: One is the greater ease with which people can connect, collaborate, transact, and share information; another is the opportunity for companies to increase productivity by automating routine tasks; the third is the greater ease with which organizations can analyze data to make insights and improve decision making.

The interplay of these forces will create new data ecosystems, which in turn will spur new products, services, and channels in virtually every business sector, and create economic value for consumers as well as those members of the ecosystem that best adapt their business models.

a. India's potential on the global digital landscape

To highlight the kinds of business model changes that companies should predict and prepare for, we examine how this connect-automate-analyze trio can play out across four sectors: agriculture, healthcare, retail, and logistics.

b. Digital Agriculture

India's farms are small, averaging a little more than one hectare in size, with yields ranging from 50 to 90 percent of those in Brazil, China, and other developing economies. Many factors contribute to this. Indian farmers have a dearth of farm machinery and relatively little data on soil, weather, and other variables. Poor storage and logistics allows produce to go to waste before reaching consumers $15 billion worth in 2013.

Digital technology can alter this ecosystem in several ways. Precision advisory services using real-time granular data to optimize inputs such as fertilizer and pesticides can increase yields by 15 percent or more. After harvest, farmers could use online marketplaces to transact with a larger pool of potential buyers. One such platform, the government's electronic National Agriculture Market, has helped farmers increase revenue by up to 15 percent. Furthermore, online banking can provide the financial data farmers need to qualify for cheaper bank credit. Digital land records can make crop insurance more available. These and other digital innovations in Indian agriculture can help add $50 billion to $65 billion of economic value by 2025.

c. Digital Healthcare

India has too few doctors, not enough hospital beds, and a low share of state spending on health care relative to GDP, while life expectancy has risen to 68.3 years from 37 in 1951, the country still ranks 125th among all nations on this parameter. Indian women are three times as likely to die in childbirth as women in Brazil, Russia, China, and South Africa and ten times as likely as women in the United States.

Digital solutions can help alleviate the shortage of medical professionals by making doctors and nurses more productive. Telemedicine, for example, enables doctors to consult with patients over a digital voice or video link rather in person; this could allow them to see more patients overall and permit doctors in cities to serve patients in rural areas. Telemedicine could also be more cost effective: in trials and pilots, it cut consultation costs by about 30 percent. If telemedicine replaced 30 to 40 percent of in-person outpatient consultations, coupled with digitization in overall healthcare industry, India could save up to $10 billion in 2025.

d. Digital Retail

More than 80 percent of all retail outlets in India most of them sole proprietors or mom-and-pop shops operate in the cash-driven informal economy. These businesses do not generate the financial records needed to apply for bank loans, limiting their growth

potential. Large retailers have their own sets of challenges. Their reliance on manual store operations and high inventory levels is capital heavy. In many cases, their marketing practices are ineffective, and their prices are static regardless of inventory or demand.

Digital solutions could reshape much of the sector. E-commerce enables retailers to expand without capital-intensive physical stores. Some do not even bother with their own website, relying instead on third-party sites such as Amazon, which offer large, ready pools of shoppers along with logistics, inventory, and payment services, and customer data analytics. E-commerce creates financial records that attest to the creditworthiness of both buyers and sellers, making it cheaper to borrow. Digital marketing can inexpensively engage customers and build brand loyalty. We estimate e-commerce in India will grow faster than sales at brick-and-mortar outlets, allowing digital retail to increase its share of trade from 5 percent now to about 15 percent by 2025.

e. Digital Logistics

India's economy has grown by at least 6.5 percent annually for the last 20 years. Continuing at that pace of growth would challenge India's logistics network, which already suffers from a fragmented trucking industry, inadequate railways infrastructure, and a shortage of warehousing. India spends about 14 percent of GDP on logistics, compared with 8 percent in the United States, according to McKinsey estimates.

Digital technology can disrupt even this traditional, physical sector. The government is creating a transactional e-marketplace, the National Logistics Platform, to connect shipping agencies, inland container depots, port authorities, banks, insurers, customs officials, and railways managers. By letting stakeholders share information and coordinate plans, the platform may speed up deliveries, reduce inventory requirements, and smooth order processing. At the same time, private firms are using digital technologies to streamline operations by moving freight booking online, automating customer service, installing tracking devices to monitor cargo movements, using real-time weather and traffic data to map efficient routes, and equipping trucks with internet-linked sensors to alert dispatchers when a vehicle needs servicing. According to McKinsey estimates, digital interventions that result in higher system efficiency and better asset utilization can reduce logistics cost by 15 to 25 percent.

8. Implications for Companies, Policy Makers, and Individuals

For India to reap the full benefits of digitization and minimize the pain of transitioning to a digital economy business leaders, government officials, and individual citizens will need to play distinct roles while also working together.

In the last 15 years, we have seen the tremendous growth of digital platforms and their influence on our lives. Now consumers are influenced by things they see on social media viz; face book, Twitter, Instagram and other such popular websites YouTube etc.

So this economy is a way to exploit this opportunity. Now it is integrated into every aspect of the user's life – healthcare, education, banking, entertainment etc.

Figure- 1

Source: thembsgroup

9. Emerging Trends in Business

a. Network Marketing
b. Franchising
c. Business Process Outsourcing
d. Aggregator
e. Knowledge Process Outsourcing
f. E-Commerce
g. M-Commerce

Merits of Digital Economy

Digital economy has given rise to many new trends and start-up ideas. Almost all of the biggest companies in the world viz; Google, Apple, Microsoft, Amazon are from the digital world. Let us look at some important merits of the digital economy.

a. Promotes Use of the Internet

The massive growth of technology and the internet that began in the USA is now a worldwide network. So there is a dramatic rise in the investment on all things related – hardware, technological research, software, services, digital communication etc. And so this economy has ensured that the internet is here to stay and so are web-based businesses.

b. Rise in E-Commerce

The businesses that adapted and adopted the internet and embraced online business in the last decade have flourished. The digital economy has pushed the e-commerce sector into overdrive. Not just direct selling but buying, distribution, marketing, creating, selling have all become easier due to the digital economy.

c. Digital Goods and Services

Gone are the days of Movie DVD and Music CD's or records. Now, these goods are available to us digitally. There is no need for any tangible products anymore. Same is true for services like banking, insurance etc. There is no need to visit your bank if you can do every transaction online. So certain goods and services have been completely digitized in this digital economy.

d. Transparency

Most transactions and their payment in the digital economy happen online. Cash transactions are becoming rare. This helps reduce the black money and corruption in the

market and make the economy more transparent. In fact, during the demonetization, the government made a push for online transactions to promote the web economy.

Demerits of Digital Economy

1. **Loss in Employment**

The more we depend on technology, the less we depend on human resources. The advancement of the digital economy may lead to the loss of many jobs. As the processes get more automated, the requirement for human resources reduces. Take the example of online banking itself.

2. **Lack of Experts**

Digital economy requires complex processes and technologies. To build the platforms and their upkeep require experts and trained professionals. These are not readily available, especially in rural and semi-rural areas.

3. **Heavy Investment**

Digital economy requires a strong infrastructure, high functioning Internet, strong mobile networks and telecommunication. All of this is a time consuming and investment heavy process. In a developing country like ours, development of the infrastructure and network is a very slow, tedious and costly process.

10. Network Marketing

Network marketing is basically a medium of marketing that manufacturers use to expand their sales. Manufacturers use them when they have to deal with several distributors to push out their products. Sometimes, these distributors might have sub-distributors. As a result, this leads to a "network" of distributors that operate at various levels of the distribution chain. Manufacturers use this vast network of distributors to market their products to customers at various levels. This enables them to reach out to even more customers indirectly. These distributors and dealers, therefore, act as independent representatives of the company. As a result, this way the company can market their goods widely without spending more money on traditional methods of marketing, like advertising.

10.1. Structure of Network Marketing

Firstly, manufacturers require several distributors, sub-distributors and dealers in order to create a network marketing structure. Secondly, these distributors procure goods from manufacturers themselves at wholesale prices.

They may either use them personally or they may sell them to other distributors for a profit. This chain continues further. The distributors, thus, will end up marketing goods until they reach customers or else they may become final customers themselves.

Furthermore, these distributors get an opportunity to make some profits from this marketing network. They can receive some commission from manufacturers on the basis of the total volume of goods they buy and sell. Hence, the functioning of these distributors is similar to that of insurance agents.

10.2. Use of Network Marketing

Manufacturers generally use network marketing in business structures that require multi-level marketing. This is because such business models involve a large network of distributors and sub-distributors.

It is also of great use for distributors themselves because they can make an earning from it. Most companies like Amway and Tupperware tie-up with people who put in part-time work

for this. Many women in India also become distributors and actively work with manufacturers directly.

10.3. Advantages of Network Marketing

a. There are absolutely no limits on the size of the network marketing structure. This happens because companies can tie-up with innumerable people to become distributors. Further, distributors can further c0-ordinate with other sub-distributors to expand the company's sales.
b. Due to a reliable and robust distribution network that engages customers directly, companies do not need to rely on advertising to market their goods.
c. The structure of distributors also reduces the profit margins of retailers that companies consider as an expense. These margins get passed on to distributors and the companies do not have to bear their burden.
d. Another advantage is that companies do not need to spend a lot of money on storage and distribution. This is because distributors end up bearing these expenses themselves.
e. Finally, this structure allows distributors to earn an unlimited income from their dealings with the company. They can earn an income from their own profits as well as commissions.

10.4. Disadvantages of Network Marketing

a. Since manufacturers depend on distributors to determine consumer demand, it can be difficult to predict production targets. They may end up under or over-stocking their products.
b. In this form of business, it is basically the distributors who facilitate delivery of goods to final customers. Manufacturers have a limited role in this regard. As a result, they may find it difficult to control distribution and sales.

11. Helping Brands Grow Digital Presence & Profit through our Digital Marketing Company in Chennai

Figure - 2 Website Design and Development Company

11.1. Website Design and Development Company

A **web design and development company** helping business of all size show signs of improvement come back from online exercises. We design and assemble shocking bespoke websites and we can help with a wide scope of web based promoting procedures. Each website that we make is designed and worked by our group of cordial web designers and you have full substance the executives with the goal that you can refresh your website at whatever point you wish. Our devoted and very experienced web design and advancement group can help you in accomplishing that one of a kind situating for your website that pulls in end clients and deals.

11.1.a. Fast and Easy to Use

Our websites are made to stack rapidly and be natural. This enables us to give you and your clients with the most agreeable experience possible. We pursue the standards and proposals from search engines and web controllers made each year. We as a whole know innovation and patterns change regularly and quick on the web, so we make a point to dependably remain dependably in the know regarding their prerequisites with each undertaking we make.

We create excellent websites and convey fruitful SEO battles. We have some expertise in website design, custom web improvement for work area and portable. Every one of our websites is responsive. Responsive websites enable a webpage to adjust to various screen sizes, so you can offer guests the most ideal experience.

11.1.b. Simple and Unique

All our websites are created with a modern and professional style in mind. Each web design is made from the scratch (we don't utilize layouts, topics or counterfeit pre-made frameworks) making each task like no other. The majority of this to give you the best chance to draw in the consideration your site merits.

11.1.c. Affordable – not cheap

Our goal is to deliver excellence to our clients, and to allow them to pass our affordability and high quality towards their customers. Uniqwebtech.com is here to help you get ahead of the competition.

11.1.d. Customer Oriented

We understand that each business is different. You website is your most important representative on one of the most relevant medias of today. Our goal is not only to deliver

a superior product in a timely manner, but also to ensure that every need of our customer is met or exceeded.

11.2. SEO Company

SEO Company will undertake on-page Optimization, off page Optimization, keyword analysis, technical website evaluation and competitor analysis and our analytics reports will give you a representation of the organic results in traffic from search engines and enquiries along with an increase in ROI.

Figure-3

Why SEO is very much important for your business?

Search Engine Optimization (SEO) is the finding factor for any business today. We optimize your technical website evaluation and improve your Search engine ranking in Google.SEO is an essential online marketing channel for any small and large business that seeks to reach an online customers. Get it correct and you can expect more traffic and more conversions – which means more enquires and more money into your business.

Uniqwebtech has been set up as a best *SEO advertising* Company in USA for more than 8 years. Situated in the USA with areas Worldwide, we are a trustworthy advanced promoting office with a demonstrated reputation. We are more than a SEO Services Company; we likewise give Google Ads Management, website composition, content advertising and considerably more. On the off chance that you might want to work with a SEO Agency that takes the pursuit activity and gives a total computerized showcasing administration at that point connect with us now.

Is your current SEO office not charmed by your fundamental concern? Address us now. We have helped numerous associations achieve their goals, we would be satisfied to give you our real supposition and help you if we are a strong match. Review our Customized SEO Packages, Social Media Packages, and PPC Management Packages

Most USA SEO (Search Engine Optimization) specialist organizations are centered on traffic, we additionally center around lead age, notoriety management administrations and furthermore in deals channel. Utilizing our product we guarantee a greater amount of your site traffic changes over into leads. This is a three-organize procedure of data collection, analysis, and action. Reach us to discover progressively about how our SEO Small Business and advanced showcasing methodology can enable you to accomplish your objectives.

11.3. E-commerce Website Design

An e Commerce website is a vital part of any retailer's channel mix – in fact for some, it may be your only sales channel! That means you need a site that's easy to use, processes payments securely and which showcases your products in the best way possible. Enter Fat Media.

11.3.1. Ecommerce Platforms

Our web developers are experienced with a range of e Commerce platforms, including Magento and WooCommerce. If you're not sure which e Commerce solution is right for your online store, it's no problem. After a short discussion about your business, products, audience and budget, our advisers are able to recommend the platform that's the best for you.

11.3.2. Ecommerce Functions

An e-commerce website needs much more functionality than a brochure site, such as the ability for users to create accounts, create a wish list and of course buy online. You may also be looking for more advanced features, such as multiple delivery options, trade and consumer pricing or the ability to customize products. The great thing about the open source software we use is that it makes all of the above (and more!) possible. So please just let us know if there are any special features you wish to include. We are also able to integrate your website with many popular e Commerce systems, such as Spark stone, Order Wise, Sales force and Sage Pay.

11.3.3. Ecommerce Experience

Our involvement with existing clients has included conversion rate optimization, user experience design, plus the creation of a number of bespoke features and developments. As a full service agency, we can also offer ongoing support with digital marketing, driving traffic to your new site through tactics such as PPC, SEO, social media and email marketing. Check out our Portfolio to see some recent e Commerce web design projects, and get in touch with our team to find out how we can help you.

Why you need digital brand advertising?

Branding and online advertising are different facets of a comprehensive marketing strategy. Companies and organizations use branding to create a look, feel and message for themselves that will be remembered by visitors.

Online Advertising is used to convey that brand directly to consumers through various Social media, such as Face book, Twitter, Pinterest, Instagram and other Online Advertising Platforms.

Why Is Brand Awareness Important For Business Growth?

Brand identity is the extent to which visitors are familiar with the qualities, products or identity of a particular business. Conversely, Brand awareness refers to a state of knowledge pertaining to an existing brand identity, and one that enables visitors to identify brand, narratives and even colours that are synonymous with a certain business.

11.4. Social Media Marketing Company designed to maintain you in total control of your messages across various social media platforms, and is based on understanding your own unique business goals and objectives. As with everything, one size hardly turns all and so our social media service positions the focus clearly on what matters most to your company.

Any social media platform is a new platform to voice a brand. We at Uniqwebtech guarantee that every post you feed into the social media is an opening for a potential new

customer possible for leads. Social Media Marketing team finding Optimized Page, Posts Every day, Interactive Engagement, Increased Followers, More Customers, Re-targeted Website Visitors.

Figure-4

11.4.1. Social Media Marketing

11.4.1a.Targeting

Find your audience through the most advanced targeting techniques in the world.

11.4.1b.Audience

With two billion people now on Face book, there is attractive much a assurance your audience is on there.

11.4.1c. ROI

Face book ROI is the thing that your organization returns from the time, cash and different assets you've put toward web based life showcasing on the stage

11.4.1d. Attention

Users are investing more energy in Facebook that some other stage. You fundamental to be before them.

11.4.1e. Scalability

Due to the size and data accessible on Social media , volume of traffic is not an matter.

11.4.1f. Growth and Scaling

We have the expertise and experience to grow and scale ad accounts to ensure you get continuous success no matter how much you are spending.

11.4.1g. Campaign Planning

Our team Facebook marketing team will put together a clear and concise campaign plan that will validate how we can meet and exceed your expectations.

11.4.1h. Tracking & Analytics

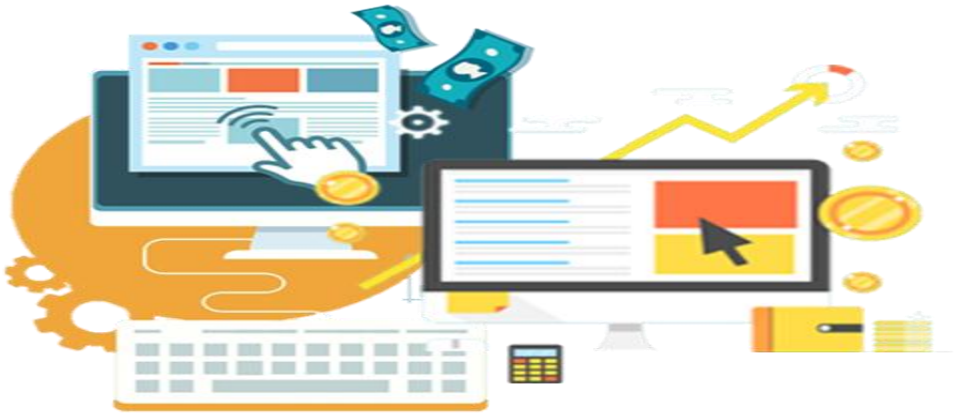
The pixel enables you to screen how successful your Facebook Ads really were—giving you increasingly exact conversion stats—and make custom audiences dependent in the vicinity traffic.

11.5. Search Engine Marketing Agency

Search Engine Marketing (PPC) is an effective paid advertising technique. Moreover, it is a paid online form where you can increase your business goal in search engines. It is a good way to get more traffic to the website at a required point of time. Here the quality of the website is not taken into account, but traffic is guaranteed by all means. Here, we run a paid campaign based on a particular bid, and in these campaigns, all the thing that you want to show to your users can be put up. **Pay per click Advertising** technique is suitable for every type of local and large businesses.

Social networks such as Face book, LinkedIn, Quora, Tumblr, Reddit, AdMob, YouTube, Pinterest, Instagram and Twitter Adsmhave also adopted pay-per-click as one of their advertising models.

Figure-5



Pillars of Digital India

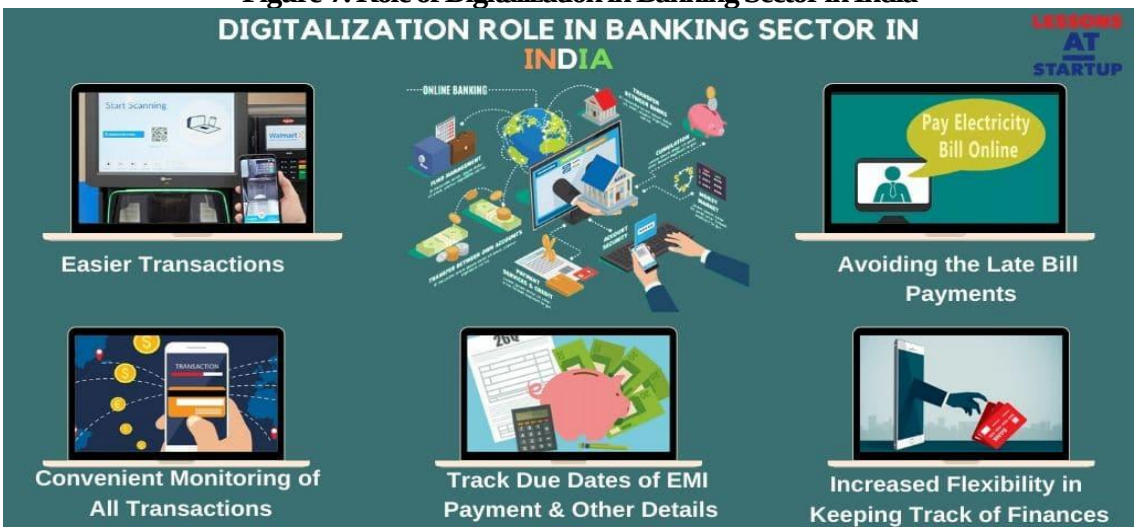
Key Projects of Digital India programme

a. **Digital Locker System** aims to minimize the usage of physical documents and enable sharing of e-documents across agencies. The sharing of the e-documents will be done through registered repositories thereby ensuring the authenticity of the documents online.
b. **MyGov.in** has been implemented as a platform for citizen engagement in governance, through a "Discuss", "Do" and "Disseminate" approach. The mobile App for MyGov would bring these features to users on a mobile phone.
c. **Swachh Bharat Mission (SBM) Mobile app** would be used by people and Government organizations for achieving the goals of Swachh Bharat Mission.
d. **eSign framework** would allow citizens to digitally sign a document online using Aadhaar authentication.
e. The **Online Registration System (ORS)** under the eHospital application has been introduced. This application provides important services such as online registration, payment of fees and appointment, online diagnostic reports, enquiring availability of blood online etc.
f. **National Scholarships Portal** is a one stop solution for end to end scholarship process right from submission of student application, verification, sanction and disbursal to end beneficiary for all the scholarships provided by the Government of India.

g. DeitY has undertaken an initiative namely **Digitize India Platform (DIP)** for large scale digitization of records in the country that would facilitate efficient delivery of services to the citizens.
h. The Government of India has undertaken an initiative namely **Bharat Net**, a high speed digital highway to connect all 2.5 lakh Gram Panchayats of country. This would be the world's largest rural broadband connectivity project using optical fibre.
i. BSNL has introduced **Next Generation Network (NGN)**, to replace 30 year old exchanges, which is an IP based technology to manage all types of services like voice, data, multimedia/ video and other types of packet switched communication services.
j. BSNL has undertaken large scale deployment of Wi-Fi hotspots throughout the country. The user can latch on the BSNL Wi-Fi network through their mobile devices.
k. To deliver citizen services electronically and improve the way citizens and authorities transact with each other, it is imperative to have ubiquitous connectivity. The government also realises this need as reflected by including '**broadband highways'** as one of the pillars of Digital India. While connectivity is one criterion, enabling and providing technologies to facilitate delivery of services to citizens forms the other.

Figure-6. Steps by the Indian Government to improve Digitalization

Figure-7. Role of Digitalization in Banking Sector in India



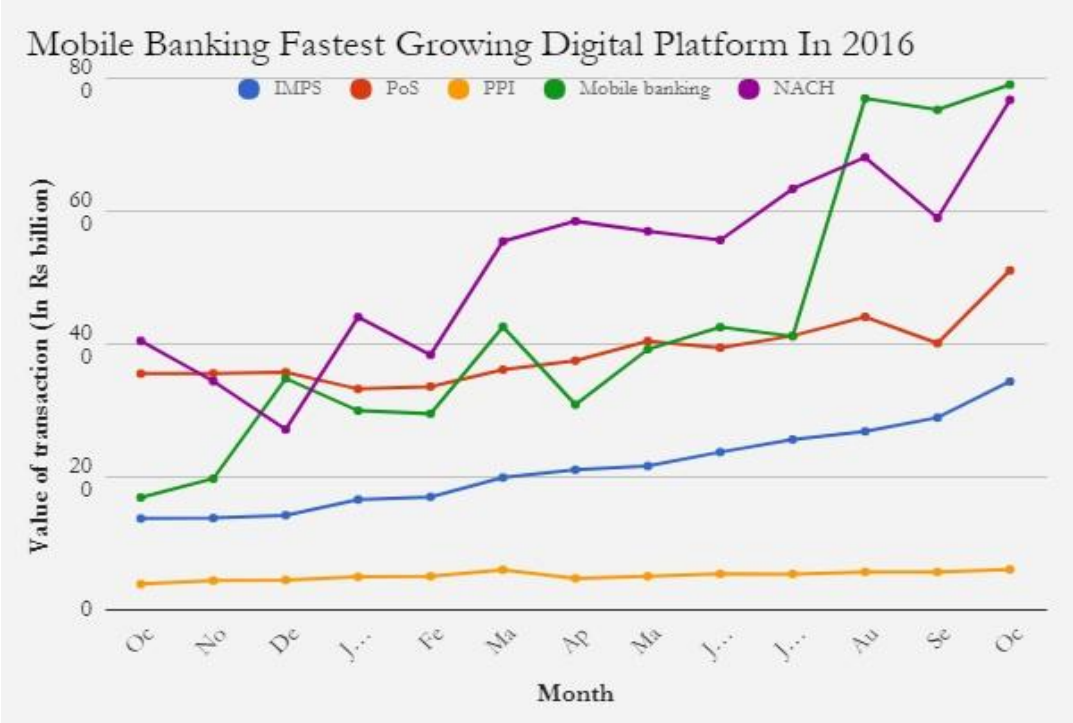
With digital transactions, one needs to have a proper bank account and essential documents. Banks are the part and parcel of our day-to-day life. Banking includes ATM transactions, online payments, and transfers. Because of Digitalization of their processes, banks have saved costs by improving their processes. Customers have been able to avail benefits such as ATMs, cashless transactions using Credit Card, Debit Cards, etc.

For example, earlier it was impossible for anyone to get an unsecured business loan because of the high risk involved and documentation required to provide the same.

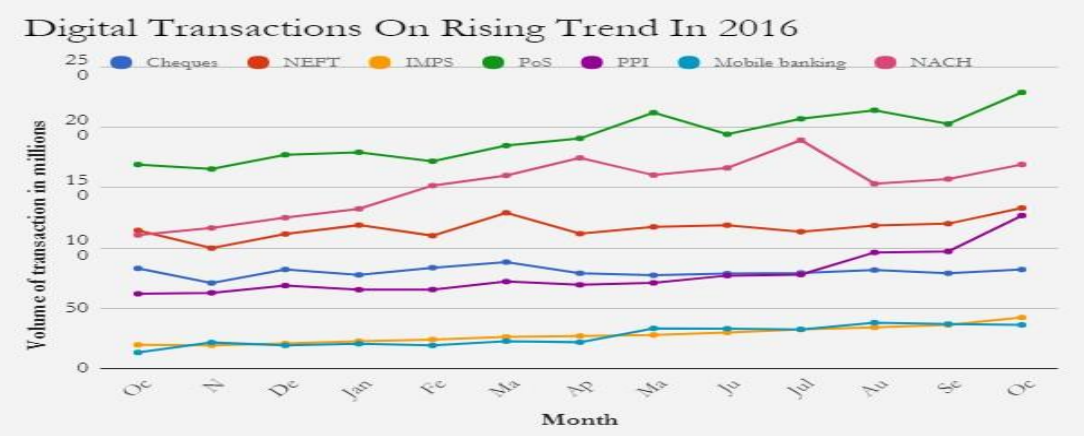
Fast forward today, Government is pushing schemes like Mudra under which Startups can get startup business loan without collateral. It is only because of Digitalization that banks have been able to give benefits of schemes like this to startups in India. This has given a boost to initiatives like startup India, Mudra, etc. banks are going out of the way to adopt the latest technologies to enhance customer experience. Another marvellous example of digitalization is mobile banking where banking can be done on mobile phones. The feature allows you to literally use your bank account from your mobile phone.

Digitalization in Banks has not only reduces human errors and save time but has led to cashless transactions which have reduced the circulation of fake currency in the market. Thereby, leading to a positive impact on our economy. 2016 is the year which will be always linked to demonetization for the withdrawal high amount denomination Rs. 500 and Rs. 1000 of India's currency in circulation on November 8. After Demonetization was announced, cashless payments in October 2016 increased 22%, when compared to October 2015, indicating that Indians have been progressively more accepting of different digital payments modes since 2015.

Graph-1 Mobile Banking Fastest Growing Digital Platform in 2016



Graph-2 Digital Transaction on Rising Trend in 2016



Source: Monthly Bulletins for 2016, Reserve Bank of India

Highlights of the progress in Digital India

1. More than 12,000 rural post office branches have been linked digitally and soon payment banking would also become a reality for them.
2. The government also plans to make 'digital village' across the country, by linking all schemes with technology. The 'digital village' would be powered by LED lighting, solar energy, skill development centres and e-services like e-education and e-health.
3. Electronic transactions related to e-governance projects in the country have almost doubled in 2015, owing to the Digital India Programme. According to government website electronic transaction aggregation and analysis layer (eTaal),

3.53 billion transactions took place in 2014, which almost doubled in 2015 to 6.95 billion.

4. The progressive policies and aggressive focus on 'Make in India' have played a significant role in the resurgence of the electronics manufacturing sector.

Table-1 World's Most Cashless Countries

Rank	Country	Noncash Payments' Share Of Total Value Of Consumer Payments	% Of Population With A Debit Card
1	Belgium	93	86
2	France	92	69
3	Canada	90	88
4	United Kingdom	89	88
5	Sweden	89	96
6	Australia	86	79
7	The Netherlands	85	98
8	United States	80	72
9	Germany	76	88
10	South Korea	70	58

Scope of Digital Marketing in 2020 And Beyond in India

According to a recent survey, the growing percentage of India's Digital Advertising Industry is at 33.5 and by 2020 its value will exceed the INR 255 Billion marks.

India is one of the latest and largest growing digital markets globally and the scope for digital marketers here will only get on increasing. By the end of the year 2020, in India digital industry will produce more than 20 lakhs job.

The coming years will have more impact of digitization and hence it would be evident in the country's economy.

Stats Related to Scope of Digital Marketing in 2020 & Beyond in India

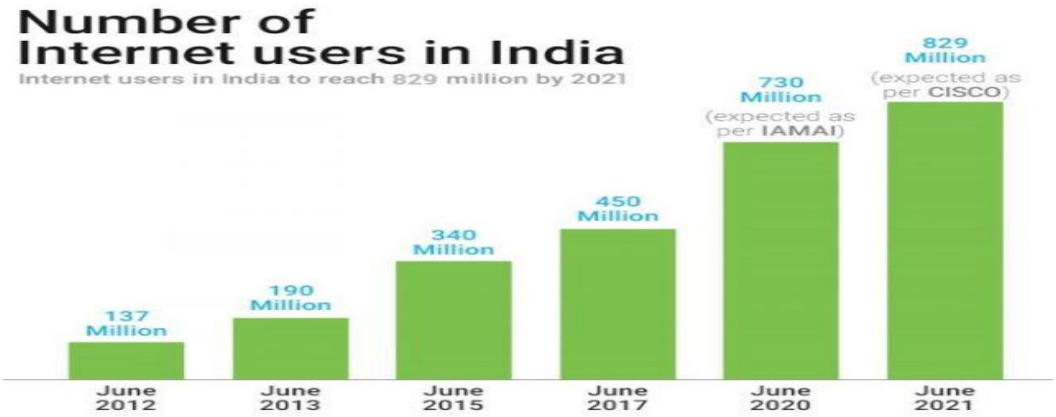
1. The growth of India's digital advertising industry is at 33.5%.
2. The value of the digital marketing industry will exceed the INR 225 billion marks by 2020.
3. By 2020, in India digital Industry will produce more than 20 lakhs job.
4. In the financial year, 2016–17 digital marketing in India has reached the $1 billion mark.
5. Digital advertising is likely to grow at an average of 14% annually.
6. Digital media is expected to grow up to 24% by 2020 which now stands around 12% of the overall ad share.
7. The largest share of the total digital advertisement spends is the search and display commands.
8. Customers of the new generation check their smart devices every 9.6 minutes.

9. There are 220 Million users who are accessing digital services through their smartphones.
10. In December 2016, the number of internet users in India was at 432 million.
11. By 2017 the number of mobile internet users in India has reached 420 million.
12. The number of mobile internet users by 2021 in India is estimated to reach 829 million.
13. The number of users in India is growing at a very fast pace at 38%.

Stats Related to Rationale of Growth in Digital Marketing

1. In India, the digital advertising has reached the $1 billion mark by the end of the financial year 2016–17.
2. The growth in digital marketing is likely to be at an average of 14 percent annually.
3. The overall ad share of digital media remains around 12 percent and it is expected to grow up to 24 percent by 2020.
4. The largest share of the total digital advertisement spends is made by the search and display ad.
5. The customers of the new generation used to check their smart devices every 9.6 minutes or every 159 times a day.
6. Digital services are accessed almost 220 million users through their smartphones.

Stats Related to Growth in Indian Internet Users



1. Till December 2016 the number of internet users in India was at 432 million.
2. By June 2017, the number of mobile internet users in India has reached around 420 million.
3. As digital transformation is going to take place the numbers will get doubled by 2022 and it is estimated to reach 829 million.
4. This number is increasing at a phenomenal rate as there is about 38% of penetration in India.

Factors of Influence in Digital Marketing Scope

1. The main factor is a shift from man-made to automated mediums.
2. Digital medium seeing the benefits of precise/customized targeting.
3. The rising smartphone penetration is anticipated to grow up by 800 million over the next half-decade.
4. The upsurge in the robotics and artificial intelligence.
5. And there are various other factors responsible as well.

Future Scope of Digital Marketing Growth:

The ad on digital marketing is evolving around 6 verticals: social, desktop, video, mobile, native, and programmatic.

The changes have been made and now 50% of the population of India has begun reading the newspaper online rather than the traditional ones. In India, digital marketing is the only industry which is booming with more than a 30% rate. It is expected that this industry will produce more than 20 lakh jobs in India by 2020.

Getting a Job in Digital Marketing Industry:

The most prominent way to begin your career in digital marketing is by getting a professional course in digital marketing and then finding a job. In digital marketing, there are lots of different specializations and you will find different options to start your career.

1. Digital marketing strategist
2. Digital marketing executive
3. Web content manager
4. SEO analyst
5. Social media specialist
6. Online Leads manager
7. Google AdWords specialist
8. Email Marketing specialist
9. eCommerce specialist
10. Online leads manager
11. Web analyst
12. Online reputation manager

There are more specialized digital marketing job roles to choose from in digital marketing.

Different Types of Careers in Digital Marketing

a. **Becoming a Professional Blogger:** You can go for blogging as a full-time profession and earn a reliable income.
b. **Earning with Affiliate marketing & AdSense:** By choosing a particular specialty of your interest and putting in efforts to build traffic and viewers can help you in starting your blog/website/application. Along with generating good traffic, you could also make a good income with AdSense & affiliate marketing techniques.
c. **Starting Your Own Freelancing Services:** Just by sitting at home, you can build your clients globally and there are different websites which could allow you to offer your expert services to clients through freelancing.
d. **Starting your own Start-up/Agency:** The course of digital marketing can even help you in starting your own full-time digital marketing agency/start-up and with the help of digital marketing services offered, you can build huge income too.
e. **Becoming a YouTube:** People can also choose to become a full-time YouTuber in your own interest. Focusing on the main thing is quality delivery and building your audience base. This could help you further earning well with YouTube Monetization.

12. Proposed Impact of Digital India

A. Economic Impact

According to analysts, the Digital India plan could boost GDP up to $1 trillion by 2025. It can play a key role in macro-economic factors such as GDP growth, employment

generation, labor productivity, growth in number of businesses and revenue leakages for the Government.

As per the World Bank report, a 10% increase in mobile and broadband penetration increases the per capita GDP by 0.81% and 1.38% respectively in the developing countries. India is the 2nd largest telecom market in the world with 915 million wireless subscribers and world's 3rd largest Internet market with almost 259 million broadband users. There is still a huge economic opportunity in India as the tele-density in rural India is only 45% where more than 65% of the population lives. Future growth of telecommunication industry in terms of number of subscribers is expected to come from rural areas as urban areas are saturated with a tele-density of more than 160%.

B. Social Impact

Social sectors such as education, healthcare, and banking are unable to reach out to the citizens due to obstructions and limitations such as middleman, illiteracy, ignorance, poverty, lack of funds, information and investments. These challenges have led to an imbalanced growth in the rural and urban areas with marked differences in the economic and social status of the people in these areas.

Modern ICT makes it easier for people to obtain access to services and resources. The penetration of mobile devices may be highly useful as a complementary channel to public service delivery apart from creation of entirely new services which may have an enormous impact on the quality of life of the users and lead to social modernization.

The poor literacy rate in India is due to unavailability of physical infrastructure in rural and remote areas. This is where m-Education services can play an important role by reaching remote masses. According to estimates, the digital literacy in India is just 6.5% and the internet penetration is 20.83 out of 100 populations. The digital India project will be helpful in providing real-time education and partly address the challenge of lack of teachers in education system through smart and virtual classrooms. Education to farmers, fisher men can be provided through mobile devices. The high speed network can provide the adequate infrastructure for online education platforms like Massive Open Online Courses (MOOCs).

Mobile and internet banking can improve the financial inclusion in the country and can create win-win situation for all parties in the value-chain by creating an interoperable ecosystem and revenue sharing business models. Telecom operators get additional revenue streams while the banks can reach new customer groups incurring lowest possible costs. Factors such as a burgeoning population, poor doctor patient ratio (1:870), high infant mortality rate, increasing life expectancy, fewer quality physicians and a majority of the population living in remote villages, support and justify the need for tele medicine in the country. M-health can promote innovation and enhance the reach of healthcare services.

Digital platforms can help farmers in know-how (crop choice, seed variety), context (weather, plant protection, cultivation best practices) and market information (market prices, market demand, logistics).

C. Environmental Impact

The major changes in the technology space will not only brought changes to the economic system but will also contribute to the environmental changes. The next generation technologies will help in lowering the carbon footprint by reducing fuel consumption, waste management, greener workplaces and thus leading to a greener

ecosystem. The ICT sector helps in efficient management and usage of scarce and non-renewable resources. Cloud computing technology minimizes carbon emissions by improving mobility and flexibility. The energy consumption can be decreased from 201.8 terawatt hour (TWh) in 2010 to 139.8 TWh in 2020 by higher adoption of cloud data centers causing a 28% reduction in carbon footprint from 2010 levels.

Conclusion

A digitally connected India can help in improving social and economic condition of people through development of non-agricultural economic activities apart from providing access to education, health and financial services. However, it is important to note that ICT alone cannot directly lead to overall development of the nation. The overall growth and development can be realized through supporting and enhancing elements such as literacy, basic infrastructure, overall business environment, regulatory environment, etc.

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