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EMERGING TRENDS IN ONLINE MARKETING IN INDIA

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ABSTRACT

Online Marketing is the avenue of electronic communication which is used by the marketers to enhance the goods and the services towards marketplace. Online marketing means using digital technologies help to sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model. The supreme purpose of the digital marketing is concerned with consumers and show the consumers as interchangeable with the product by virtue of digital media. Indian market is significantly changing with the massive use of internet and information technology. E-Marketing is being used in different ways for marketing activities. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. Day by day growing Digital Market in India is an evident that digitalization is taking place with a high speed. E-commerce website are providing all the goods and services through online portals online today. Therefore, this paper has focused on understanding the growth of digital marketing in India and what are the current and future trends in digital marketing.

Key words: Online Marketing, Social media Growth, Opportunities and Challenges

INTRODUCTION

E-commerce provides the capability of buying and selling products, information and services on the internet and other online environments. E-Marketing is also known as web marketing, online marketing and internet marketing. E-Marketing is a management process. The aim of e-marketing in marketing is establish maintain and long-term relationship with customers. Online Marketing includes identify market needs, producing products and services to meet those needs and pricing, distributing and promoting those products and service to produce a profit. Search engine is the best technology of online marketing.

E-marketing is "among elements of marketing strategies and activities to a computerized, networked environment such as the internet. Internet marketing is "the process of building and maintaining customer relationships through online activities to facilitate the exchanges of ideas, products and services that satisfy the goals of both parties. E-Marketing is a mixture of all the activities of advertising, promotion publicity, deciding the look and feel of the product, how it will be sold and sold to the customer etc.

The massive Indian market is changing fast. However, success is re-emerging among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and tactics point a mirror where the consumer is spending their time. Those who give a sense of the scale of change we have seen so far and apply the scale of what is coming.

ME THODOLOGY

Primary Data: The research is done through observation and collection of data through questionnaires.

Secondary Data: Secondary data is collected from journals, books and magazines to develop the theory.