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The Most Effective Strategies & Approaches Towards Emerging Trends in Digital Marketing in India (With Special Reference to Bhopal Region)

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ABSTRACT

The massive Indian market is changing fast. The pace of change is rapid with digital channels and constantly growing with volume and strength perpetually. Digital Marketing is really the High buzz in current scenario. It is one of those sectors in the marketing industry which is considered to be an experience an exponential growth due to this it makes studying about digital really interesting. At a high level, digital marketing refers to advertising of brands delivered through Businesses leverage digital channels such as search engines, mobile applications, website sales, social media, various e-mails to connect with current and prospective customers digitally. The term digital covers a wide range of marketing activities in current era, all of which are still not universally agreed upon, the current research focuses on the most common types of research which is known as exploratory research towards Digital Marketing in India. This issue raised is rarely been addressed by the academicians and researchers in Bhopal. The study used digital marketing parameters to measure the awareness and effectiveness of digital marketing among marketing professionals in Bhopal.

INTRODUCTION

Digital Marketing is the term most frequently used today, the word which we focus now a days in simple way define digital marketing as "Achieving marketing objectives through applying digitalised technologies and media with the help of Internet support towards modern marketing" has given rise to a bewildering range of labels and jargon developed in both academics and professionals' areas.

So, in other words digital marketing is about utilising digital technology to achieve and fulfil marketing objectives. The recent Development Digital Skills 2016-17 report shows, that huge number of marketers are now spending more on digital monthly job.

Currently India is the fastest-moving nation towards digital economy. This digital movement had been accelerated with the power of demonetization of the Indian Currency in July 2017 with tremendous government/ non govt digital payment platforms and promotional schemes which has been launched under the governance of Hon'ble Prime minister which requires digital promotion and marketing strategies. The telecom sector had played the crucial role in the digitalization movement. The launch of

reliance telecom "Jio" with free & unlimited access to calling & internet services had played a revolutionary role in the market. According to the current research of the Indian market it is very clear that Indian consumer is spending more time on social media and internet surfing comparative to Physical market. Due to which the visibility of any product is more through digital medium than traditional marketing techniques. (E.g Amazon, Flipkart, Myntra, Snap Deal etc.) government, banking system, Shopping Portal in India, Internet Service Providers and Software Service Providers are the key role players in the field of infrastructure providers and Digitization of an Economy.

LITRATURE REVIEW

Market research (2017) informed that the internet's expansion has had a meaningful, impact on the marketing of customer goods. A review of the literature displayed a direct, solid connection between marketing and technology. Website The literature displayed the importance of adding a website into an organization's marketing efforts.

Wienclaw (2017) cited Kaplan & Haenlien (2010) definition of social media as "a group of Internet based