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E-MARKETING IN DIGITAL INDIA

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Abstract:

The digital economy is the new productivity platform that some experts regard as the third industrial revolution. Marketing concept is going to change into E-Marketing. There are several pillars of opportunities that are going to built e-marketing in digital way. The nine pillars of the Digital India programme face serious challenges. It is necessary to overcome all the challenges with the help of a proper IT security solution like e-scan. The first step towards e-Marketing in Digital India is access to high quality broadband and at least smart phone. Combination of access to affordable broadband, smart devices and monthly data packages should be there to avail all facilities of the campaign. The paper highlights the latest strategy and success of e-marketing in Digital India.

Keywords: Digital economy, Internet economy, E-marketing, latest strategy.

Introduction:

India is the second largest country after China in terms of population in the world. The digital economy is a new platform for E-Marketing. This is also known as digital marketing; web marketing; online marketing; search marketing or Internet marketing which is the marketing promotion of product or services over the Internet. E-Marketing is considered to be broad in scope because it not only refers to marketing done via e-mail and wireless media. Digital customer data and Electronic Customer Relationship Management (ECRM) systems are also often grouped together under internet marketing.

E- marketing ties together the creative and technical aspects of the Internet, including design, development, advertising and sales. E-marketing firstly starts from 1990th century. Today, there will be tremendously change in e-marketing system due to some aspects like faster internet connection, Images, and Videos. E-marketing is the process of marketing of a product, or services through Internet.

Digital India initiative will give a big push to mobile marketing, commerce & banking. E-Governance is going to change into mobile governance which is quite an ambitious plan. As of January 2015, India has 979.21 million telephone subscribers. Of this, 952.34million is wireless out of these 553.45 million from urban areas and 398.89 million from rural areas.

Pillars of Opportunities:

There are several pillars of opportunities that are going to be built to escalate public behavior and expectation in digital way

1. Broadband Highways
2. Digital Locker
3. Mobile Connectivity
4. E-Kranti
5. Manufacturing



6. My Government

7. Information for all

Research Methodology:

This paper presents the latest strategy and success of E-Marketing in Digital India. Information and Data about the Research Paper has been collected from the various secondary sources such as Websites, Research Articles, Research Books, Government Reports and Journals.

Objectives:

The following are the main objectives of the Research Paper.

- To study the meaning of E-marketing
- To study the latest strategy for E-marketing in Digital India
- To present recommendations for the success of E-marketing in Digital India.

Latest Strategy In E-Marketing:

As a E-marketing is dependent on technology which is ever evolving and fast changing the same features should be expected from digital developments and strategy.

1. **Segmentation:** More focus has been placed on segmentation within marketing in order to target specific markets in both business and business to customer sections.
2. **Influence Marketing:** Important nodes are identified within related communities, known influencers. This is becoming an important concept in digital targeting.
3. **Online Behavioral Advertising:** It refers to the practice of collecting information about a user's online activity over time. On a particular device and across different unrelated websites in order to deliver advertisement tailored to that user's interests and preferences.
4. **Collaborative Environment:** It can be set up between the organization, the technology service provider and the digital agencies to optimize effect resources sharing reusability and connections.
5. **Remarketing:** It plays a major role in e-marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience generally called searched for particular products or services or visited a website for same purpose.
6. **Game Advertising:** Such type of advertisement exist within computer or video games one of the most common examples of in game advertising is billboards appearing in sports games. In game ads also might appear as brand name products like game car or clothing that exist as gaming status symbols.

E-Marketing Challenges:

We are in a mission to accustom every single Indian to digitally literate, then it might take years or rather decades. In order to keep the momentum at par and mission fruitful, we could have termed it as Digital India Year. A Digital India Year would make sure that every aspect of E-Marketing is pushed to show results on the ground and not go into hibernation after one week of enthusiasm. Considering that most of the seven pillars of the e-marketing in



Digital India face serious challenges in implementation. Seven pillars of the programme are directly related to high-end consumers and not for 70% (almost, according to 2013-2014 survey) of the rural population in India. Following are the challenges of the E- marketing in Digital India.

- Problem of Implementation
- Risk of loss of data and privacy
- Problem of Excessive server hits
- Problem of Man-in-the-middle attack
- Problem of IT Security
- Education of Antivirus Software
- Availability of high quality broadband and at least a smartphone
- Gram Panchayat Connection- BSNL WIFI Connection
- Weak link of Electronic Manufacturing
- Problems of integration of technology and language
- Different internet protocols in different states
- Problems of inter-governmental coordination
- Scarcity of resources
- Problems of data stealing and privacy breach
- Problems of Land Acquisition in Infrastructure projects
- Problems of Digital IT Literacy
- Problems of Digital Hacking
- Spectrum Crunch
- Standardization of the network.

Recommendations:

Following recommendations should be consider for the success of E-Marketing in Digital India.

- Access to high quality broadband and at least a smart phone is the basic need of E-Marketing in India.
- Improving IT literacy is very important because entire mass who is using internet should know how to secure his/her online data.
- Providing proper usability guidance of Anti-Virus software and its role in securing the records should happen simultaneously.
- The entire programme should be designed as a top-down model for the success of pillars of the programme such as electronic delivery of services, information for all and IT for Jobs.
- Broadband highways programme should be implemented properly avoiding difficulties.
- Problem of deployment of Wi-Fi hotspots across the country especially in villages should be solved through proper mechanism.
- Land acquisition was the bottleneck in infrastructure projects. Rehabilitation and resettlement is needed to avoid the problems from the rural society.



- The government should note that Internet is all about democracy and transparency because it facilitates interactivity.
- Silence approach should be avoided in the face of many raging controversies. Such approach kills the very purpose of using digital and social media.
- Manufacturing has always been a weak link in the India story which should be converted in strong link.
- The government's net-zero import target in the sector has been set at 2020. It will have to move fast on this front to attain this objective.
- On the whole, while the intent of the initiative is good, it is riddled with challenges. We will have to wait and watch how fast the government will succeed in fulfilling the dream.
- Combination of access to affordable broadband, smart devices and monthly data packages should be there to avail all the facilities of the campaign.
- India is diversified country, in terms of language, culture, laws which vary from states to states. Implementation of integration of technology and language one of the main challenges which should be tackled out through proper strategy.
- There are different internet protocols in different states depending on what kind of hardware and software they implement and chances are that might lead to connectivity glitches. Hence there must be some sort of directives to standardize all the software protocols.
- We live in world where Internet and cyber crime are inseparable enemies. The entire architecture should be designed in such way that there is proper authentication done of all the documents put online by citizens and it is available to the right users at any time they want with the right authentication.
- The entire digital platform is being managed by the government organization, National Informatics Centre. The people of the country need to understand those rules and regulations.
- Security in the platform, at the end users side and conformity with strict privacy norms should be there together to take care of digital hacking.
- There should be some sort of a regulation for training in the industry.
- Digital literacy should be coupled with country wise drive on cyber security awareness, so that users have a safe experience on the internet.
- There should be efficient inter-governmental coordination. Although the Department of Electronics & IT is leading it forward, there is an active involvement of telecommunication, justice, finance and planning, health department, etc.
- The digital India plan comes at a time when the debate of net neutrality is important for entrepreneurs, who play major role in e-marketing. Hence it is of utmost importance that the debate be resolved at the earliest.

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