

## MARKETING IN THE DIGITAL AGE

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### INTRODUCTION

Today's consumers are savvy, technologically advanced and, quite frankly, tired of being treated like an advertising target. That's why digital media plays such an integral role in brand marketing today—it's a marketing channel that makes it possible to establish and enhance your brand by creating value, not by selling. Brand marketing and reputation building used to be a combination of print advertising and word-of-mouth. Radio and TV advertising entered the mix along the way, but within the past decade or so, brand marketing has shifted dramatically from the tried-and-true, taking on a whole new form in the digital realm.

### BUSINESS OBJECTIVES OF DIGITAL AGE

In the digital age, marketers must change their focus from grabbing attention to holding attention by focusing on three core business objectives:

1. Sales
2. Awareness
3. Advocacy



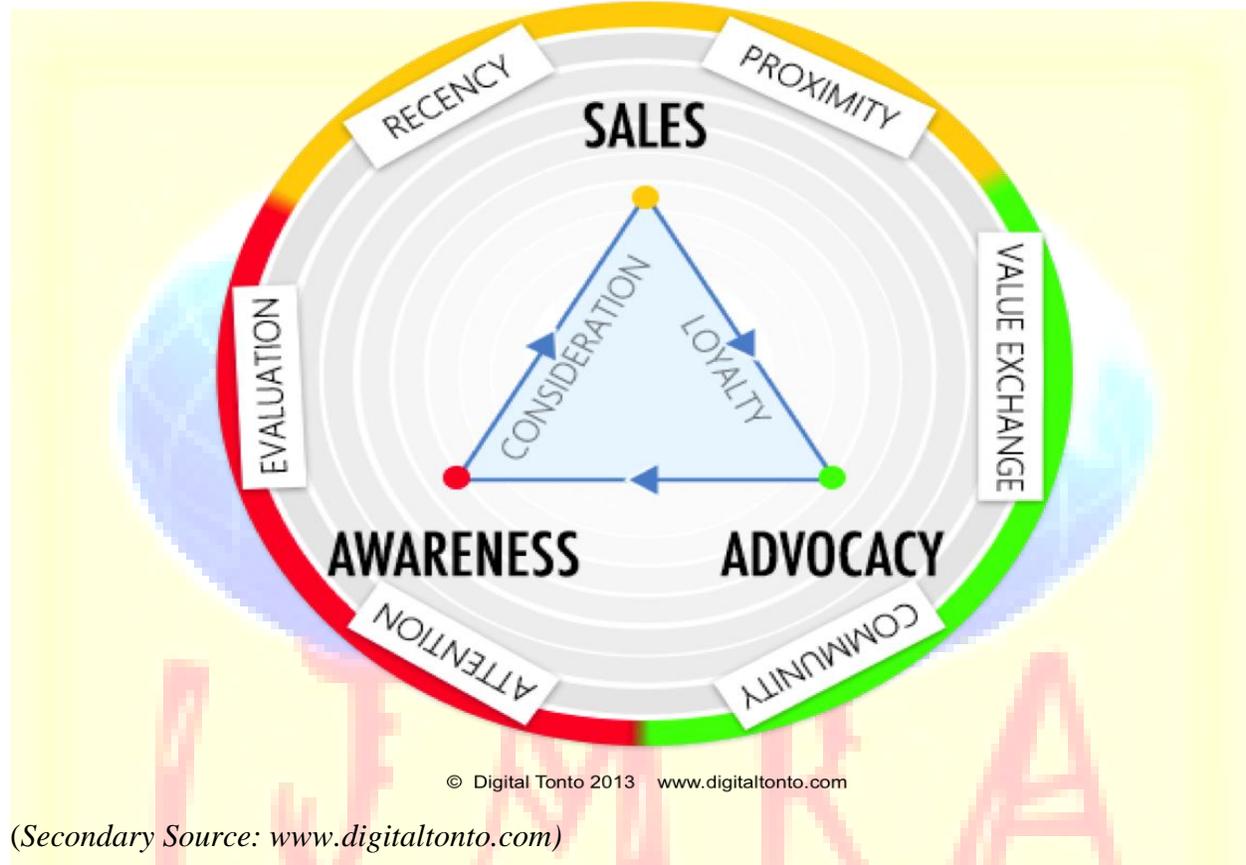
(Secondary Source: [www.digitaltonto.com](http://www.digitaltonto.com))

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### CREATE SOLUTIONS TO PARTICULAR NEEDS: TACTICAL APPROACH

Identifying clear objectives is important; because it allows us to set priorities. An objective shows the end points and also the end results. On the basis of the end points the concern manager takes the decision what is to be done and where the emphasis is to be taken place. No budget is unlimited and identifying a particular area of need not only allows us to focus our creative energies, but our money as well, to where they can best improve our business.



The above chart shows the three core brand objectives aligned with six tactical strategies. A “one size fits all” approach will not do, so once we’ve identified a particular area of need, we want to focus on building an approach designed for that particular task, rather than chasing the latest fad.

Perhaps not surprisingly, awareness and sales problems can largely be solved with conventional strategies augmented with new digital tools. Advocacy, however, is a largely new area and requires new thinking.

## BRAND MARKETING: HOW TO REACH CUSTOMERS IN THE DIGITAL AGE: New Brand Marketing Challenges

1. **Generating Breakthrough Brand:** The clutter is necessary in order to bring the brand vision to life. These ideas and the execution of them are more critical than the size of your budget. “Good” is just not good enough. That means making sure you get more ideas from more sources and that you make sure you have the mechanisms in place to recognize brilliance and bring those ideas to market-quickly.

2. **Who Are We Today” Syndrome:** If you haven’t constructed a core brand foundation, each branding initiative represents a “re-invention of the wheel” that requires rethinking of your company’s position, key values, image, and core focus. What should be a simple new product announcement turns into a debate about the company’s past, present and future with everyone asking, “Who do we REALLY want to be when we grow up?”

3. **Achieving Integrated Marketing Communication (IMC):** IMC is more elusive and difficult than ever in light of the various methods you have to choose from such as advertising, sponsorships, digital, mobile, social media and more. These methods tend to compete with each other rather than reinforce because the media scene and options have become so complex, so dynamic and because product and country silos reflect competition and isolation rather than cooperation and communication.

4. **Building A Digital Strategy:** This arena is complex, dynamic and in need of a different mindset. The reality is, the audience is in control here. New capabilities, creative initiatives and new ways to work with other marketing modalities are required. Adjust the digital marketing focus from the offering and the brand to the customer’s sweet spot, which is to say the activities and opinions in which they are interested or even passionate about. Develop programs around that sweet spot in which the brand is an active partner, such as Pampers did with Pampers Village or what Avon did with their walk for Breast cancer.

Digital media has opened a whole new world of opportunity for brand marketing, but it has also introduced a few challenges. “The biggest branding challenges that I see come up over and over

again in my work with clients are in the areas of differentiation, consistency, transparency and audience,”

*Define your audience, find out where they spend their time and craft powerful stories that resonate and build connections.*

**-Danielle Miller**

The vast number of social media outlets and other digital marketing channels leaves many small businesses confused about where to spend their efforts. Instead of focusing on a core strategic plan, they spread their efforts across as many channels as possible. The result? A diluted message and no clear target, Miller says. Transparency is also a common issue, particularly for entrepreneurs and solo professionals, as they struggle to hit the delicate balance between sharing enough to be trusted and sharing too much, which alienates audiences.

**FINDING THE DIGITAL MEDIA BALANCE:** Cottineau advises. Founder and CEO of brand consultancy Brand Twist, says small businesses get caught up in using Face book, Twitter, Pinterest and everything else—yet they’re not really sure how they should be using it, or for what. “Don’t tweet just because everyone else is if youare not clear on what you wanted to say and how it can build your business,”

Rhonda Page, chief differentiation officer at marketing consultancy Know Your Difference, concurs, noting that there’s a lot of noise in the digital realm and there’s a strong tendency to copycat strategies. “Something works for one person and every else copies and then it’s no longer different,” she explains. What small businesses should do instead?

1. Be willing to modify your strategy, approach and channels based on what works and what doesn’t. Don’t be afraid to ditch a strategy or channel that just doesn’t produce results.
2. Expand and experiment from there, slowly building out your marketing platform and scaling it up as you find what resonates with your audience.
3. Define your audience.
4. Focus on your strategic goals.
5. Choose one social platform to start with if you’re just getting in on the game; get comfortable with it and make it work for you.

## THE POWER OF DIGITAL MEDIA IN BRAND MARKETING

There's really a simple formula behind successful brand marketing in the digital age: Define your audience, find out where they spend their time and craft powerful stories that resonate and build connections. Once you've discovered the right combination, you've struck brand marketing gold.

You can't ignore digital media if you want to keep pace with your competition. But that doesn't mean you should do whatever your competitors are doing with a blind eye to how it will actually impact your bottom line.

“Consumers are finally able to have that two-way conversation that we've been talking about for years with branding,” Cottineau says. She points out that small business actually have a strong advantage when it comes to brand marketing in the digital age, “because they have authentic, engaging stories that capture consumers' attention—and often their share of wallet.”

## WHAT MAKES DIGITAL MARKETING FUNDAMENTALLY DIFFERENT?

**1. Clarify Business Objectives:** Most businesses can be adequately captured by evaluating just three metrics: awareness, sales and advocacy (i.e. customer referral). Some brands are not widely known, others are have trouble converting awareness to sales and still others need to encourage consumer advocacy. While every business needs all three, it is important to focus on one primary objective or your strategy will degrade into a muddled hodgepodge. There's so much going on in the marketing arena today, everybody is struggling to keep up. At the same time, every marketing professional feels pressure to be “progressive” and actively integrate emerging media into their marketing program. However, the mark of a good marketing strategy is not how many gadgets and neologisms are crammed into it, but how effectively it achieves worthy goals. Therefore, how you define your intent will have a profound impact on whether you succeed or fail.

**2. Use Innovation Teams To Identify, Evaluate and Activate Emerging Opportunities:** It is essential to have a team dedicated to identifying emerging opportunities, meeting with start-ups and running test-and-learn programs to evaluate their true potential. Of course, most of these will fail, but the few winners will more than

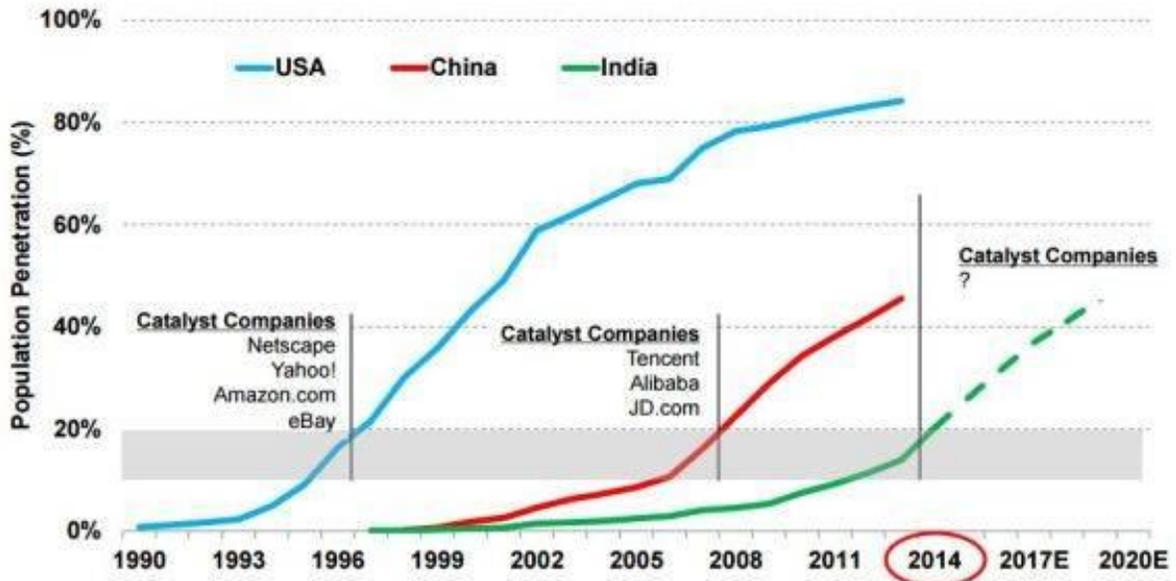
make up for the losers. Once an emerging opportunity has performed successfully in a pilot program, it can then be scaled up and become integrated into the normal strategic process as a viable tactic to achieve an awareness, sales or advocacy objective.

**3. Decouple Strategy and Innovation:** It focuses on creating something completely new and new things, unfortunately, tend to not work as well as standard solutions (at least at first). The truth is that innovation is a messy business. So failure must be an option, which is why technologically focused venture capital firms expect the vast majority of their investments to fail. However, failure must be done cheaply, so resources (and therefore senior executives) must be kept to a minimum. Innovation teams are populated by senior executives. Because innovation is considered crucial to the future of the enterprise (and also due to the institutional clout of the senior executives) they also tend to have ample resources at their disposal. They are set up to succeed. Failure, all too often, isn't an option.

**4. Build Open Assets in the Marketplace:** Today, effective promotional campaigns are less likely to lead to a sale and more likely to result in an Internet search, where consumers' behavior can be tracked and then retargeted by competitors. Simply building awareness and walking away is more likely to enrich your competition than yourself. Successful brands are becoming platforms and need to do more than just drive consumers to a purchase; they have to inspire them to participate. That means marketers have to think less in terms of USP's, and GRP's and more in terms of API's and SDK's. Focus groups are giving way to accelerators and creation. In the digital age, brands are no longer mere corporate assets to be leveraged, but communities of belief and purpose.

India = Appears to Be @ Internet Penetration Growth Inflection

Internet User Penetration Curve, USA / China / India, 1990 – 2020E



Source: World Bank, Hillhouse Capital forecast for India beyond 2014.

Hillhouse Capital  
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From the above graph we can understand that most of the consumers i.e. 629 million are using the internet for their money transactions. China is having the largest internet market. An internet user in India is less when compared with china i.e. 232 million. In future the users in India is to be more by 2020 i.e. 40%.

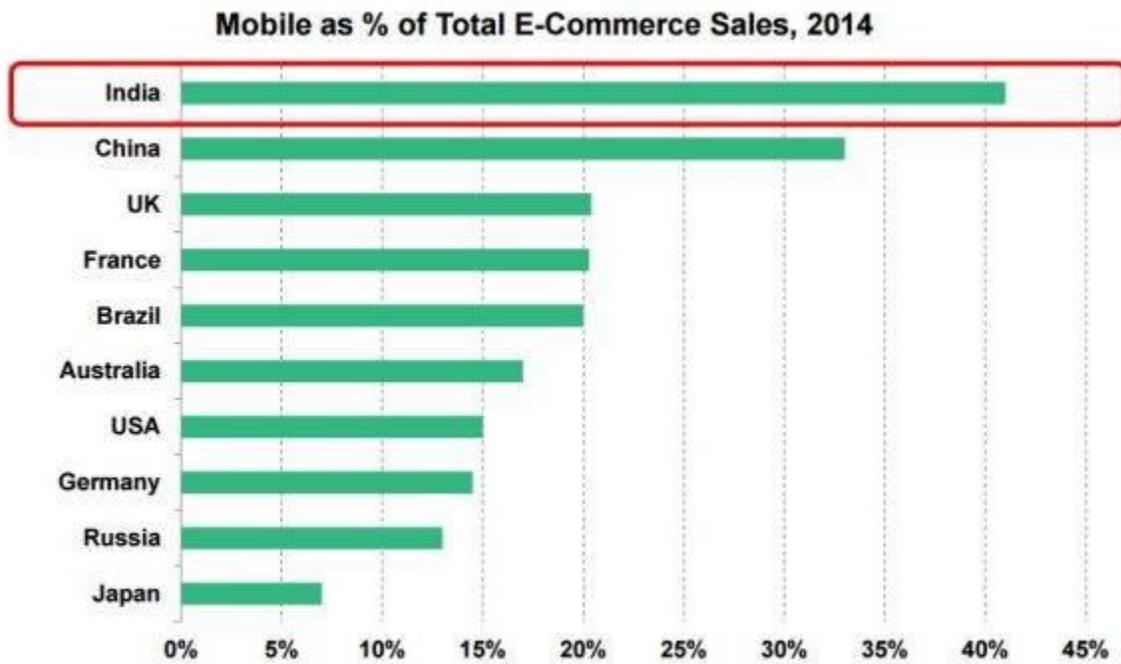
**FACTS FROM THE GRAPH**

1. **MOBILE PENETRATION:** Smart phones now account for around 15% of the total mobile subscriptions in India and 11% of Indian population are on smart phones as of now. India, China and Brazil are leading the Smartphone growth worldwide, that witnessed a 23% increase to 2.1 billion Smartphone subscriptions. Mobile contributed for 65% of India's Internet traffic as of May 2015. The increase in Internet users is led by a significant growth in Smartphone subscription in India that grew by 55% to 140 million subscriptions for the year.

2. **MOBILE E-COMMERCE:** The facts note that Indian e-commerce leaders are also more mobile-centric as compared to global leaders. Mobile accounts for around 75% of Snap

deal's orders and around 70% of Flipkart's orders. India seems to be the leader in the switch to mobile for e-commerce companies, with mobile platform accounting for 41% total e-commerce sales in 2014. This has probably incentivized e-tailors like Myntra to chuck the desktop site and adopt an app-only.

Mobile = 41% of India E-Commerce...  
= More Mobilized vs. Most Other Countries\*



@KPCB \*Mobile e-commerce penetration defined as % of total e-commerce sales made via mobile devices.  
Source: Morgan Stanley Research.

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**MOBILE WALLETS:** With poor credit and debit card penetration in the country, usage of mobile wallets is increasing with e-commerce adoption. The report suggests that Paytm is a clear leader in the country with around 80 million wallet users that has apparently grown 17 x in the past year.

**UPDATE:** The Mary Meeker report has been updated to remove the slide related to Mobile wallets. Mobikwik has also written in to say they have more than 17 million wallets and not less than 10 million wallets as suggested by the report. India is either the largest or the second largest

market for Global Internet leaders like Face book, LinkedIn, WhatsApp, Twitter, YouTube and Amazon.

**MESSAGING APPS ARE MOST USED APPS IN INDIA:** 3 of the top 10 most used Android Apps in India are messaging apps, two of which are owned by Facebook. WhatsApp leads the pack followed by Facebook's Messenger at fourth spot and Hike Messenger at eight spot. Gaming comes next with Candy Crush Saga at sixth spot and Subway Surfers at ninth spot.

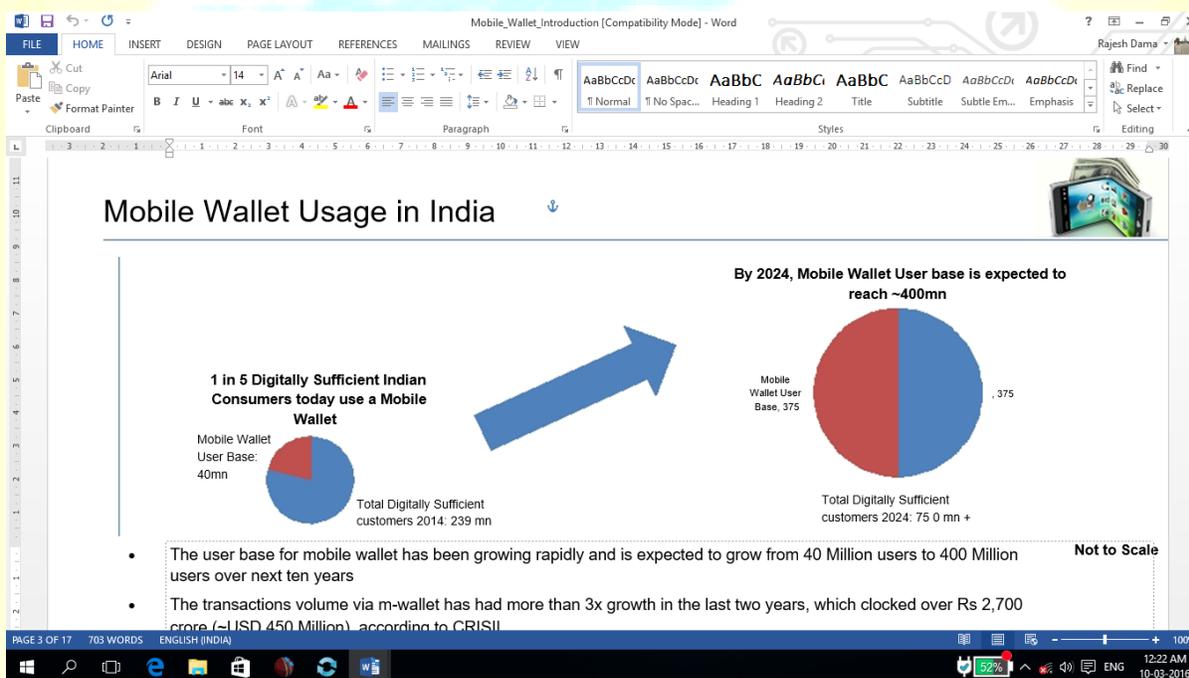
**THREE IMPORTANT APPS OF STATE BANK OF INDIA**

Satya Sri, Deputy Manager, SBI, KAKINADA Region is promoting the following three important APPS. Recently she has visited and interacted with the staff of Aditya Global Business School and its students to project the theme into the mind of the target customers.

STATE BANK ANYWHERE	STATE BANK FREEDOM	STATE BANK BUDDY
This APP is for Internet Banking Login Users must download the APP from Google Play store/apple store.	This mobile Banking App on android/IOS/Windows users must download the APP from Google play store	This is a mobile wallet APP users have to download it from Google play store/Apple store.
Users must get login and password from the bank (Internet Banking Kit)	Open the App and tap on register-> Obtain user ID or send Message as MBERG to 922344000 from your registered mobile number	Users need not have a state bank account/any bank account to operate this.
With this login ID and password obtained from the bank users can login into their account from this APP	User ID and default MPIN (password) will be sent as message to your registered mobile number.	This is just a mobile wallet; users can add money to buddy account from their account by using debit card or internet banking.

<p>All transactions like funds, transfer, bill payment, top UPS etc., can be done through this APP.</p>	<p>Change the pass word/MPIN by logging in with your user ID and default MPIN</p>	<p>Users have to register in this APP Just with their mobile number and Email ID.</p>
<p>In this APP an easy quick transfer of money upto 5000 rupees can be without adding beneficiary using quick transfer option</p>	<p>Now complete the registration process at ATM/bank or using your internet banking</p>	<p>Users can book flight/bus tickets, shopping bill payments, recharges etc., in this APP.</p>

**MOBILE WALLET USAGE IN INDIA**



INDIAN MARKET CONTEXT - CURRENT PLAYERS



COMPARISON OF FEATURES

Mobile\_Wallet\_Introduction.pdf - Adobe Reader

Feature Set	Banks				Pure-Plays		Telcos		Buddy
	Chillr (HDFC)	KayPay (Kotak)	ICICI Pockets	BOI EazyPay	Oxigen	PayTM	Airtel Money	Vodafone mpesa	
P2P	Send Money	✓	✓	✓	✓	✓	✓	✓	✓
	Ask Money	✓	✓	✓	✓	✓	✓	✓	✓
	Cash out			✓	✓	✓	✓	✓	✓
	Companion Card		Virtual						✓
Merchant	Recharge and Bill Pay				✓	✓	✓	✓	✓
	Shopping Ecosystem				✓	✓	✓	✓	✓
	Merchant Payments								✓
	Merchant Offer Engine								✓
Value Adds	Expense Management								✓
	VAS Cross-Sell		✓						✓
	BW2P, Sodexo Etc.								✓
Channels	Web			✓	✓	✓	✓	✓	✓
	Smartphone	✓	✓	✓	✓	✓	✓	✓	✓
	Featurephone								✓

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## TRANSACTION LIMITS

Sl No	Limits per wallet	Amount
1.	Maximum balance at any point of time	INR 10,000/-
2.	Top up through any channel per transaction	INR 10,000/-
3.	Total reload in a month	INR 10,000/-
4.	Total transactions (merchant transactions and fund transfers)	
	- Daily limit	INR 15,000/-
	- Monthly limit	INR 20,000/-
5.	Fund transfer (cash transferred to bank account)	
	- Per transaction limit	INR 5,000/-
	- Daily limit	INR 5,000/-
	- Monthly limit	INR 20,000/-

## FINDINGS

1. Using digital marketing without a strategic approach is still commonplace. I'm sure many of the companies in this category are using digital media effectively and they could certainly be getting great results from their search, email or social media marketing. But I'm equally sure that many are missing opportunities or are suffering from the other challenges I've listed below. Perhaps the problems below are greatest for larger organizations who most urgently need governance. There's arguably less need for a strategy in a smaller company

2. Many, a majority of companies in this research do take a strategic approach to digital. From talking to companies, I find the creation of digital plans often occurs in two stages. First, a separate digital marketing plan is created. This is useful to get agreement and buy-in by showing

the opportunities and problems and map out a path through setting goals and specific strategies for digital including how you integrated digital marketing into other business activities. Second, digital becomes integrated into marketing strategy, it's a core activity, "business-as-usual", but doesn't warrant separate planning, except for the tactics.

## RECOMMENDATIONS

1. **IMPLEMENT A MULTI-CHANNEL DIGITAL MARKETING CAMPAIGN:** To maximize results, your business should learn how to implement a multi-channel digital marketing strategy to have a more effective and results driven campaign for reaching out and generating favorable responses.
2. **DEVELOP AN EPIC CONTENT CREATION STRATEGY:** An epic content strategy should be at the core of your digital marketing campaign. With the vast array of competitors out there, simply putting up ordinary types of content will not deliver the results you need.
3. **ENHANCE YOUR CONTENT WITH VIDEOS, IMAGES AND LINKS:** The future of digital marketing is visual and the basic act of integrating video, images and graphical elements in your content can generate up to 94% increase in viewership.
4. **ADOPT A CONTINUOUS IMPROVEMENT MINDSET:** Lastly, you should have a continuous improvement mindset with regards to your digital marketing strategies. Don't be satisfied with the status quo and constantly do tests, run ROI scenarios, get insights from analytics, formulate improvement actions, and implement those actions.

## CONCLUSION

The rapid evolution of digital media has created new opportunities and avenues for advertising and marketing. Fueled by the proliferation of devices to access digital media, this has led to the exponential growth of digital advertising. Technology is tied to the digital marketing strategy of exhibitors and events pivot around human interaction which is to be celebrated and shared. Digital marketing operates through a process of **promoting, sharing and arousing excitement** for information which draws a larger audience for live shows. If you are looking for a return of investment on social media marketing, live events provide significant opportunities.