



Digital Based Marketing and Jobs Opportunities for Indian Youth

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Received: Sep 19, 2018

Revised: Nov 23, 2018

Published: Dec 31, 2018

ABSTRACT

Along with the physical economy, the digital economy is also playing a major role in promoting India's economic growth. The record of employment creation in IT and IT enabled services (ITeS) has been quite abysmal in India. Now days Digital Marketing is a booming career option today in India. With striking features like cost-effectiveness, instant response, flexibility, convenience, effectiveness digital marketing is making a strong impact in the world of marketing and advertising. At Present in year 2017, total advertising industry is worth 7.94 billion dollar in India. Out of which 1.78 Billion dollar is getting spend on digital marketing including mobile ads. It will continue to grow at a growth rate of 16%. People are spending good time on mobiles and social media. In the year 2016 by surprising figure with over 1.5 lakh jobs opportunities are provided by the industry in the digital marketing domain. The internet industry in India is likely to reach 250 billion dollar by 2020 with the 7.5 per cent contribution in GDP. The number of internet users in India is expected to reach 730 million by 2020. Since India's cost competitiveness in providing digital services, which is approximately 3-4 times cheaper than the US, India has come out on top with the highest proportion of digital talent in the country at 76 per cent compared to the global average of 56 per cent. This was the reason only that the first quarter of 2017 marked for 8 lakh job opportunities in digital services. The Digital India programme was launched over a year ago in 2015. The program has now moved from the planning phase towards execution. Due to Digital India programme the IT industry will get tremendous growth in coming years and it will provide approximate 5-8 lakhs digital jobs in marketing and content development continuously by 2030 and also Indian digital industry is expected to grow to US 350 billion dollar by 2025.

Keywords- : Digital marketing, Digital India, Digital India programme, Digital jobs, Digital growth

INTRODUCTION

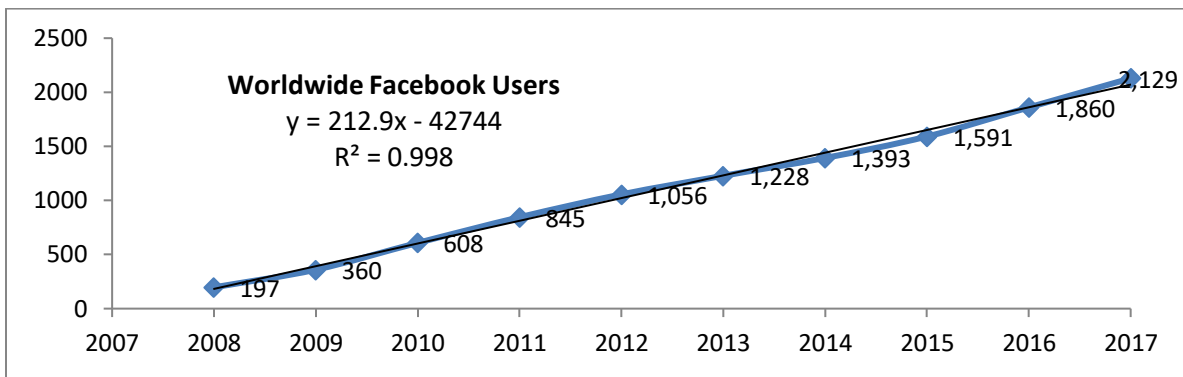
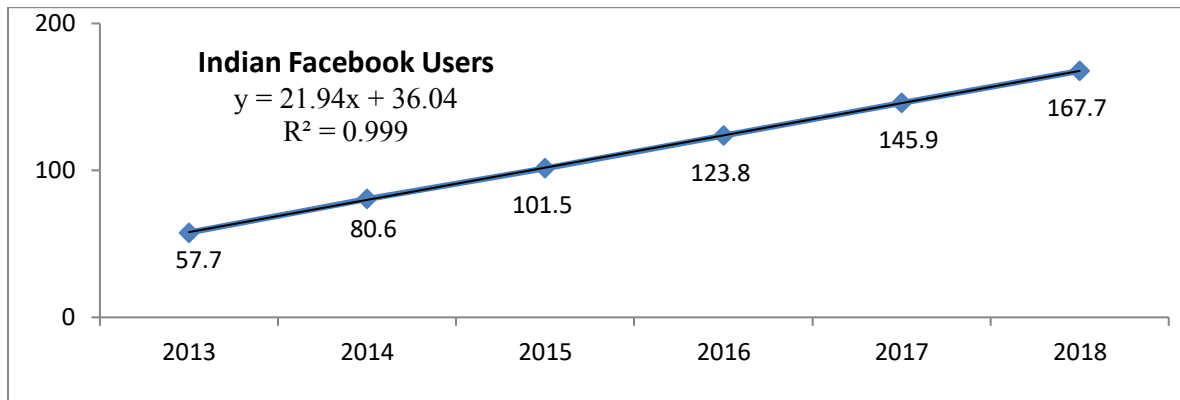
Digital Transformation in India and : An Overview

Adopting digital financial services has helped bring more people into the formal banking sector, improving financial inclusion and driving economic growth. In addition to e-commerce and financial services, digitalization has significantly impacted manufacturing. For India, digitalization is especially important given the large population, with over 60% living in rural areas. Digitalisation offers a wide range of labour market opportunities for higher-skilled workers and those capable of adapting to changed skills needs. The widespread adoption of smartphones and affordable mobile data plans has also contributed to the growth of India's digital economy. E-commerce, mobile payments, digital banking, healthcare, tourism, and business are some of the sectors that have seen significant growth in recent years. The ICT industry is a 1 trillion business opportunity with growth prospects that will create jobs for the youth. ICT sector has been added 6,00,000 jobs in the last three years, employing 3.97 million people directly and almost 12 million people indirectly. Even in face of global slowdown, the sector continued to expand in India and added almost 1 lakh jobs in financial year 2017-18. The Indian IT sector is poised to grow at a cumulative growth rate of 9%. According to Nasscom, the formal IT-BPM sector today stands at \$167 billion with exports reaching \$126 billion. In financial year 2017-18, the Common Service Centres (CSCs) carried out transactions worth Rs 19,925 crore against merely Rs 182

crore in 2013-14. Digital products like the cloud based digi-locker and extraordinary rise in digital payments including phenomenal success of the home grown Bhim app (whose monthly transaction value increased from Rs 5,325 crore in October 2017 to Rs 24,172 crore in March 2018), are all extraordinary signs of transformation leading to employment and entrepreneurship opportunities²⁷.

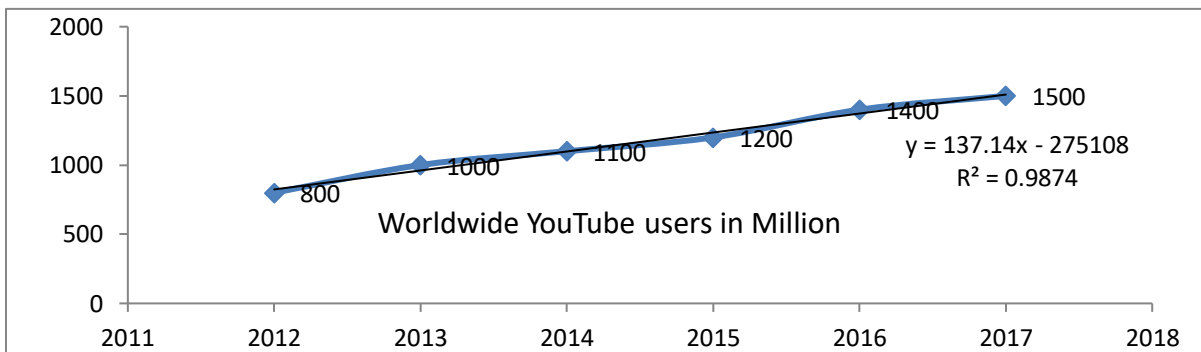
2. Social Media Platforms and Digital Content

Digital Marketing is the promoting of products over the internet or any form of electronic media. Digital Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses^{9,12,13}. Technological advances have resulted in considerable attrition of the customer-base of traditional marketing agencies & departments. People have moved on to tablets, phones, and computers, which are the areas where digital marketers have gained the most ground. In a world where over a 170 million people use social media on a regular basis, every working professional is expected to be familiar with at least the core tenets of Digital Marketing. Very soon, traditional marketing platforms will disappear, and the digital market will completely take over. Digital marketing, particularly on platforms like Facebook, Twitter and YouTube allow us to target material based on user characteristics and make a strong personal appeal through a user's social connections²⁶.



YouTube allows users to upload videos, view them, rate them with likes and dislikes, share them, add videos to playlists, report, make comments on videos, and subscribe to other users. The platform offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary

films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. As of February 2017, there were more than 400 hours of content uploaded to YouTube each minute, and one billion hours of content being watched on YouTube every day²⁵.

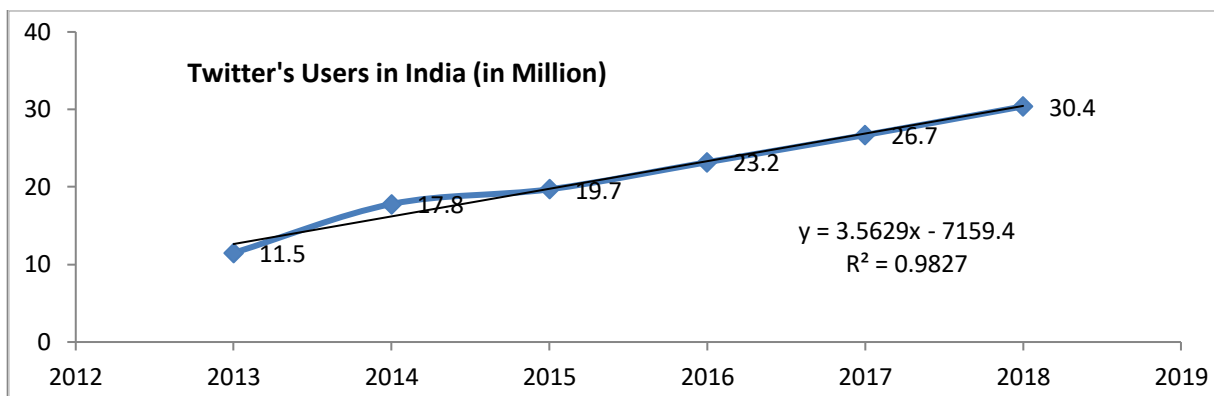


Twitter was created in March 2006. By 2012, more than 100 million users produced 340

million tweets a day. The service handled an average of 1.6 billion search queries per day

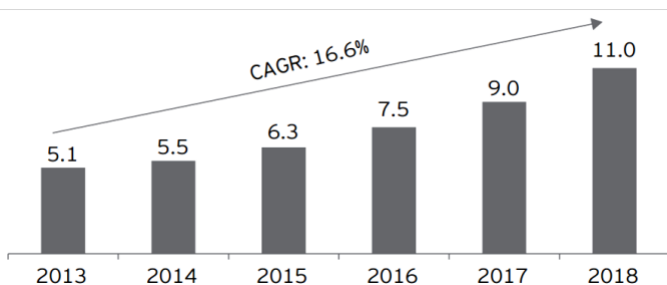
and at the end of 2013, it was one of the world's ten most-visited websites^{22, 23, 24}. The growth of Twitter in India in 2015 was expected to be more than twice as fast at 30.4%. While it shows signs of slowing, it will still climb by 16.5%

in 2018. In India, Twitter has registered a double-digit growth rate. Micro-blogging sites account for only 17% of total social network users out of the world's largest Internet market²¹.



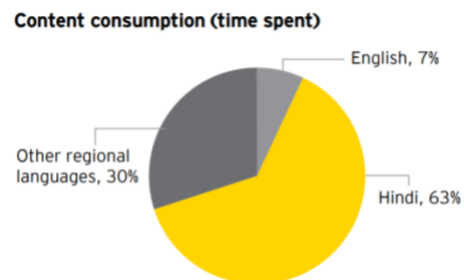
The affordability in Indian smartphone market has triggered this growth. Introduction of 4G Internet from mobile service providers and the increasing broadband speed has given rise to a plethora of opportunities for Digital Marketing. The Digital Media Industry in India has been, and shall continue to be, one of the biggest beneficiaries of India's favourable demographics. Being one of the youngest nations in the world, with high volumes of content consumption, a vibrant indigenous content creation industry and a favourable regulatory framework, makes India an attractive

investment destination for global and Southeast Asian media companies. Digital Music is still at a nascent stage with very low levels of penetration as compared to other developing markets. However, with the growth in mobile internet, digital music streaming apps are likely to gain a lot of traction. Revenues from digital music services are expected to grow at a compounded rate of 16.6% to Indian rupees 11 billion by 2018 with streaming music accounting for around 10% of the market, i.e. approximately 0.6 billion.



Source: FICCI Report (Digital music revenues)

In 2016 the market size of the digital marketing industry was 62.28 billion Indian rupees. The growth of e-commerce sales has been a catalyst

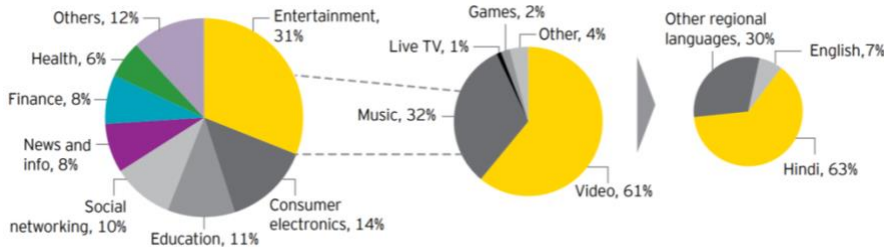


Google Report : Online opportunities in Telecom for growth in mobile payment in India. Approximately 41% of sales from Indian e-commerce are expected to accrue from mobile payments in the future. The video viewing

audience in India is expected to grow significantly in the near future at a CAGR of over 50%. By 2017, India is expected to surpass the

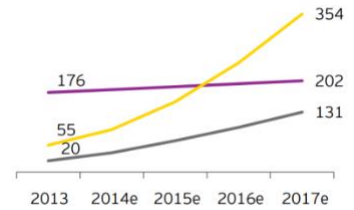
US to become the second largest video viewing audience globally²⁸.

Trends for online searches in India

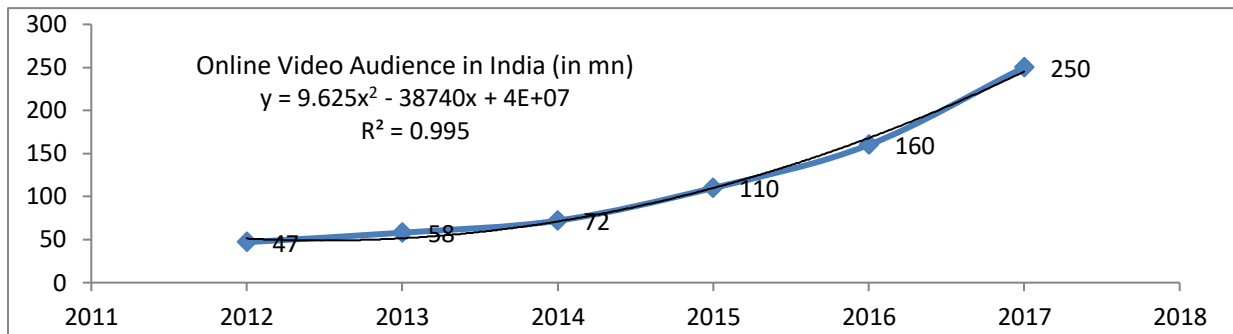


Source: Google Report: Online opportunities in Telecom

Device penetration in India (mn)



Source: EY Future of TV report



The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45%^{10,12}. The Indian government has given tremendous support to the advertising and marketing industry. Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2%, whereas TV contributes 38.2%, and digital contributes 11% of the total revenue. Outdoor, Radio and Cinema make up the balance 10% of the total market size^{11,13}.

India's digital advertisement market is expected to grow at a compound annual growth rate of

33.5% to cross the Rs 25,500 crore by 2020¹⁸. Distribution of advertising spends in India, in the year 2017 across various industry verticals has increased tremendously. Now, slowly the number of people using internet increased. This fuelled the widespread usage of digital across the various sectors. Businesses started investing in Internet advertising and the variation on how this changed in India, from 2006-16 is in fact, surprising²⁹. India is the fastest growing ad market among all the major markets of the world. Ad spending in India will grow 15.5% in 2016 to ₹ 57,486 crore with digital advertising expanding at the fastest pace of 47.5%. Digital advertising was accounted for 12.7% of all ad spending in 2016^{30, 31}.

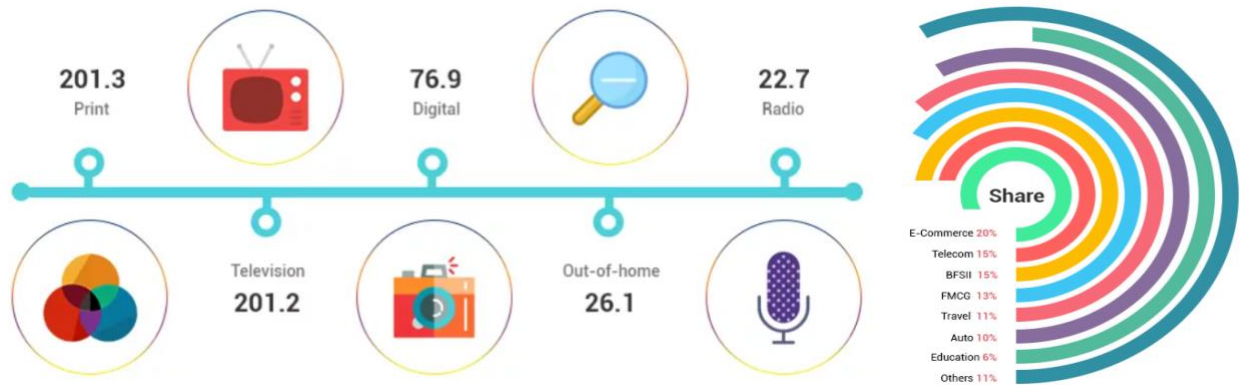
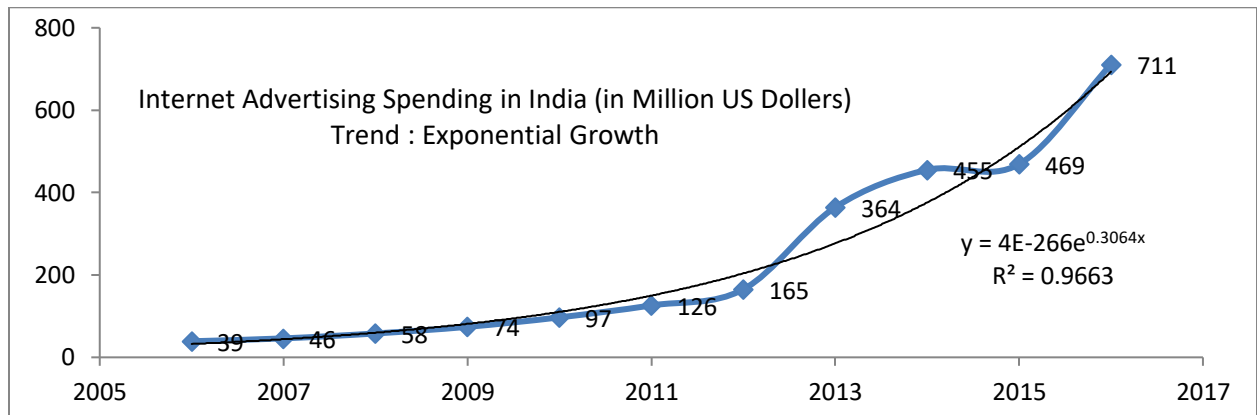


Figure : Advertising Revenue in India in 2016 (in Billion Indian Rupees), Source : Acodez²⁹

The Internet's share in total advertising revenue is anticipated to grow twofold from 8% in 2013 to 16% in 2018¹³. Online advertising, which was estimated at Rs 2,900 crore in 2013, could jump threefold to Rs 10,000 crore in five years, increasing at a

compound annual rate of 28%¹⁵. Digital ad spending reached \$209 billion worldwide, 41% of the market in 2017, while TV brought in \$178 billion 35% of the market in 2017 worldwide.



3. Digital Marketing Base and Industrial Participation

In 1993, the first clickable banner went live, after which HotWired purchased a few banner ads for their advertising. This marked the beginning of the transition to the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace was launched by Yahoo. Yahoo received

close to 1 million hits within the first year²⁰. This prompted wholesale changes in the digital marketing space, with companies optimizing their websites to pull in higher search engine rankings. India-MART B2B marketplace was established in India in 1996. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search¹⁸. Two years later, the internet bubble burst and all the smaller search engines were either left behind or

wiped out leaving more space for the giants in the business. The digital marketing world saw its first steep surge in 2006, when search engine traffic was reported to have grown to about 6.4 billion in a single month¹⁵.

Sensing an opportunity, Google began to expand, introducing such products as AdWords which are 3 line ads that show up at the top or to the right of search engine results and AdSense which is a cost-per-click advertising scheme. In time, Google realized the value of analyzing the content they received and then target ads based on the interests of the users and thus became a major player in the world of business¹⁷. Then came of Web 2.0, where people became more active participants rather than remain passive users. Web 2.0 allowed users to interact with other users and businesses. Labels like 'super information highway' began to be applied to the internet. As a result, information flow volumes including channels utilized by digital marketers-increased manifold and by 2004. Soon, social networking sites began to emerge²⁰. In 2007 Flipkart was established in India.

MySpace was the first social networking site to arrive, soon followed by Facebook. Many companies realized all these fresh new sites that were popping up were beginning to open new doors of opportunities to market their products and brands¹⁷. It opened fresh avenues for business, and signaled the beginning of a new chapter to business.

With new resources, they needed new approaches to promote their brands & capitalize on the social networking platform.

4. Status of Digital Marketing and Job Opportunities in India

Now days Digital Marketing is a booming career option today in India. With striking features like cost-effectiveness, instant response, flexibility, convenience, effectiveness digital marketing is making a strong impact in the world of marketing and advertising^{1,3}. In the year 2017, total advertising industry is worth 7.94 billion dollar in India¹⁶. Out of which 1.78 billion dollar is getting spend on digital marketing including mobile ads. It will continue to grow at a growth rate of 16%¹⁷. Recently India has nearly 950 mobile subscribers and at least 50 million subscribers have internet enabled mobile phones^{2,11,20}. The mobile internet is another factor that is responsible for the growing digital marketing industry in India. Growing trend of startups is another reason that plays noteworthy role in creating a great scope of digital marketing in India.

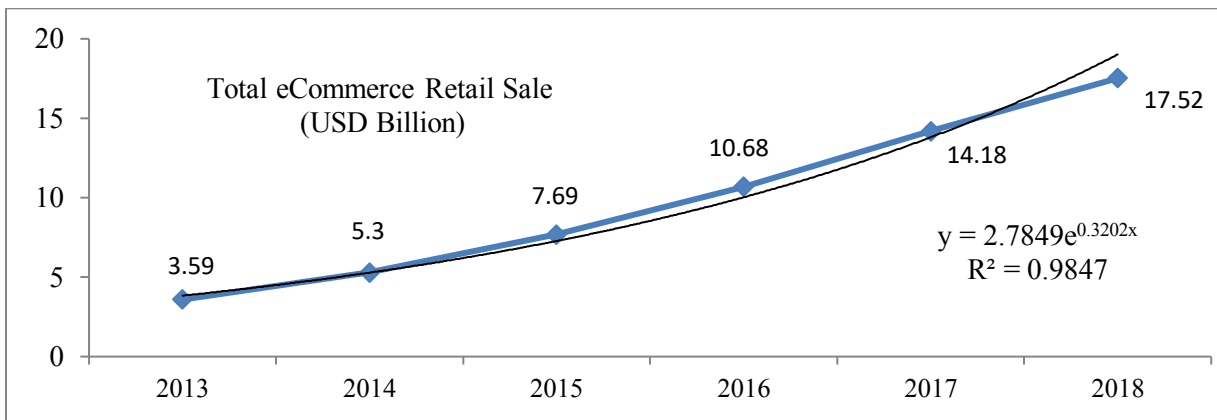
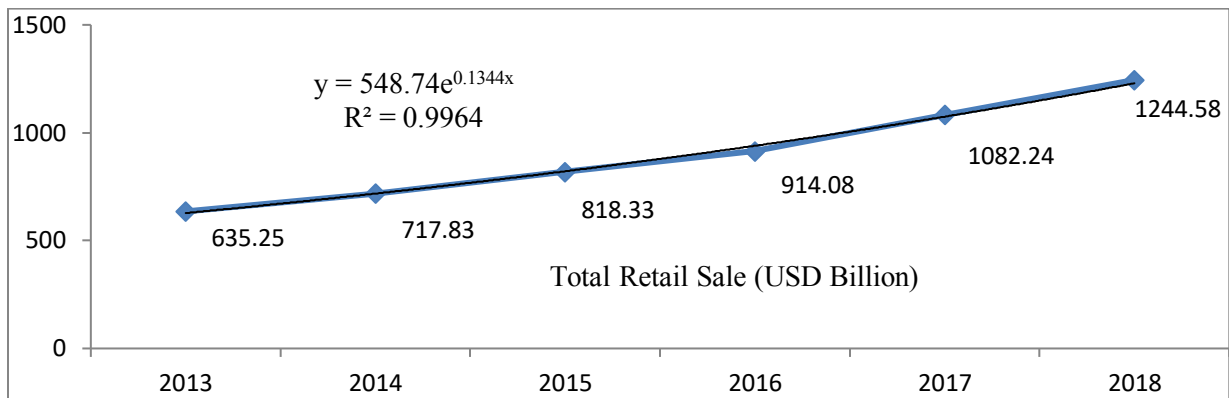
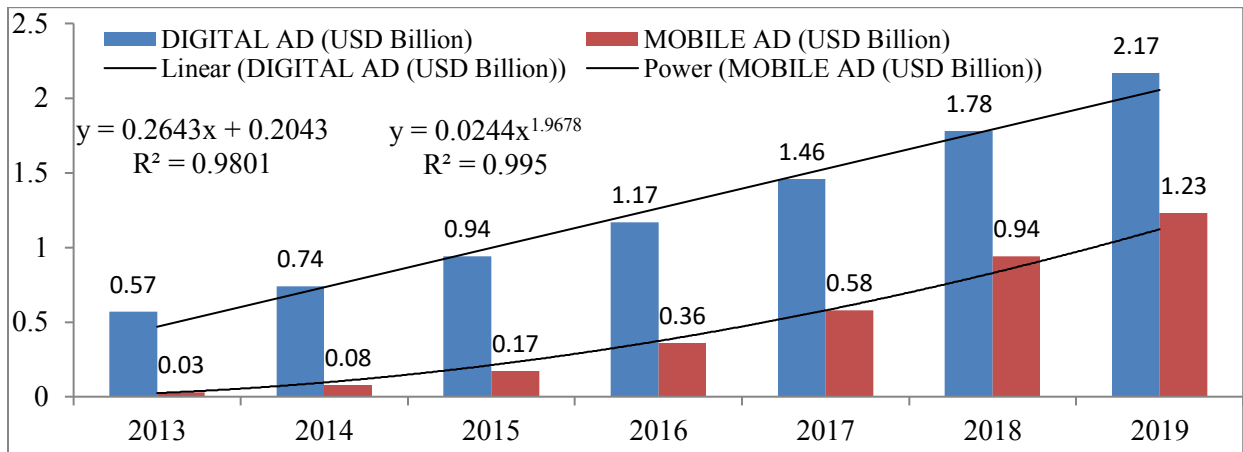
It is highly economical and equally powerful way of conversion-oriented marketing^{1,4}. All the digital marketing exercises can also be quantified through powerful digital marketing tools like Google Analytics, Google Webmaster, etc. that make it one of the most result-oriented modes of marketing^{5,8}. Other industries are struggling with a growth rate of 5 to 10%, while digital marketing industry was

booming high with 41% growth rate. Digital marketing industry is worth 68 billion dollar. Last year the advertising via mobile phones and tablets rose 200%, to 6 billion dollar. This market is estimated to touch 7.8 billion dollar soon^{2,3}. This rise is leading for high demand for professionals skilled in Digital Marketing

As we have stated already the other industries are struggling while digital marketing industry is booming with high growth rate. The growth of digital marketing is nothing less than magical. Digital marketing is a skill set which invariably helps everyone who is on internet in using the power of internet to their advantage by learning to create, promote effectively^{3,8}. Digital marketing opens the door to us for a wide array of opportunities. Digital marketing is hottest skill in today's business promotion. But the most remarkable point is that this growth rate is not going to be stagnant in the coming years^{2,9}. In the year 2016 by surprising figure with over 1.5 lakh jobs opportunities are provided by the industry in the digital marketing domain. Rise in mobile-phone penetration and decline in data costs will add 500 million new internet users in India over the next five years so that digital payment in India is expected to grow from 32% in 2013-14 to

62% in 2017-18 in terms of volume of transactions^{13,14,16,19}. The internet industry in India is likely to reach 250 billion dollar by 2020 with the 7.5% contribution in GDP.

The number of internet users in India is expected to reach 730 million by 2020^{11,12,18}. So the industry is expected to generate more than 20 lakh jobs by the year 2020. India had about 180 million Facebook users as of March 2017 and this number is an indication that almost 50% of the Internet-using population in India wants to network. Business to Business e-commerce market is expected to reach 700 billion dollar by 2020 whereas the business to consumer e-commerce market is expected to reach 102 billion dollar by 2020^{14,16}. The current growth rate in digital marketing Industry is 40%. There is 25,200 crore expected share of advertisement and promotion budget which will be allocated to internet advertisement and promotion by the year 2020^{5,12,17}. Since India's cost competitiveness in providing digital services, which is approximately 3-4 times cheaper than the US, India has come out on top with the highest proportion of digital talent in the country at 76% compared to the global average of 56%. This was the reason only the first quarter of 2017 marked for 8 lakh job opportunities in digital services.



The average salary paid to Digital Marketing professionals is quite high as per industry standards and the industry is soon becoming an extended arm of the marketing division of every company, thereby leading to a surge in demand for digital marketing

professionals. Hence the future of a career in this industry definitely looks promising.

5. Digital Marketing & Job's Dimensions

There is a significant gap in demand and supply of digital marketers today. Digital or

social media as a marketing subject is not covered in depth in most professional courses. Digital marketing is empowering to compete against larger, conventional players at a far lower cost^{1,5}. Small mom-and-pop stores have also jumped on the bandwagon with many messaging tools for customer communication, offers, and sales^{2,3}. Unlike a few years ago, it is a bit of a challenge to stay up to date in the digital marketing industry today. The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. In 2016 the market size of the digital marketing industry was 62.28 billion Indian rupees. The advertising industry size in India is estimated to be close to Indian rupees 59,700 crore in 2017. Digital advertising spend in India is estimated to be around INR 9,266 crore by end of 2017 growing at a rate of 27%³². The advertising industry is projected to be the second fastest growing advertising market in Asia after China^{2,3}. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45%. Digital is the third highest category of advertising spends, albeit lagging far

behind TV (Rs 27,378 crore, 44.7% of total) and Print (Rs 18258 crores, 29.8% of total)³³. It is very surprising that this is the state of affairs in the country because the opportunities for a digital marketing professional are huge in India right now. This is not just in terms of career growth opportunities, but in monetary terms as well.

A fresh graduate can easily obtain a role with a salary close to 25K per month to 6 lakhs per annum, while experienced professionals can command remunerations in the range of **20 lakhs 75 per annum**^{14,19}. Mobile Apps & plugins have simplified marketing. It's just identifying the right apps to create amazing content. **Creating relevant and timely Content is one of most important skill in 2016**¹⁸. Some most desired profiles in digital marketing field^{1,15,18,19} are *Digital Marketing Manager, Content Marketing Manager, Content Writers, Inbound Marketing Manager, Social Media Marketing Experts/Specialists, Search Engine Marketers, SEO Executives, Conversion Rate Optimizer, Copy Writers*. The average salary of similar responsibilities are given below

S.No	Name of Post	Average Salary / Month
1	HR Cum Marketing Manager	₹ 15,000 - ₹ 30,000 Approximately
2	Social Media Content Creator	₹ 20,000 - ₹ 30,000 Approximately
3	Digital Marketing Analyst	₹ 25,000 - ₹ 35,000 Approximately
4	Digital Marketing Expert	₹ 35,000 - ₹ 45,000 Approximately
5	Digital Marketing Executive	₹ 35,000 - ₹ 45,000 Approximately
6	Digital Marketing and SEO Expert	₹ 45,000 - ₹ 90,000 Approximately

7	Digital Marketing - Remote, Night Shift	₹ 60,000 - ₹ 66,000 Approximately
8	Digital Marketing Manager	₹ 25,000 - ₹ 50,000 Approximately

With technology developing every day, anybody has to continuously develop our digital marketing skills so that their career keeps growing. It provides you with various career options. If we love coding, we can go for web designing or if we are a born writer, go for content marketing and so on^{4,6}.

6. Conclusion

Digital marketing is growing with a rapid pace not only in India but throughout the world as well. While all other Industry are struggling with a growth rate of 5-10%, Digital marketing industry is booming high and already achieved growth rate of 30% last year and estimated growth for year 2016 is 40% and the most important part is that growth rate is not going to be stagnant in coming years. With a penetration rate of 34.5% India is a world 2nd most internet surfing population so it's clear there is still lot to go. The growth is rapid in this field and still a long way to go with higher pace that's the reason every fresher's and professionals looking to build their career in digital marketing. The advertising and marketing sector in India is expected to enjoy a good run. Growth is expected in retail advertisement, on the back of factors such as several players entering the food and beverages segment, e-commerce gaining more popularity in the country, and domestic companies testing out the waters.

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