A Significant study on major aspects and insight on Digital Marketing with specific reference to Flipkart.com

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Abstract

In this present world of digitalization, digital marketing as such is a vogue that which is sweeping across the whole world. With concepts of Internet marketing which is turning as an important platform of digital marketing along with certain other gadgets like digital billboards, tablets, mobile, smartphones, gaming consoles and many other such gadgets that which assist and help in digital marketing. Flipkart with its innovative digital marketing have created a niche market in online stores competing with the conventional stores showing the power of online marketing. The case study analyses how Flipkart.com has brought in an array digital and online marketing strategies to succeed and make it big in the digital marketing sector. The case also discusses how flipkart has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field. And few years from now it will be eventually seen that the conventional marketing being replaced by digital marketing. The last two years have changed the entire landscape of consumer behaviour and the so-called flourishing mall culture around the world, with India being no exception. The explanation is a well-known and apparent one that can be directly linked to the 'pandemic hysteria.' The 'lord of the market' became the 'servant,' and malls and large retail establishments lost the power of their 'showcasing' to influence impulsive purchases. Digital marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click-through-rates and conversion rates, and discover what's hot in digital marketing.

Keywords: Flipkart.com, Digital Marketing, conventional stores, business models, digital billboards

Introduction to digital marketing:

Digital marketing is a broad term that refers to various and different promotional techniques deployed to reach customers via digital technologies. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio. Digital marketing is also known as Internet marketing, but their actual processes differ, as digital marketing is considered more targeted, measurable and interactive. Digital marketing includes a raft of Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels that provide digital media, such as short messaging service (SMS), multimedia messaging service (MMS), callback and on-hold mobile ring tones, e–books, optical disks and games. A key digital marketing objective is engaging customers and allowing them to interact with the brand through servicing and delivery of digital media. This is achieved by designing digital media in such a way that it requires some type of end user action to view or receive the motive behind that media's creation. For example, to receive a free e-book, a customer might be required to register or fill out a form benefiting the advertiser with a valuable customer or lead. Digital marketing communications can be distributed at a faster rate and broader reach than traditional marketing communications. While this idea is undoubtedly true, reaching a mass audience quickly by using digital technology does not constitute Digital Marketing. In fact, reaching a more targeted audience iteratively is a more clear definition of Digital Marketing. Marketing executive is most supportive of Digital Marketing because of the ability to easily track and measure results of the marketing communication. Because of the use digital technology, the results of a digital marketing effort can be tracked by reach, views, clicks, visits, response rates, purchases made and so on. I will explore the details and importance of these types of measurement techniques in the coming weeks, but for now understand that Digital Marketing requires the ability to measure the results of a digital marketing campaign. The

use of digital technologies to create an integrated, targeted and measurable communications which help to acquire and retain customers while building deeper relationships with them is digital marketing. It must be digital because of the technology. It is targeted because of the value in the technology allows it to be. It must establish relationships because marketing using digital technology generally requires input from potential consumers. It must be measurable because measurability is inherent in the use of digital technology and inherent in the use of marketing.

Case study on Flipkart.com:

Flipkart was co-founded by Sachin Bansal and Binny Bansal in Oct 2007. Both are graduates from IIT Delhi and have prior work experience in Amazon.com They both were solid coders and wanted to open a portal that compared different e-commerce websites, but there were hardly any such sites in India and they decided to give birth to their own e-commerce venture - Flipkart.com Flipkart.com is an Indian e commerce company headquartered in Bangalore. Flipkart.com, India's largest e-commerce player for physical goods started with books in 2007 and entered the consumer electronics category with the launch of mobile phones, in September 2010. Since then, it has grown rapidly with the introduction of innovative features like Cash on Delivery (COD), 30 day replacement guarantee and its own delivery network. Today, their portfolio is spread across 12 categories – from books to music, mobiles, computers, cameras, home & kitchen appliances, TV & home theatre systems, personal and healthcare products and the newly launched stationery items. In addition to these, Flipkart has also made a foray into the emerging digital content market with the recent launch of Flyte, the digital music store. The founders of Flipkart have probably conquered their dreams with the amazing success of Flipkart. Flipkart is something which has really opened up the Indian e-commerce market and that also in a big way.

Flipkart was born with an initial investment of 4 lakh. It was never going to be easy since India has had badly past experiences with e-commerce trading. It was not an easy segment to break into, people were very particular in paying money for something which they had not seen and received. The trust was missing in the Indian customers. So what Flipkart had to do was to instill trust and faith in their customers. Flipkart began with selling books, since books are easy to procure, target market which reads books is in abundance, books provide more margin, are easy to pack and deliver, do not get damaged in transit and most importantly books are not very expensive, so the amount of money a customer has to spend to try out one's service for one time is very minimal. Flipkart sold only books for the first two years. Flipkart started with the consignment model (procurement based on demand) i.e. they had ties with 2 distributors in Bangalore, whenever a customer ordered a book, they used to personally procure the book from the dealer, pack the book in their office and then courier the same. In the initial months the founder's personal cell numbers used to be the customer support numbers. So, in the start they tried their best to provide good service, focus on the website - easy to browse and order and hassle-free, and strove hard to resolve any customer issues. Since there were not any established players in the market, this allowed them a lot of space to grow, and they did in fact grew very rapidly.

The company started opening its own warehouses as it started getting more investments. The company opened its first warehouse in Bangalore and later on opened warehouses in Delhi, Kolkata and Mumbai. Today the company works with more than 500 suppliers. As on date more than 80% orders of Flipkart are handled via warehouses which help in quick and efficient service. Flipkart derives around 50% of its revenue from selling books online. Flipkart is the Indian market leader in selling books both offline and online, it enjoys an online share of around 80%. Flipkart ships around 40000+ items on a daily basis. The average daily revenue is about INR 2.5 crore. 15+ million Titles are available on flipkart books. There are 2.6 million registered users on flipkart.4500 employees working in flipkart at the moment. Apart from this flipkart have 1.5 + million fans on Facebook and about 67000 followers on twitter which shows its vast reach in social media. Social Media Marketing is used to the hilt, by Flipkart.com

In its social media initiatives, Flipkart.com aims at facilitating an easier conversation channel for

customers and users. Conversations are to the point and are targeted at specific issues, thoughts and ideas. Flipkart.com began activities to make its presence felt on Facebook and Twitter about a year ago. The company has also used LinkedIn to connect with people. The popularity of the site has grown through recommendations i.e., people recommending the site to their family, friends and co-workers. And what better platform than social media to leverage 'word-of-mouth'! Flipkart.com recognized that using social media is about being human. Flipkart has recently added a string of electronic items like calculators, water purifiers, microwave ovens, washing machines, dish washers, vacuum cleaners etc. Flipkart has opened a music store which sells CD's and DVD's of movies' music releases and music albums. Flipkart has also acquired Bollywood movie content from Chakpak. Since digital media in going to rise in near future, Flipkart is geared up for the same. Soon it will start offering digital content like movies and songs online, as in the customers can pay and stream online digital content. Flipkart will also provide e-books very soon.

Target Audience:

Flipkart is aimed towards anyone who uses the internet but does not have time to shop. Though shoppers from all demographic backgrounds can find things that appeal to their interests, 75 percent of its readership is between the ages of 16 and 55. It focuses on consumers who are looking for diversity and prefer to shop from the comfort of their own homes. It makes an effort to expand its services to any part of the country where deliveries are possible. It devises clever marketing methods to capture the attention of its target audience, those with purchasing power, and persuade them that online shopping is superior to traditional shopping.

Search Engine Optimization

Flipkart, India's largest online retailer has spent a lot of time and effort refining its platform for search engine rankings. Flipkart shows in the top two results every time someone searches for a product, and this is all because to Flipkart's extensive SEO efforts. Flipkart has a search volume of 45,500,000, according to Uber suggest, a keyword tool by Neil Patel, and 22.5 million people in India click on SEO results. The average top-ten web page has 560 backlinks and a domain score of 93. These figures are just incredible.

The graph below shows the monthly search volume of Flipkart. As per the latest results in the month of July, Flipkart had a total of 55.6 million searches; out of which 11.3 million were mobile searches while 44.3 million desktop searches.

Flipkart's Social Media Strategy

Flipkart is active on almost every social media network.
Flipkart has – as of August 2020.
93, 96,244 Facebook followers
1.7 million Instagram followers
2.4 million Twitter followers

Flipkart has multiple Instagram accounts dedicated to various topics, such as a specialised account for technology, clothing, and other topics. Customers value feedback and customer reviews when it comes to businesses, whether it's for a product or a variety of services. Flipkart has paid extra attention to this by creating a new account called Flipkart Stories that focuses solely on customer stories.

Collaborations & Celebrity Marketing

Flipkart is well-known for its partnerships. It also spends a lot of money on celebrity marketing and star power. Flipkart works with a variety of celebrities on a regular basis.
"#IndiaKaFashionCapital," a collaboration between Ranbir Kapoor and Alia Bhatt, is one of the more noteworthy and recent partnerships. Flipkart is inviting fashionistas from all around the country to update their style with the latest trends from Flipkart as part of this promotion. Flipkart Fashion's brand spokespeople, Ranbir and Alia, teach consumers about constantly being ahead in their style game by 'Wearing The Next' through a purposeful media mix, leveraging stylish fashion quotient and targeted communication to their consumers. The duo appeared in a variety of interesting and interactive formats, ranging from short digital content to classic television commercials promoting the advantages of purchasing on Flipkart Fashion.

Celebrity Marketing by Flipkart

Campaigns

Frequently Bought Together

Flipkart loves to research and understand customer behaviour, so they've developed a series called 'Frequently Bought Together.' Flipkart shares the things that are commonly purchased by the audience through the app based on consumer behaviour and purchase patterns. Take a look at the image below.

Flipkart Kidults

A discussion of Flipkart's marketing strategy would be incomplete without mentioning their Kidults campaign. It began in 2014 and has yet to come to a conclusion. That, in and of itself, speaks volumes about the campaign's success. Right? The novel thought of kids acting like adults is the reason for such a successful track record.

Twitter Strategy

Flipkart pays special attention to Twitter out of all the platforms, which may surprise you. Flipkart is recognized for having a consistent communication strategy across all platforms, however when it comes to Twitter, they launch mini-campaigns like #SareeTwitter from time to time. Apart from fun marketing, Flipkart has a Customer Support System on Twitter that is available 24 hours a day, 7 days a week to respond to customer complaints and questions. You now know what to do if you have a problem with Flipkart in the future.

Campaign – #MultiPurposePurchase

When it comes to merging two products or telling how to fully utilise a product, Flipkart is a master at it. Check this out

Special Occasions

The brand follows a Social Media Calendar and makes the most of the Special Days, right from universally celebrated occasions like Father's Day, Sleep Day to days of national importance like Gandhi Jayanti and Independence Day. Usually, e-commerce platforms like Flipkart and Amazon have special discounts and offers on such occasions, so these posts are not there to drive traffic but to maintain a social media presence and act as a reminder to shop.

Flipkart's VR Campaign

We're all progressively making our way towards the worlds of artificial reality and virtual reality, and we've already seen the impact and use of filters by marketers on Instagram Stories. When it comes to adapting to new technology, Flipkart is always on the ball. Flipkart saw a chance to capitalise on virtual reality technology by including it in the Big Billion Sale Campaign. Without a question, the Big Billion Day campaign has played a significant role in Flipkart's marketing success, and they were able to achieve their target with the use of modern VR technology. The campaign was started as the Full Moon approached, as it is considered auspicious in India and is intimately tied with the holiday season. Despite the fact that their ad campaign ran on days when there was no full moon, Flipkart gave its users the opportunity to see a full moon obscured by clouds. Users were asked to blow into the microphone to sweep the clouds away, revealing the full moon as well as an exciting new offer, thanks to gamification. This campaign was unlike anything the audience has ever seen before, leaving them thrilled and eager, earning Flipkart 5 million views and a CTR of 2%.

Fun Engagement Activities

Flipkart keeps their audience engaged with different types of fun activities and with that being said they don't forget to mix it up with something which is trending. For example, during this lockdown many things have gone viral and trended, one such thing was Dalgona Coffee, remember? This is what Flipkart did

During the lockdown, the online delivery rate was on the rise, but at the same time safety was a concern, considering that the brand delivered a perfect message for No-Contact Delivery.
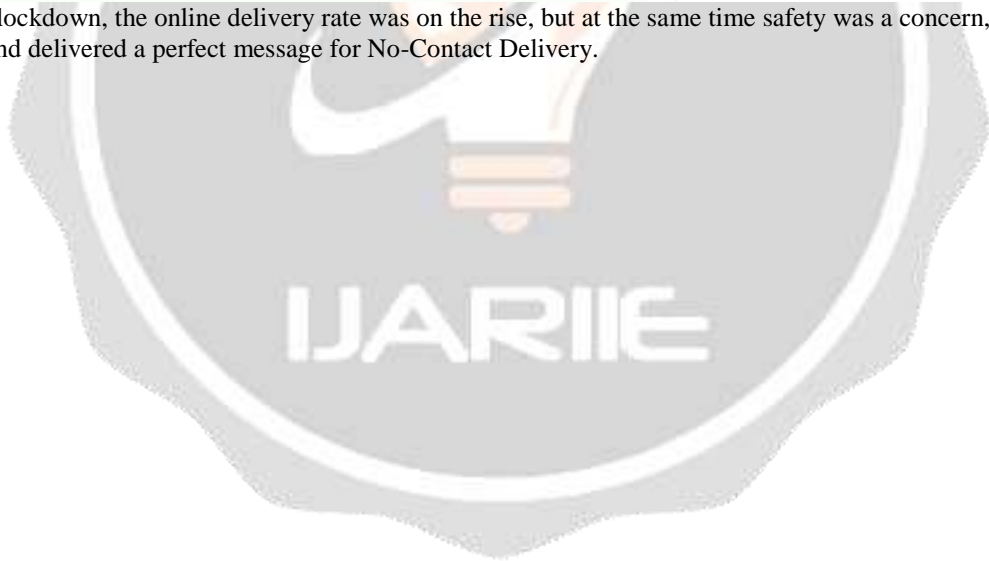
Paid Advertising:

Google Adwords:

Google Adwords is the go-to solution when it comes to Search Ads. As an e-commerce platform, Google Search Ads play a critical role in both sales and traffic generation. Users nowadays simply search for a product on Google, and if you're not among the top results, you're missing out. As a result, Google Ads are a must-have. Flipkart spends the most money on display, search, and shop ads, all of which are meticulously researched and targeted with the proper keywords. Here's an example of how Flipkart is driving traffic and a potential consumer by placing advertising on Google for random queries.
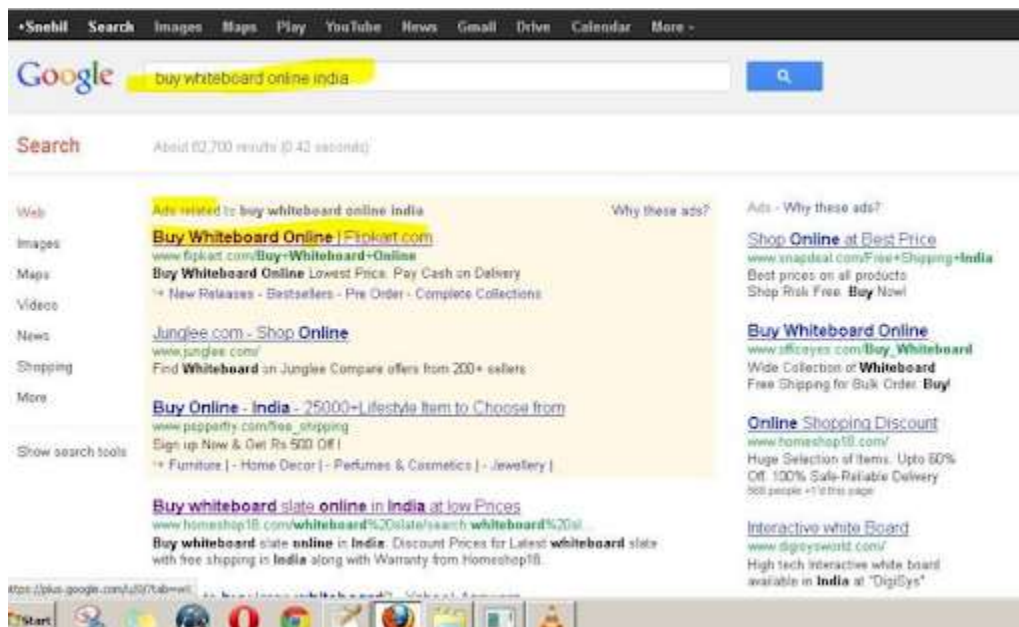
Google Ads is a method for E-Commerce platforms to draw attention to their platform by appearing in the search results of other platforms. With Amazon putting up stiff competition, getting your Google ad wording right is essential. Flipkart makes use of third-party platforms to run ads and advertise on various websites, mostly to remarket to customers who add things to their carts or wishlists. Flipkart uses the Facebook Pixel to re-target users across social media platforms once they click on one of its Google ads.

Flipkart's Affiliate Program

Affiliate marketing is performance-based marketing by which a person can earn rewards in the form of commission for marketing another person's or company's products. Flipkart delegates the responsibility of marketing its products to third parties known as affiliates and shares a part of the profit on the sale of the products. Affiliate programs of e-commerce portals like Flipkart and Amazon are some of the legit ways to earn money online during this lockdown. Flipkart portal offers almost everything needed by a commoner. From beauty to baby care products to fashion to electronics and beauty to baby care products, everything can be found on this online portal. All you need is decent traffic on your website or blog. You can then join Flipkart's affiliate program and market a range of products of your niche. Flipkart offers one of the best affiliate marketing programs through which people are earning around Rs.25,000 to Rs. 80,000 per month. -15% of the product's price.

Flipkart Affiliate Marketing Commission

Below we are mentioning a few product categories and their commission percentages:

- Books and e-learning (10%)
- Gold and silver coins (0.1%)
- School supplies and toys (10%)
- Baby care products (10%)
- Fragrances and Beauty products (10%)
- Household supplies (10%)

Youtube Marketing:
Flipkart took full advantage of YouTube's position as the world's second-largest search engine (behind Google) to promote its marketing activities. Flipkart announced "India ka Fashion Capital," a specialised marketing strategy for the fashion category that focuses on displaying video commercials on YouTube, where the majority of their audience is located. Google was also able to assess the impact of digital vs. traditional media techniques, demonstrating that the brand had made a wise decision by focusing entirely on digital channels.

Flipkart Kidults
As mentioned earlier, Flipkart's marketing campaign is incomplete without including kids, be it social media ads or YouTube ads. This campaign was a blast and has been used considerably until late 2019.

Remarketing:

Any marketing or advertising technique that re-establishes a connection with potential purchasers after they visit a store's website is known as remarketing. Remarketing existed prior to the Internet's advent, but its application has switched from offline to online, and it is extremely beneficial and inbound. Typically, visitors to online portals arrive and leave without making a purchase. Remarketing entails broadcasting advertisements to such potential clients across several digital channels in order to persuade them to convert. Flipkart has a large client base that goes window shopping and checks product specs. Customers do not, however, purchase all of the things they see. Customers return to particular products numerous times after browsing them for several hours. When customers leave items in their shopping carts, it signals a strong desire to buy. According to the survey, 30 out of every 100 online shoppers add items to their shopping basket. That's 30% of customers who are interested in purchasing something! That's a large sum of money. Only 3% of such buyers, on the other hand, purchase the product subsequently. Around 27% of these users abandon the items in this state. Remarketing is a method of advertising that is used to target a certain audience.

An Analysis of Flipkart.com's Business Model:

1. They always provide great customer service. Flipkart customers are happier than with some of their competitors like Tradus.in, Indiaplaza.com.
2. Their website is great, easy to use, easy to browse through the products, add products to wish list or to a cart, get product reviews and opinions, pre-order products, make payments using different methods, in short hassle- free and convenient.

3. A very important point is that they introduced the option of cash on delivery and card on delivery and in this way people demonstrated more confidence in buying products. An interesting fact, is that today Flipkart sells around 20 products/min and has a massive customer base; still more than 60% of the Flipkart's customers use Cash on Delivery and card on delivery methods. This is because of two reasons, one is many people do not know how to make payments online. And secondly people do not have immense trust in e-commerce in India. Flipkart also provides a 30 day replacement guarantee on its products and EMI options to its customers for making payments.
4. Flipkart's reason of success is that it has a great customer retention rate, it has around 15 lakh individual customers and more than 70% customers are repeat customers i.e. they shop various times each year. The company targets to have a customer base of 3 crore by 2020
5. The investment in social media has been in terms of time and effort. Almost everyone at Flipkart monitors social platforms.

The digital marketing strategy of flipkart:

Flipkart has been using digital for both building the brand and acquiring consumers. Flipkart has been mostly marketed by word of mouth advertising. Customer satisfaction has been the best marketing medium for them. Flipkart very wisely used SEO (Search Engine Optimization) and Google Ad-words as the marketing tools to have a far reach in the online world. Flipkart.com official Facebook page has close to 10 lack 'likes'. Flipkart recently launched a series of 3 ads with the tag line - "No Kidding No worries". Kids were used to create the adverts to send out the message - if a kid can do it, you can also do it. From a brand preference point of view, if the message is complex, the traditional medium works better as there are some restrictions in terms of innovation on digital. But that doesn't really mean that traditional media is imperative and is a must for building a brand. Social media has guaranteed a large reach for the companies. Today, one of the primary reasons that people are coming on to internet is Facebook. The objective on social media is to build a deeper engagement with the audience on these platforms.

The company has built a great brand name, they just have to maintain and enhance the same. It needs to keep introducing more products, adapting to the changing needs of the customer with time. The entry of Amazon.com in 2012 in the Indian e-commerce space has been cited as a big challenge to Flipkart. However Flipkart is a respected Brand name in India and should be able to compete with Amazon. Amazon being a very big company can bring in serious competition to Flipkart, since Amazon can bear more losses in the beginning to gain customer base. But again Indian market is growing at a rapid pace as access to internet increases and people become more aware of e-commerce sites and start trusting the same; hence Indian market is sufficiently big at-least for these two giants to co-exist beneficially. The company is currently valued at around 1 billion dollars i.e. 5000 crore. More importantly Flipkart has ushered in the e- commerce era in India. This has generated massive interest in e-commerce sector; people are opening websites to sell anything from shoes to apparels to jewels to baby care products etc. This has helped in creating a lot of job opportunities and thus helps the Indian Inc. growth story as well.

Based on the present study the future of digital marketing can be analyzed as follows:
1. **Shift from Tactical SEO to SEO Strategy**
    Last year, with the launch of humming bird update from Google, search engine behavior changed and search engine algorithm improved for better. Therefore, SEO has to evolve now from tactical approach to long term SEO strategy. As such SEO strategy is the basically to
    ❖ Define the target audience,
    ❖ Focus on keywords that are relevant to the audience not search
    ❖ Enhance quality of the content
    ❖ Improve the presentation of search engine listings with mark ups
    ❖ Reach the audience wherever they're online
    ❖ Engage audience and help boost user generated content
    ❖ Integrate SEO with complete digital strategy
    ❖ Concentrate on all organic such as organic SEO, organic link building etc

2. **Rise of Social Media Marketing in India**
    At 82 million monthly active users, India is the second largest audience base for Facebook in the world and it may possibly dethrone US on Facebook soon. India is positioned second for user population of LinkedIn at 20 million users, while for YouTube and Twitter user population from India goes up to 52 million and 42 million. There is easier and cost-effective access to middle class to upper middle class people in India, that are mostly young and

capable to spend large amounts, and they're target audience to almost all brands. Interestingly, local businesses are using social media especially Facebook to sell online in India. Hence, we can expect an unprecedented growth in social media users in India that will help social media marketing to experiment and become more popular tool for branding, online selling and customer engagement among businesses/brands.

3. Content Marketing

Content Marketing will be throughout in limelight. In India, people are extensively searching, researching and consuming content – text, audio (not that popular), image and video. Largely, social media networks are pushing for improved, meaningful and creative content marketing.

Text is the foremost tools in SEO that will easily help you acquire higher ranks, reach targeted audience, engage your audience and convert them. It's at the top of all the game that you maybe planning. Images are usually subordinate to text and complement it, and they are highly popular among Indians. Images are known to trigger imagination and help in building trust. India has 54 million viewers that are spending uncountable hours to watch 3.7 billion videos per month. Brands in India are now realizing the power of video marketing and now developing creative and innovative video marketing campaigns to build their brand identity. All – text, image and video – constitute your content marketing. And more and more brands, businesses and organizations in India will understand its importance and will use it optimally in coming years.

4. Key Performance Indicators and Return on Investments

Brands and businesses were only investing without caring much for the returns on digital marketing. The 'conversion rate', 'key performance indicators' and 'return on investments' will catch in trend across all sections of digital marketing in India. With the availability of deep analytics and increasing awareness of clients in India, the marketers will have to explain digital marketing ROI. Furthermore, Indian digital marketing consultants will use KPIs and ROI to improve their conversion rate, enhance customer experience and brand reputation. Today to convince an aware Indian client, it's necessary to elaborate the possible cost-per-lead, each digital spend, return on each spend, and key performance indicators.

5. Viral Video Marketing

Today around 270 million Internet users in India, it's easy to go viral with something awesome.

Major Brands and businesses will be planning to use viral video marketing with the help of social media networks more effectively to reach large audience in India. Essentially, with video marketing in India it has become easier to build brand identity, improve brand storytelling and engage audience, and enhance brand loyalty. Viral video marketing will increasingly find many takers in India, given many advantages. At present, big brands, Indian cinema, Indian music, government of India, political parties, Indian educational organizations, and many others are successfully using video to entertain, educate and emotionalize audience in India.

6. Responsive/Mobile Marketing

Firstly, the easy availability of smartphones, tablets, phablets, and touchpad's that is redefining mobility in India. Secondly, there is large audience (approx 130 million users according to IAMAI and IMRB) in India accessing Internet through mobile devices. Thirdly, Gartner says India to have 82 per cent mobile penetration by the year 2020. Fourthly, India's mobile video consumption has doubled and more than 65 per cent of Indians are sharing videos on mobile. Lastly, according to Facebook, there are 62 million Indians accessing Facebook through mobile. Mobile is the way forward in India, to reach Indians across India.

Since 2014, mobile applications, mobile advertising, mobile video marketing, and marketing on popular mobile networking apps such as WeChat, Line, Whatsapp, Vine, Snapchat, Instagram and others have increased exponentially. Return on mobile marketing investment will remain an issue that may disturb marketers. However, with m-commerce, mobile payments, and innovations by Google India, Flipkart and many other market leaders, some breakthrough could be seen that would increase ROI on mobile marketing.

7. Localization

In India, localization has become endemic. It will gain further ground with the help of Google India search engine, Google Maps, online classifieds (e.g. Quicker), local online search engines (e.g. Just Dial), local listing websites (e.g. Grotal), vertical search engines (e.g. Zomato and ThinkVidya) and others. Moreover, websites will increasingly localize as well. In digital marketing industry, localization will increase among brands/businesses. Many local joints, bars, clinics, super stores, shops, restaurants, clubs, pubs, companies, organizations etc. will also invest in digital marketing to reach their audience online and specifically on mobile. In localization – timing, limited budget, content strategy, mobile marketing and advertising – will be great challenges that may disturb marketers.

8. Personalization

Personalization will evolve overtime in to much larger. However, there are privacy issues attached with it, but despite that, there are many takers for personalization to improve customer experience and delight. Google acquired NEST labs for US$ 3.2 billion. NEST labs manufactures smart home thermostat. Google uses NEST to know more about its customer for better customer experience. The point is personalization will not expand world, but also in India at much higher speed especially in e-commerce industry. As all are trying to enhance customer experience to push sales, by providing them more personalized services. For effective personalization, businesses have to deeply understand their customer behavior and clickstream, and analytics will help them a lot to understand this. Variety of analytics and testing will be used in further years such as heat maps, deep analytics, customer journey, A/B testing etc. in order to know what their customers' wants, needs, and requirements in any particular time, season and moment.

9. Online and Social Customer Relationship Management

Many Indian e-commerce websites, portals and others do not have effective online customer-relationship management systems. Moreover, many customers are now comfortable on chat, email, mobile chat and social media. Therefore, companies are expanding its outreach to improve their CRM systems and enhance customer delight. Social CRM would be strategic of all, as many Indians are comfortable in using social CRM on the go.

10. Conversion Rate Optimization and Testing

Recently, conversion rate optimization and testing in digital marketing industry of India is picking up fast due to e-commerce boom in India. Conversion rate optimization and testing will be strategic to improve digital strategy, enhance outcomes and sales, and perk up customer delight. In India, many SEOs and digital marketers tend to ignore analytics, but in future, analytics will regain its due importance in digital strategy. Moreover, deeper analytics is bound to take place as Google has improved Google Analytics for deeper understanding of customer online behavior and background. In addition, analytics will largely drive CRO and testing in India. The CRO in mobile in India might also take place, as we know it increasingly in India users are purchasing through mobile apps on their smartphones and tablets. The biggest challenge for CRO and Testing will be the limited budget and ignorance.

11. Innovations in Online Payment System

There are lots of innovations in online payment system with new launches expected this year and boost in Indian e-commerce industry. Just recently, Visa and MasterCard launched new mobile payment services. With this technology, you can make payment through Kitkat OS and NFC powered smartphone. It uses Host Card Emulation feature of Android to save card details remotely in encrypted form and can be disabled remotely if phone is lost. In 2013, Flipkart launched 'Pay Zippy', which is an online payment system made for Indian e-commerce websites. Similarly, PayU India also emerged as prominent contender, which is increasingly becoming popular among small/niche vendors. PayPal will have to optimize its system according to Indian situation and needs. For digital marketing industry, all these happenings will help them increase conversion rate of ecommerce websites and improve customer delight. Because most of the time in India, the cart abandonments take place because of the limitations in the online payment systems.

12. Ad Micro Targeting and Re-Targeting/Re-Marketing

In social media, Facebook has introduced promoted posts, customization in audience, whereas Twitter, improved interest, device selection, geo-targeting and others of promoted post, and while LinkedIn, also improved targeting. More customization, micro-targeting and re-targeting features and tools can be expected from these popular social media networks. Google also have improved its re-marketing/retargeting capabilities, and many special and exciting updates can be expected in future. At present, e-commerce industry in India is extensively using re-marketing and micro targeting online. In India, businesses are spending huge in advertising; therefore, there would be rise of many startups offering innovative solutions in advertising itself.

13. Humanization of digital Marketing:

Digital marketing will humanize further, where brands/businesses will understand the importance of conversations and engagements. Moreover, Google ranks higher only those contents that have higher likes, shares, comments and other customer engagement signals.

Companies will try to connect and converse more through digital marketing with their target audience. And we can expect, this will only increase customer retention, brand loyalty and word-of-mouth. Digital strategies in future will be based on co-creation and collaboration concept, where humanization of business, interactivity and engagement will help in delivering value.

14. Multi-Channel/ Integrated Marketing

In India, multi-channel/integrated marketing will grow in popularity and effectiveness. As many brands/businesses in India are increasingly embracing this concept to attract and engage customers on all online and offline platforms. All businesses/brands in India, will try to integrate their marketing efforts, especially their digital marketing with offline marketing. In India, brands are realizing of importance integrated marketing communications, in which conveying single message across all platforms helping them to improve brand experience, brand loyalty, keep brand top-of-the-mind, and increase sales. However, there are challenges such as mobile and disintegrated marketing teams, which are plaguing the effectiveness of integrated marketing leading to no credible business value generation. Nevertheless, given advantages of multichannel marketing/integrated marketing, large number of businesses in India will embrace it.

Flipkart – Covid Strategy

Everyone is in a pickle as a result of the COVID-19 situation. Due to the increasing demand for online services at the time for obvious reasons, Flipkart and other e-commerce platforms were forced to supply products while keeping their own and their customers' safety in mind. Flipkart introduced a no-contact delivery approach called #FlipkartForIndia to safeguard the safety of their customers. Products will be delivered after rigorous sanitization and health and hygiene checks. Flipkart, in partnership with its parent firm Walmart, gave medical equipment worth Rs 46 crore to fight the CoronaVirus in India as a way to thank and support the frontline troops.

Not only that, but Flipkart has worked with Uber and Meru Cabs in several locations throughout the country to deliver essentials to clients in a safe and timely manner. In addition to all of this, Flipkart #SmartBuy has offered hand sanitizers and surgical masks to ensure that there is no scarcity in this fight. Flipkart didn't undertake all of this merely to promote their brand, as evidenced by the way they praised ordinary individuals on the road as supporters of the needy and warriors on their social media platform under the hashtag #FlipkartBrightSide.

Flipkart offered examples of ordinary individuals doing their part, such as:

1. To support the hard work of Kerala police officers enforcing the lockdown, Anand and Sivan Macro provided them a tea break! In their car, the father-son team set up a makeshift tea kiosk, distributing roughly 200 cups of tea every day.

2. In Delhi, renowned ophthalmologist Shibal Bhartiya organised a team of volunteers who handed over 2,000 packets of cookies, 4,600 kilogrammes of uncooked dal-chawal, 2,000 soap cakes, and 500 kilogrammes of detergent to those in need.

Conclusion:

Recent research however shows that digital marketing in India businesses are getting serious about digital marketing and investing in it heavily. In the current scenario, internet is pretty small right now and the larger share of the target market is still available offline. However, going forward, in the next two to three years, digital consumption and spends will go up in India and, for this to happen, both quality and quantity of content needs to grow in India. Once that is achieved, the overall industry spends on digital standing at around 15 to 20 per cent in the next two to three years. Currently the digital medium has its constraints with the number of people accessing and spending time on this. It has to become a large enough medium in terms of consumption to compete with TV. Though people are buying online, a large proportion of their time is still spent offline. Having said that, today, the target group for most online companies is people living in the metros and slowly it is becoming important for a brand to be built online also which can be seen in other business segments as well. Increased usage and major demand for network information as well as connectivity is generally reflected in the internet penetration rates among the entire world. Also due to the adaptation of digital resources the penetration has brought fast and rapid development for the country. Marketers use innovative advertising that which appeal similar to both young and old people to attract people all over the world. It is by far one of the fast and flexible means of marketing today. Whether it's billboards, television advertising, or digital ads, Flipkart has always been on the cutting edge of marketing methods based on current trends.

Its cleverly crafted yet emotionally charged commercial campaigns leave a lasting impression on the Indian audience. Flipkart's business may be threatened by equally large competitors, but its smart marketing methods will ensure that it continues to lead the E-commerce industry for decades to come.

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