A Study on Digital Marketing Processes at Digitally Inspired Media

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Comments by the Faculty

Marketing a product effectively and efficiently is one of the key aspect in sales. One can always observe that a product that has high market would have reached its customers through the best channels. He chooses that product which has gained more popularity amongst the customers who uses/used it. He looks for the comments one poses on the media and ensures that he has selected a right brand among various available in the market. The trends have been changing and also the customers are more selective as compared to the earlier customers. The dynamic behavior of the customers is yet another factor that is making the organizations to be more careful in selecting their channel of communication. A right means helps both the parties. One such means is social media which includes Facebook, twitter, LinkedIn etc. Now-a-days organizations are looking at these channels for communication, which is being classified in marketing as "Digital Marketing". Few organizations also outsource their adverting campaigns to other organizations in the market who can take them to their customers, in the right way. Digitally inspired media is one such organization, which has its base in Chennai that serves its clients to take their products to their customers.

Digitally inspired media was founded in 2012 by Mr.Surej Salim and Mr.Manish Kishor, which has its base in Chennai. Their services include social media marketing, video content developments and web branding. They serve those clients who look for a solution for their online brand visibility and brand reputation. They consider the needs of the customers of their clients and develop we content, which provides complete information about the products as well as updates. Their client bases ranges from corporates to business schools. The present research paper is an extract from the summer internship project that was carried by Ms. Gouri Patil at Digitally inspired media. She got an opportunity to spend two month time with the organization and learn key aspects relating to digital marketing. Her objectives include a. Understanding the processes being followed at the organization, b. Participate in the brand visibility activities and contribute for the improvements, c. Creating pages for the clients and content development.

As an intern, she has got a good exposure as well as an opportunity to be a part of the team and learn the processes. She was asked to post regularly in their clients pages and also to interact with the clients. By doing this, she could understand how important it is to read the needs of the client's customers and then post the social media. She has worked on Facebook and LinkedIn. It also, helped her to create, and modify the content at several stages. This SIP has given a chance to learn how the market reacts to a certain post on social media and also how important it is for an organization to have their presence on social media. She has worked for few clients ranging from popular saloon in Chennai to popular B-school in Chennai. The diversity in the requirements of the clients she has handled, enabled her to think differently within a gap of few minutes to develop the content. This made her to think as per the client's market and shift her thinking processes and creativity quickly. The intern could successfully complete the tasks and has finished the project within the time limits. She could also give few recommendations that improve the processes and the details are presented in the current paper.

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Introduction

In this section, we present a brief introduction to Digital marketing and about Digitally Inspired Media.

Digital Media Marketing or Digital Marketing

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

Digital Marketing is Defined as "marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks". (Wikipedia, 2008)

Importance of Digital Marketing

In today's technology driven world, a new fast paced digital economy is emerging. In the near future, it wouldn't be surprising to see that there are companies that exist only inside computer networks. Most business transactions will be made electronically, directly from the producer to the consumer, bypassing the supply chain. In the digital marketing environment, the consumer becomes an integral player in the development of the product. It is e-commerce that is changing the way products and services are conceived, manufactured, promoted, priced, distributed and sold. There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was

➢ Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more.

➢ Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is made (and still then, the statistics are far from exact numbers).

➢ Digital marketing, on the other hand, refers to marketing methods that allow organizations to see how a campaign is performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions.

Company Profile

Digitally Inspired Media was founded in 8th of May, 2012 in Chennai by Mr. Surej Salim and Mr. Manish Kishor. It is a company that believes in providing a one stop solution to a client that's looking for 'Online Brand Visibility' and in turn create an outstanding 'Brand Reputation'

so that when a consumer comes knocking there is no stone left unturned for the best impression. They believe that apart from the conventional methods of advertising, in today's world, one always need to be one step above the others. To render this, the brand needs to be brought out in public through different social mediums by creating online visibility to the people they are targeting to reach.

Services provided by Digitally Inspired Media

1. Social Media Marketing , 2. Video Content Development, 3. Web Branding.
(Source: Digitally Inspired Media, 2012)

SWOT of Digitally Inspired Media

Strengths

➢ Popular in the Industry, due to the brand image.

➢ Strong customers, base with long term relationship.

➢ Efficient employees with chuck of ideas.

➢ Have sufficient experience in branding with many brands from different industries.

➢ Strong and supportive backend technology team.

Weaknesses

➢ Number of employees is not sufficient for managing clients.

➢ Expansion of business to new geographic locations inside India is absent.

Opportunities

➢ Growing Internet penetration in India.

➢ Marketers are changing their communication pattern from traditional to digital media.

➢ Increase in number of mobile users in India.

➢ Number of players are less in market.

➢ Development of technology in Digital ecosystem.

Threats

➢ Competitors

➢ Traditional agencies are now moving to digital also.

➢ Business risk is very high since business is completely based on client's requirements.

Porter's Five Fore Model Analysis

Porter's model will help in analysis of the industry and the company. This will help us to understand where the power lies in the business.

Threats of New Entry

➢ Full service agencies have high demand in Market.

➢ Lack of getting efficient work force is a threat in digital advertising.

➢ Cost of setting up a digital agency is low. But agencies need to invest a huge amount in backend functions like, technology.

➢ Getting clients in the initial stage is a bit difficult, since clients will usually look the past experience of agency.

➢ Government regulations in the digital advertising are low.

Bargaining Power of Suppliers

➢ Lot of suppliers are there, but some suppliers who have higher reach and affinity will charge higher price for placing ads in their portals.

➢ Real time bidding will lead to increase in the demand of some portals.

➢ Seasonal campaigns put pressure on the supply side to charge high.

Bargaining Power of Buyers

➢ Buyers are the clients of agencies; basically buyers are high idea seekers.

➢ Clients will choose agencies which have good experience in industry.

➢ Clients can ask agencies to change pattern of campaigns at any time.

Threats of Substitutes

➢ Number of substitutes is high; substitutes include Print media, TV, OOH and Radio.

➢ Substitutes are too popular among buyers. They had high demand in past years.

➢ Main competitor for Digital advertising is TVC.

Rivalry by Existing Competitors

➢ At present competition is low, but it can increase in future, because lot of new players are trying to enter in the Digital marketing.

- ➢ Most of the traditional agencies have now started concentrating on digital technology.

- ➢ Existing firms in the Industry are creating variety of unique campaigns for clients.

Conclusion of Porter's Five Force Analysis

- ➢ Low threats for new entry.

- ➢ High bargaining power of suppliers.

- ➢ Bargaining power of buyer is medium, but in coming years there is chance for increase, due to entry of lot of players in the industry.

- ➢ Threats of the substitutes are high, but it will change in coming years.

- ➢ Indian market is a high potential market for digital advertising due to high internet and mobile penetration.

Problem Statement and Objectives of the Study

In this section, we present the problem statement and objectives of the study.

Problem Identified

Poor 'Online Brand Visibility' and Brand Reputation of the clients of Digitally Inspired Media.

Objectives of the Study

Primary Objective

The main objective is to increase the 'Online Brand Visibility' of the clients.

The above objective was divided in to the following :

- • To build 'Brand Reputation'.

- • To understand the effort behind fulfilment of brands objective through campaigns.

- • To choose appropriate media for communication.

- • To maintain relationship with clients.

- • To understand the Target Group for different brands.

Project Methodology

In this section, we present the approach selected by researcher to meet the objectives and motivation behind selecting that approach.

To increase the web presence of the clients, work was carried out on Social Media Marketing.

Social Media Marketing

Social networking sites act as word of mouth. Social networking sites and blogs allow followers to "retweet" or "repost" comments made by others about a product being promoted. By repeating the message, the user's connections are able to see the message, therefore, reaching more people. Since the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Popular forms of social media include Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google + and blogs. Now a days, social media has become a platform for marketers to make conversation with customers. Brands are now engaging customers through social media.

Rationale and Motivation for Selecting the Approach

Overview of the Indian Internet Users

Social Networks capture the largest percentage of consumers' time in the region. comScore data's showing 86% of the Indian web user visit a social networking site. Facebook continues to be the number one social network with a 28% increase in traffic and a reach of 86%. Average time spend by an Indian user on Facebook is 217 minutes. LinkedIn emerges as number two, while Pinterest and Tumblr are the fastest growing networks. A study from 2011 attributed 84% of "engagement" or clicks to Likes that link back to Facebook advertising.
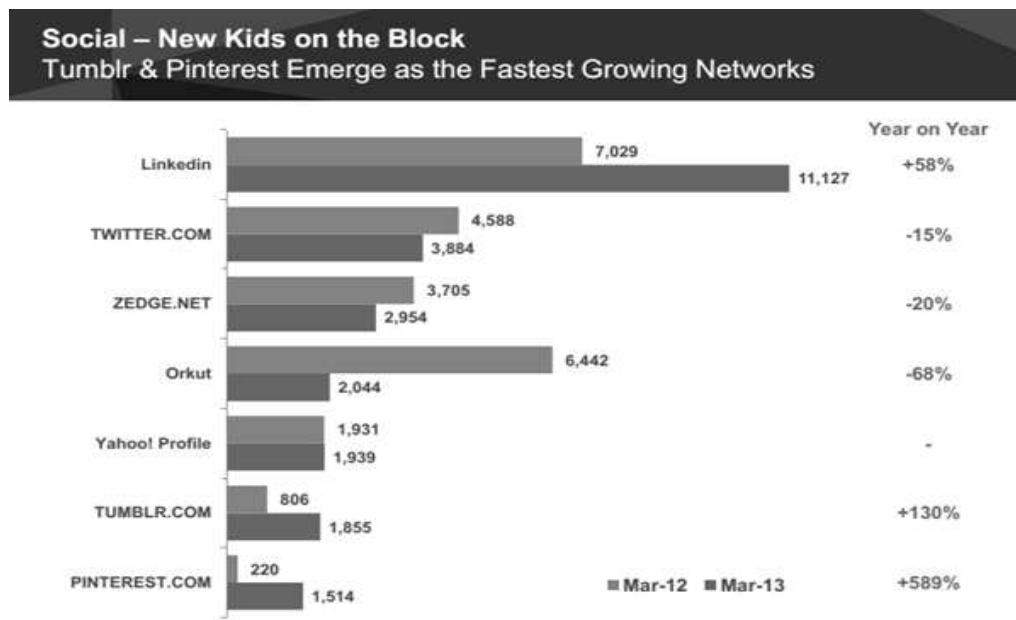
(source:comScore, 2013)

Figure 1 - Fastest Growing Social Networks

(source:comScore, 2013)

Number of Indian Users on Social Networking Platforms

Facebook-	Twitter	LinkedIn	Pinterest	Instagram
90 Million	– 30 Million	- 18Million	– 15 Million	- 2 Million

Figure 2 - No. of Indian Users on social Networking Platforms

(Source: exchange4media report, 2014)

Steps of Execution

This Includes the Following Steps

➢ **Brief:** Role of the company will start only after receiving the brief form potential clients. They will forward their brief to two or three agencies. Brief will contain details like, name of the brand, name of the product, objectives of brand, background of brand, target group of the brand, challenges of the brands, duration of campaigns, desired result, budget of the campaign and creative requirement.

➢ **Pitch Presentation**: Presentation will be made by the company to client based on the brief forwarded by them. Pitch presentation contain details like target market, strategies based on objectives and requirements of the brand by clients and approaches.

➢ **Review**: Client will review the proposal put forward by the company. Clients will analyse the impact of campaign based on the cost, reach and result. If client is not satisfied with the proposal they will inform the agency.

➢ **Developing Content/ Creative:** Once the client agree, we come up with content plan/ creative. In this step Social Media Team will execute the idea and develops the content plans, campaigns, contests, etc., based on the client requirement. We bring in the creativity by relating to upcoming events or relating to special days of the year (ex: Mothers' day, Woman's Day, Labour's Day, etc.). The creative will come in to final formats of the posts on Facebook, Twitter, etc.

➢ **Run Posts**: After developing and designing the posts, Social Media Team will start running the posts / campaigns on Facebook and Twitter to reach the audience.

Tweets Made for Green Trends

Figure 3 - Tweet by Green Trends on Beauty Tips.

Tweets Made for Rajalakshmi School of Business, Chennai.

Figure 4 - Tweets by Rajalakshmi School of Business on Latest News.

Post Developed for Nalaas Aaapkadai on Facebook

Figure 5 - Post for Nalaa

(Source: https://www.facebook.com/ NalaasAappakadai?fref=ts)

#YourHouseYourRules **Campaign Made for Annai Builders on Facebook**

Figure 6 - Post No. 1 of #YourHouseYourRules

Figure 7 - Post no. 2 of #YourHouseYourRules

Figure 8 - Post no. 3 of #YourHouseYourRules

Figure 9 - Post no. 4 of #YourHouseYourRules

Figure 10 - Post no. 5 of #YourHouseYourRules

(Source: https://www.facebook.com/search/str/annai+builders/keywords_top

➤ **Reports**: At the end, reports will made by Social Media Team. The report includes total no. of likes on Facebook, total no. of clicks on Facebook, total no. of engaged users on Facebook and total no. of reach on Facebook. Advantages of Social Media Marketing.

Key Findings

To quickly summarize the advantages of the digital marketing as seen from the point of view of the user as well as the marketer. These findings are an outcome from the experience of the researchers at Digitally Inspired Media. Also, they are from the view point of the organization and its client's customers.

To the User

- Digital marketing gives more control in choosing content. It offers customization of the content, the way the user wants to view it. It offers a variety of options for information and entertainment. It offers a wide range to choose from for the user.

- It offers tremendous convenience to the user not only in delivery of information, but also in allowing him to transact — often in a seamless manner.

- The best example of giving control of content is the My Yahoo!! service offered by the Internet giant, Yahoo Inc. It gives the user the choice of content for various topics ranging from news to stock options to entertainment to sports and just about everything.

To the Marketer

- It offers several options to a marketer trying to target a particular community.

- It serves not only as a channel of information, but also of product distribution.

- It offers a highly interactive medium that sometimes (e.g. chats and forums) is almost equal to one-to-one interaction with the audience.

- It allows the marketer to actually link his spends to action, and pay only on action. This action could be a click on the banner or even product purchased or just a banner impression or per 1000 impressions

- Given the payment options and high interactivity, the Internet offers a medium for high level of experimentation at a low cost.

Benefits of Digital Marketing

1. Increased Brand Recognition.
2. Improved brand loyalty.
3. More Opportunities to Convert.
4. Higher conversion rates.
5. Higher Brand Authority.

6. Increased Inbound Traffic.

7. Decreased Marketing Costs.

8. Better Search Engine Rankings.

9. Richer Customer Experiences.

10. Improved Customer Insights.

Recommendations

This section covers the recommendations made by the researcher for the digitally Inspired Media to resolve its problem. Below are few recommendations for the company:

- ***Expansion of Business to New Geographic Locations Inside India***

    Digitally Inspired Media has its presence only in Chennai. So the agency can be expanded in all the metro cities where there is high demand for digital marketing.

- ***Start Advertising with Google AdWords and AdSense***

    The biggest advantages of advertising with Google AdWords are lower advertising expenses, greater control over your own ad campaigns, faster customer conversions, easier performance tracking, and more accurate customer targeting.

- ***Recruit More Number of Employees***

    Number of employees in Digitally Inspired Media are 26 which is not sufficient for managing clients. So increasing their employees will help Digitally Inspired media to connect with their clients and also understand their requirements better.

Conclusion

Benefits of Digital Marketing

Digital Marketing provides instant results. The reason why d-marketing has become so popular is because they provide three major benefits to potential customers. They are:

Convenience: Customers can order products 24 hours a day no matter wherever they are. They don't have to commute in traffic, lack of parking space, and walk through crowd to visit countless shops to find and examine goods.

Information: Customers can find a large amount of comparative information about companies, products, competitors, and prices without leaving their office or home.

Fewer Hassles: Customers do not have to face salespeople or open themselves up to persuasion and emotional factors; they also don't have to wait in line.

Digital Marketing Provides a Number of Benefits to Marketers

1. Quick Adjustments to Market Conditions: Companies can quickly add products to their offering and change prices and descriptions.

2. Lower Costs: On-line marketers avoid the expense of maintaining a store and the costs of rent, insurance, and utilities. They can produce digital catalogs for much less than the cost of printing and mailing paper catalogs.

3. Relationship Building: On-line marketers can dialogue with consumers and learn from them.

4. Audience Sizing: Marketers can learn how many people visited their on-line site and how many stopped at particular place on the site. This information can help improve offers and ads.

The Internet is a powerful tool for strengthening relationships. By offering customers, content and time value, Digital Marketing has opened new vistas for marketers. The greatest feature of the digital economy is that it enables the E-Marketer to eradicate traditional barriers before entering new markets.

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