

GLOBAL DIGITAL STRATEGIES FOR E-COMMERCE IN INDIA

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ABSTRACT

Internet has become a primary resource for the global audience who seek variety of information before buying any product or services online or from a local store. This particular research is part of a larger study which evaluated the use of digital marketing by startups/small size businesses in India and buying behavioral change of the customers from big brand to new ventures on the basis of reviews and online reputation. The focus of this particular project was to assess the digital marketing practices by new companies and how they are giving competition to the global market. It will also discuss how India's economy and employment improving using e-commerce practices.

Keywords: E-commerce, Marketing, Success, Strategies

INTRODUCTION

E-commerce has changed at a rapid pace in India. Some even believe that marketing has changed more in the past two years than in the previous 50 years. This change is called digital marketing. Most Indian startups have adopted digital marketing with minimum capital investment and boosting growth of the economy. Entrepreneurs in India are cooland have new and innovative ideas and hitting the bulls' eye with digital marketing strategies. This study guides a stepwise walkthrough on how startups have redefined India's economic growth using digital marketing & how they are giving closecompetition to global market.

The main objective of this paper is to identify the success of Indian Startups by practicing digital marketing. The supportive objectives are the following:

- ❖ To show various strategies of E-

commerce

- ❖ To discuss how startups are conquering the market with use of digital methods
- ❖ To display the cutting edge advantage of E-commerce

RESEARCH METHODOLOGY

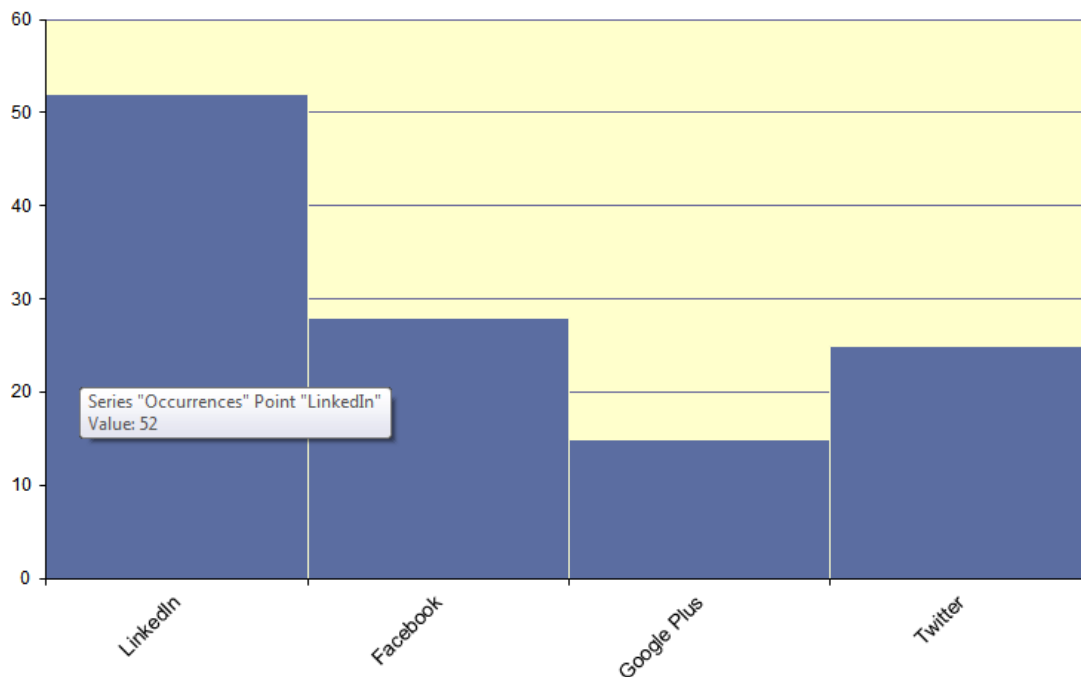
The methodology of this paper is based on descriptive research design. A questionnaire has been created, to understand how Indian startups are practicing digital marketing services. The first segment of the questionnaire contains information regarding different startups and usage pattern of digital marketing of the respondent. Second segment has several indirect questions on how digital strategy helping them to gain success in competitive market. The survey was conducted online through networking sites and responses of 120 Indian startups were collected. The survey

form was put over Google docs and the link was shared with the users to fill the required information. The users were requested to post

the link of their company profile. The study includes visual representation of finding and results.

Variable	Classification	Total N(%)
Entrepreneurs	Male	68
	Female	32
Startups 2012-2018	Male	79
	Female	41

Users Network Online



EMAIL MARKETING

Despite being not so popular method in today’s digital world; still email marketing technique delivers impressive ROI rate in comparison to any other digital marketing channel and it is still a key player. Some of the campaigns in India will leave you inspired and we can learn from them how to capture

market share and increase the consumer base through one marketing channel that is EMAIL.

250 Billion Emails are sent daily, therefore it is highly effective with great ROI% and some of the brands in India have excelled at it. This strategy brings best results and that too at very low cost.

Top Indian startups such as Myra, Zomato, Ola Cabs, Wow Momo and many more are leveraging

their email marketing strategy for strong online presence and have received tremendous growth rate and in return created large number of employments in India.

One such case is Ola Auto. After the success of Ola Cabs; they started this auto service. They aggressively start a campaign in 2017 “Auto Means Ola Auto” and used the digital channel email to connect with the daily professional commuters who are using public transport. The campaign received overwhelming response and today Ola Auto is operational in 73 cities with more than 2 lakhs of autos on road.

They used email marketing for the following reasons:

1. Personalizing their business message and

connecting directly face to face with their audiences.

2. They segmented their customers on the basis of who all using public transport on a regular basis such as students, professionals, businesses and thus shooting customized message on the basis of their needs and requirements. The below chart depicts how successful was their email campaign and how much growth they incurred.
3. They ensured responsive emails are being sent and the Ola Auto app download is one click away. The crisp, non-messy style of emailing doubled their number of app downloads and now they have over 10 million app users across the country.

Results from email list segmentation



Ola Auto is now practicing new trends of email marketing and the difference in the result is

beyond comparison. The click through rate has not only doubled but increased to four times



Ola Company is now leading the growth of startup era and boosting the growth of the Indian economy by 2-4%. Global Brands such as Uber are now learning from fast growing startups in India how to expand and create large customer base with minimal investment.

SOCIAL MEDIA MARKETING

The influence of social media platforms for startups is beyond imagination. We all know from centuries how startups faced tough decisions for branding their companies. Brand awareness, establishing the product quality & features in the eyes of the customer and creating their own clientele was always challenging.

But thanks to technological advancements; we are witnessing more entrepreneurs in India who have overcome from these challenges and designing their own unique successful stories with the help of social media marketing.

It is imperative to understand that social media marketing not only enable users to communicate beyond local or social boundaries, but also providing possibilities to share user-generated content like photos and videos and features such as reviews, feedback and rating. We all have the following data and new businesses are taking full advantage to capture the larger audience in minimum budget and quick time.

Social Networkingsite	Category	No of Users
Facebook	General: photos, videos, blogs, apps.	2.2 Billion
Twitter	General. Micro-blogging, RSS, updates	275 Million
LinkedIn	Business and professional networking	500 Million
Tumblr	Microblogging platform and social networkingwebsite.	50 Million
Pinterest	Online pinboard for organizing and sharingthings you love	150 Million
Instagram	A photo and video sharing site.	1 Billion
Flickr	Photo sharing, commenting, photography related networking, worldwide	87 Million

OYO Rooms is one of the most popular startup in India who became one of the largest hospitality companies in India with help of social media marketing. OYO Rooms has one objective to offer standardized stay experiences at an unmatched price. Oyo delivers standardized hotel rooms with features such as an air-conditioner, TV, complimentary breakfast and Wi-Fi with 24x7 customer service support.

To capture market share and perform way above the competitors OYO is focusing on social media

marketing section aggressively for lead generation and customer acquisition. It is strategizing to use all means of social platforms by targeting prospective customers based on their interest, behavior and other parameters which are readily available via digital marketing.

- The company has a powerful social media presence on Facebook with over 5.8 lakh fans and a Twitter following of over 9,000 followers. The OYO confirmed to have over a million app downloads with a good number of active users.

They have conducted several campaigns on social media platforms such as:

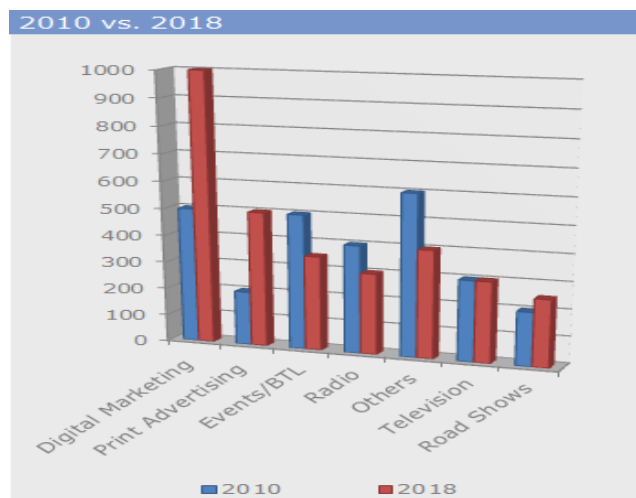
- Dubsmash Contest
- #AurKyaChahiye videos on Youtube.
- Father's Day Celebration campaign, and IPL Final Verbal Combat.
- Jai Hind was the most successful one that featured Bollywood actor Manoj Bajpai and Raveena Tandon.
- The video fetched over 1 million views to the brand. Some of their recent endeavors are A Salute to the heroes of 1965 war and Oyo Explorer – Pune.

Henceforth; Social media presence has become compulsory to gain maximum exposure for any startup. From large sized business firms to mid-level companies again brand new startups make good sense in leveraging in social media which will allow

businesses to gain power in attracting more clients and customers resulting to good growth of the startup firm.

RESULT

- 68% of Indian Start Up brands leverage digital marketing to promote their products and services
- 42% of Entrepreneurs continue to use social media marketing as their leading form of digital marketing
- 28% of young founders of India allot over 47% of their marketing budget for digital
- 52% of Indian startups have confirmed that they adopt digital marketing strategy to acquire relevant leads.



As we can analyze from above data Digital Marketing continues to dominate with a 100% growth rate; where Indian startups affirmed that they are using digital platform in branding their

products and services and is the most effective strategy in acquiring relevant leads and revenue.

CONCLUSION

Digital approach to market your product and services has become an integral part of entrepreneurs in India. New ventures can use any devices such as smartphones, tablets, laptops, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to gain market share and giving tough competition to global brands. The most imperative advantage is that it does not require any huge investments and this marketing channel "DIGITAL" encourages every young Indian to live up to its dream and become a successful entrepreneur.

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