

Current Status & Digital Jobs Opportunities for Indian Youth (A Review)

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1. Introduction

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. 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 per cent^{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 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 per cent 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. The Internet's share in total advertising revenue is anticipated to grow twofold from eight per cent in 2013 to 16 per cent 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 percent¹⁵.

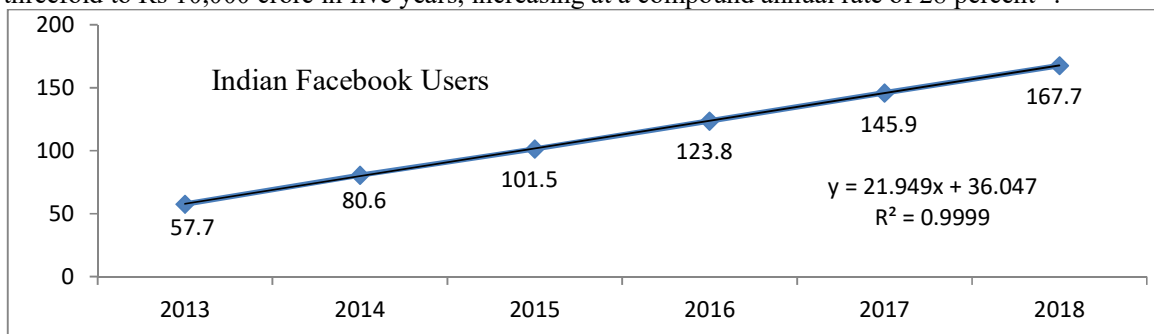


Figure 4 : Trend of Indian Facebook Users

2. History of Digital Marketing

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

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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 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.

3. Current Status of Digital Marketing 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}. At Present in 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 percent¹⁷. 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 percent, 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

4. Job Opportunities in Digital Marketing in India

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 per cent in 2013-14 to 62 percent 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 per cent 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 per cent compared to the global average of 56 per cent. This was the reason only the first quarter of 2017 marked for 8 lakh job opportunities in digital services.

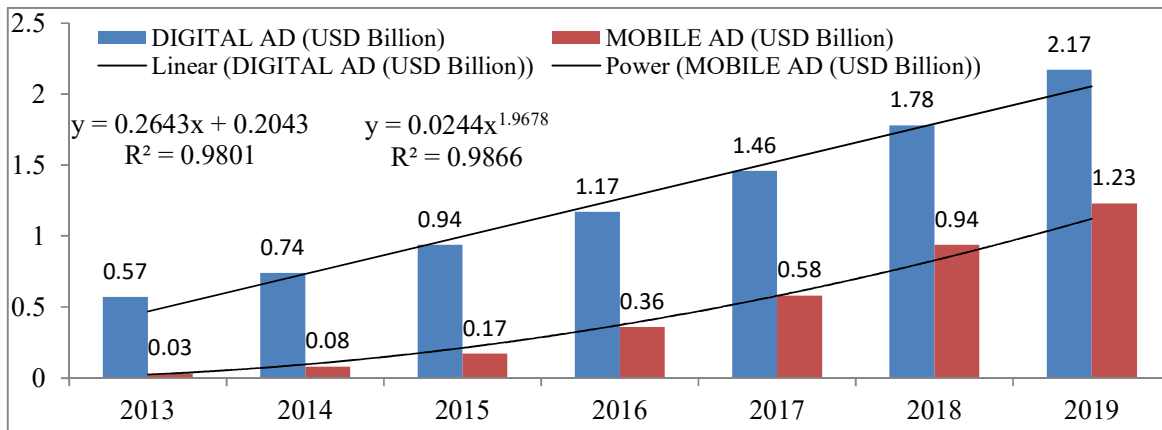


Figure 8 : Internet users in India (Millions per year)

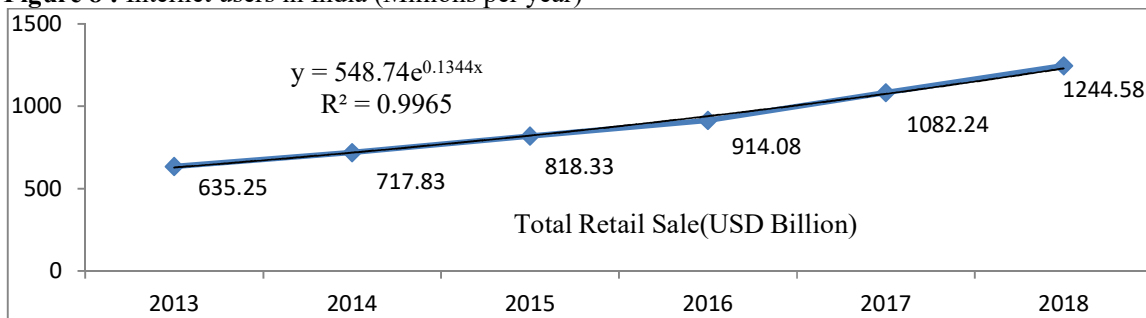


Figure 6 : Total Retail Sale(USD Billion)

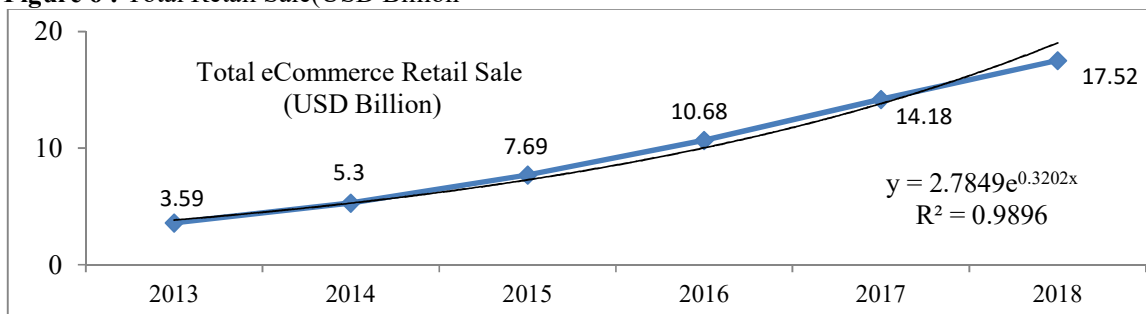


Figure 7: Total eCommerce Retail Sale (USD Billion)

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 Fields & Jobs 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. 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 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 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 per cent. 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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