

# Digital Marketing in India 2015

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## Abstracts

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Netscribes' latest market research report titled Digital Marketing in India 2015 highlights the overall potential of digital marketing in India, particularly focusing on the major forms of digital marketing and the tools to implement it. Rising demand for digital marketing is spurred by the increased use of internet and mobile phones along with a fast growing e-commerce business. The major areas for digital marketing growth include social marketing, content creation and management, search marketing, email marketing, analytics and video production. The report also provides significant insights to the multifarious tools that cater to specific functions namely analytics, scheduling posts and filtering through content. Digital marketing is slated to generate around 40% of the revenues for most companies in India, and expected to receive 8% of the total media advertising spend in 2015. The market is set to expand predominantly owing to rapidly increasing Internet user base in India, growth in access to smartphones and tablets much complimented by a positive consumer attitude towards online media.

One of the major drawbacks is that digital marketing poses considerable challenge with respect to measurement of return on investment in specific channels, thus making it a very calculated area of investment by firms. Mobile advertisements, content marketing, video and image based marketing and real time marketing are some of the recent trends observed in this market. Educational institutions spreading the concept of internet marketing, a robust infrastructure, viral campaigns, static banners and telemarketing are some recommended strategies one can adopt for success in the Indian Market in the digital marketing business.

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