

# DIGITAL MARKETING INDIA FORECAST 2017

Digital Marketing Trends 2016



RESEARCH BY VALUEDIGITAL

Strategy for SMBs and START-UP  
Recommendations for 2017

Vishal Vanwari

## Introduction

The digital market in India expects [200 million new internet users](#) in 2017. The significance of these figures lies in the changes taking place with online consumer habits, which will lean towards the most recent technology and services that offer personalized, convenient and real-time services. This EBook seeks to analyze trends and changes in digital marketing India, understand the digital space and come up with data that will enable digital marketers, especially in start-ups and SMBs strategize accordingly for 2017.



## About The Author

Vishal Vanwari is a consultant in Digital Marketing for Startups & SMB's. He is the Founder of Value Digital, a Navi Mumbai based Digital Marketing agency, specializing in SEO, Social Media, Lead generation.

Vishal Vanwari has over 10 years Digital Marketing experience in helping SMB's **such as Omericaorganic, Myidentitydoctor, Beautiart & ControlPrint** and countless others who use the web to drive online visibility and generate leads that have resulted in new business online.

As the lead Digital Marketing Strategist for Lotus Media, Vishal has led online marketing programs in Web Design, Web Development, Search Engine Optimization, Pay per Click Advertising and Online Marketing Campaigns, Social Media Marketing Strategy and Online PR for B2B professional services companies.

The idea behind this eBook came because he felt there is lack of correct knowledge and trust in India for Digital Marketing. With this eBook he only wants to help SMB's & Start-ups to invest wisely in Digital Marketing Activities and grow their businesses in 2017.

Follow Vishal on [Twitter](#) or connect with him on [Linkedin](#) to learn the latest insights on using Digital Marketing to drive sales.

## Table of Contents

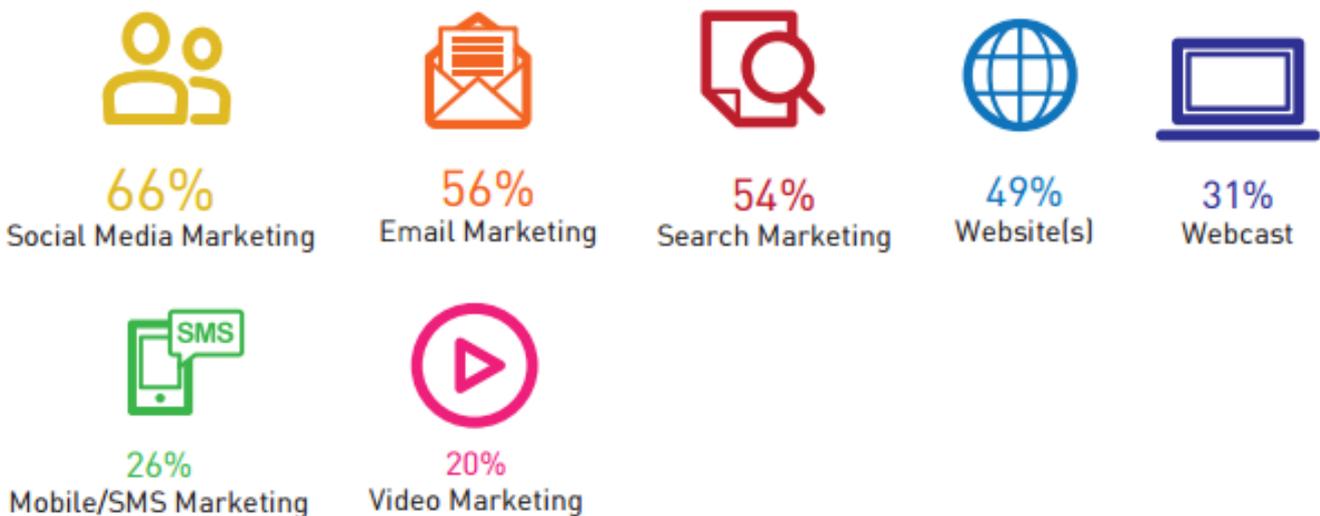
1.0	2016 IN REVIEW .....	5
1.0.1	Primary Marketing Activities .....	5
1.0.2	Digital Marketing Budget Allocation .....	5
1.0.3	ROI .....	6
1.0.4	Consumer Engagement .....	7
1.0.5	2016 TRENDS .....	7
2.0	THE 2017 STRATEGY .....	8
2.0.1	Digital Marketing Activities.....	8
2.0.2	Digital Marketing Budgetary Allocation.....	9
2.0.3	ROI Analysis and Forecasts.....	9
2.0.4	Customer engagement .....	10
2.0.5	The 2017 Content Strategy.....	10
3.0	Email and Social Media .....	12
3.0.1	Email and Social Media Marketing Trends.....	12
3.0.2	Email and Social Media Marketing Challenges ...	12
4.0	START-UPS and SMBs .....	13
4.0.1	2017 STRATEGY FOR SMBs and START-UPS .....	13
5.0	Recommendations for 2017.....	14
5.0.1	Content Marketing .....	14
5.0.2	ROI .....	14
5.0.3	Customer Journey.....	15
5.0.4	Customer Engagement .....	15
6.0	Conclusion .....	16

## 1.0 2016 IN REVIEW

Internet penetration among India’s population in 2016 stands at [35 percent](#), an eight percent increase from 2015. The influx is largely from rural consumers who can now access cheaper internet enabled devices and the nation-wide spread of wireless data. The entry of new consumers, especially from [rural India](#), challenges the approach digital marketers employ, creating limitless opportunities for startups and SMBs.

### 1.0.1 Primary Marketing Activities

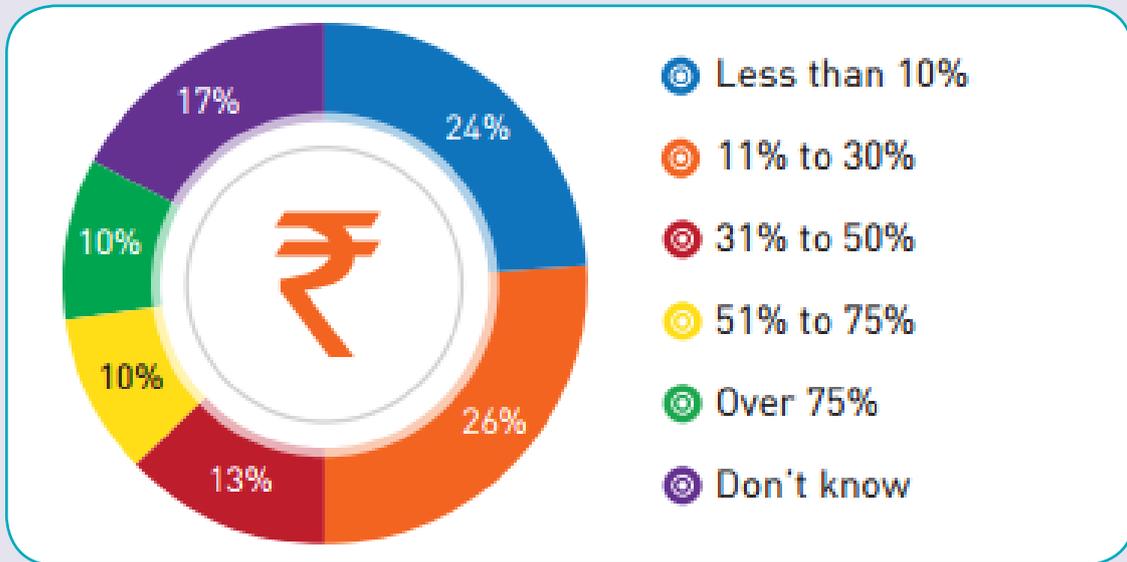
Smart phone users account for the largest number of internet consumers; influencing primary digital marketing activities. In 2016, social media marketing and email marketing took up [66 and 56 percent](#) respectively, closely followed by search marketing at 54 percent. Other digital marketing activities include:



### 1.0.2 Digital Marketing Budget Allocation

Over 33 percent of marketers in India spent more than [30 percent of their marketing budgets](#) on digital marketing activities, with a least 10 percent of the marketers spending a little over 75 percent on social media and email marketing. Across all industries, there was a nine percent decline on overall marketing budgets, as more marketers ditch traditional capital-intensive activities for the internet.

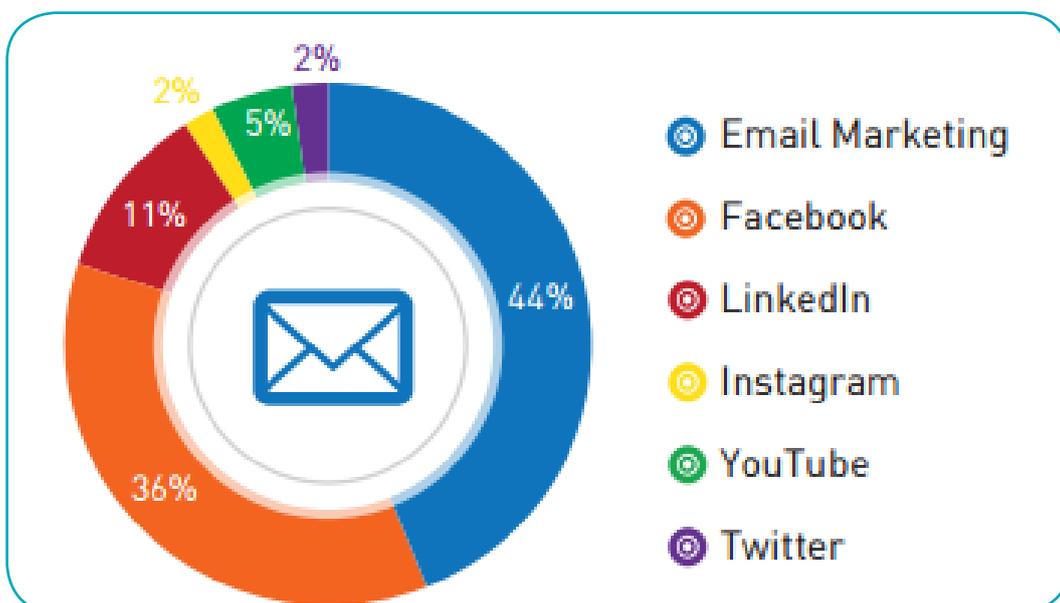
In digital marketing, social media takes the largest share, a continuous trend since 2011, at 41 percent in 2016. Other activities share the budget as follows:



### 1.0.3 ROI

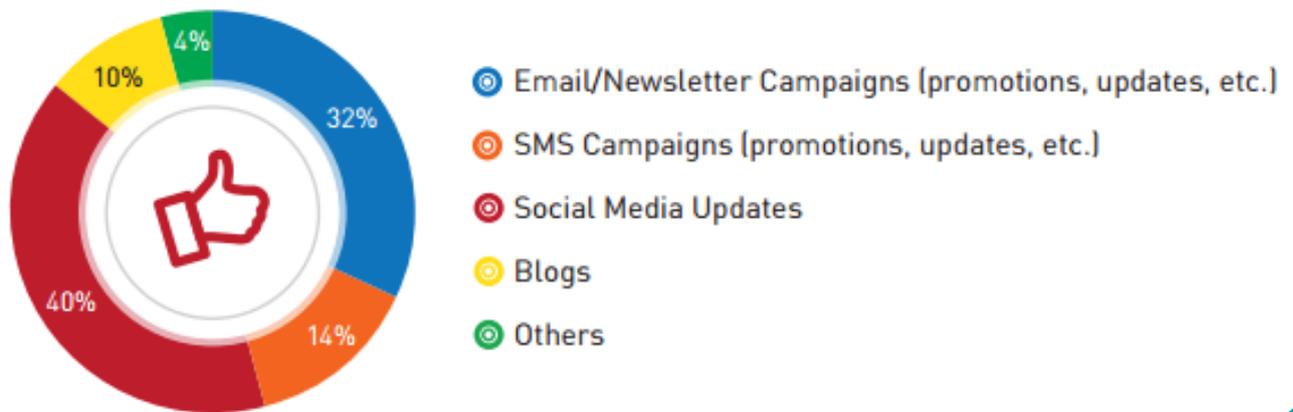
In evaluating the impact of their marketing campaigns, digital marketers rely on metrics from tools such as Google Analytics, Google Postmaster and Kissmetric, which give real time data. Combined data from these tools places email marketing at the lead on ROI at 44 percent per Rupee, with Facebook at 36 percent. Other tools with a significant ROI include LinkedIn at 11 percent, Youtube at 5 percent and lastly, Instagram and Twitter tying at 2 percent.

The high figures in email marketing are largely from utilization of metrics; [66 percent of marketers](#) integrate Google analytics into their emails, while 32 percent use Google Postmasters.



## 1.0.4 Consumer Engagement

Consumer engagement was a priority in 2016, with marketers looking to create a continuous communication channel with consumers, which go beyond buying and selling. Through consumer engagement, brands saw improved brand awareness, higher traffic, a growth in fan following and better sales. Consumer engagement was as follows:



On social media, share buttons brought in new consumers, while chat forums created an avenue for [continuous conversation](#). Some of the benefits of consumer engagement on social media include:



Another tool in consumer engagement is content creation and marketing, which improves brand awareness by up to 69 percent. Quality content also helps with new audience engagement, retaining existing consumers, lead generation and digital marketing innovation, a result of thought leadership.

## 1.0.5 2016 TRENDS

The large number of digital consumers accessing the internet on their phones is on the rise, making social media and email marketing the most effective tools of 2016. There is also a shift towards making websites smartphone friendly, with 37 percent of marketers embracing email marketing and phone-friendly sites, and an additional 13 percent releasing a mobile app.

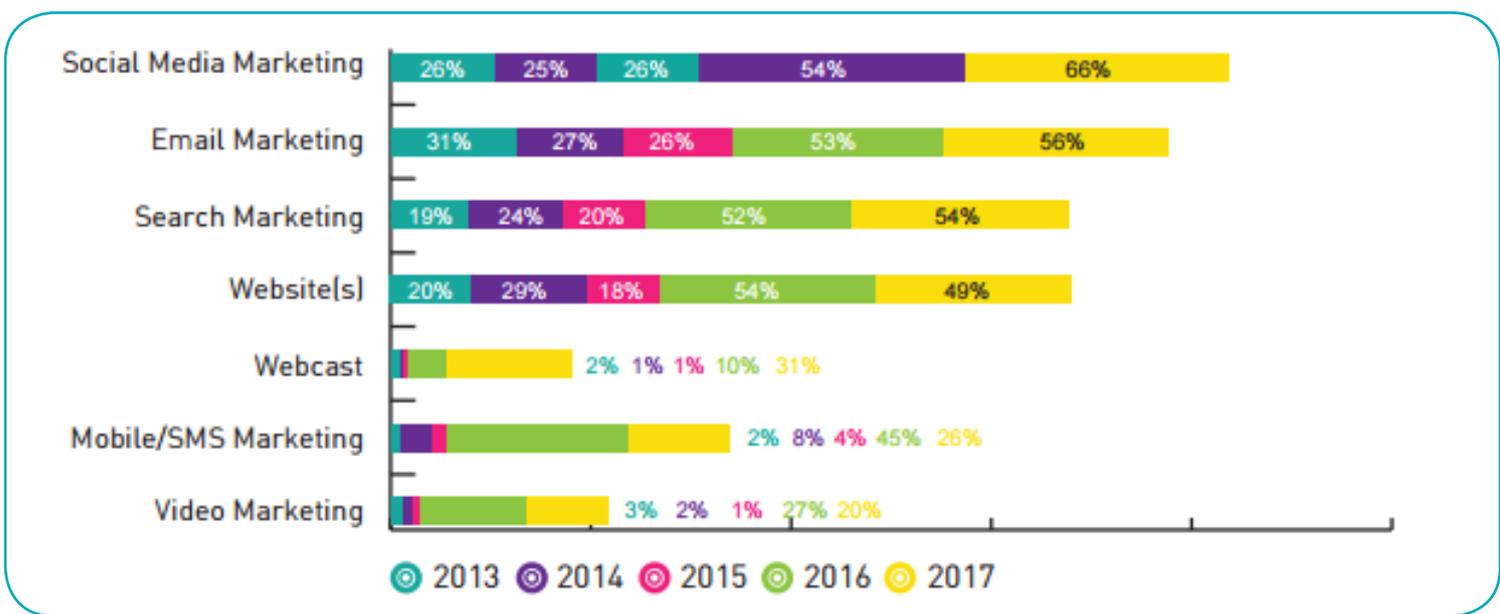
## 2.0 THE 2017 STRATEGY

In response to an increase in internet population, the 2017 marketing strategy for strat-ups and SMBs will focus on customer acquisition, customer retention and brand awareness at 63, 18 and 17 percent respectively.

### 2.0.1 Digital Marketing Activities

Marketers will build on their 2016 efforts by capitalizing on the marketing activities with the highest returns. Primary marketing efforts will focus on different tools as follows:

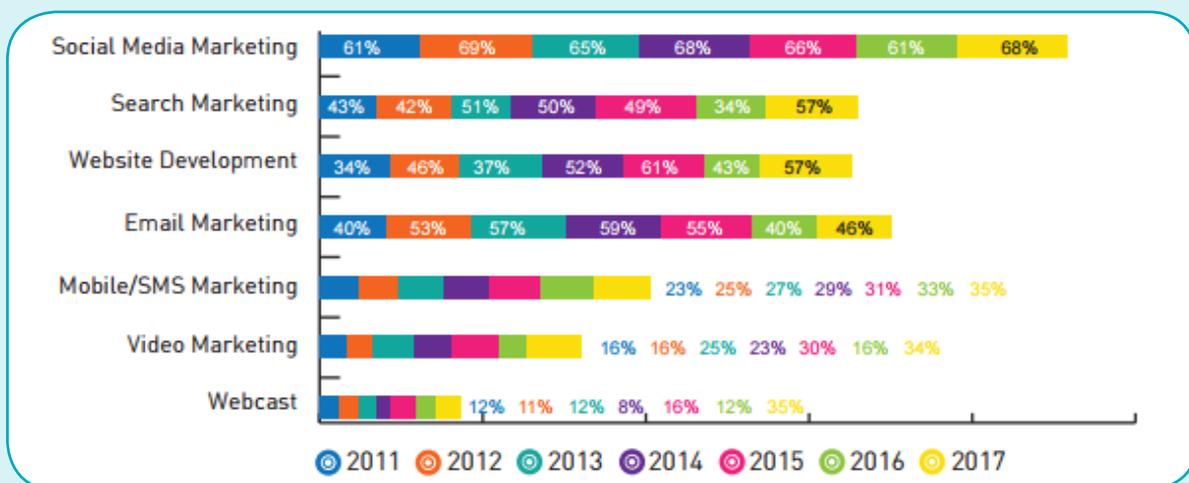
On social media marketing, image sharing and live video tools available on Facebook, Instagram and Snapchat will drive content creation and sharing.



## 2.0.2 Digital Marketing Budgetary Allocation

Digital marketers will increase their investments on websites by 14 percent, with a majority of them looking to offer mobile friendly websites and increase the effectiveness of their landing pages.

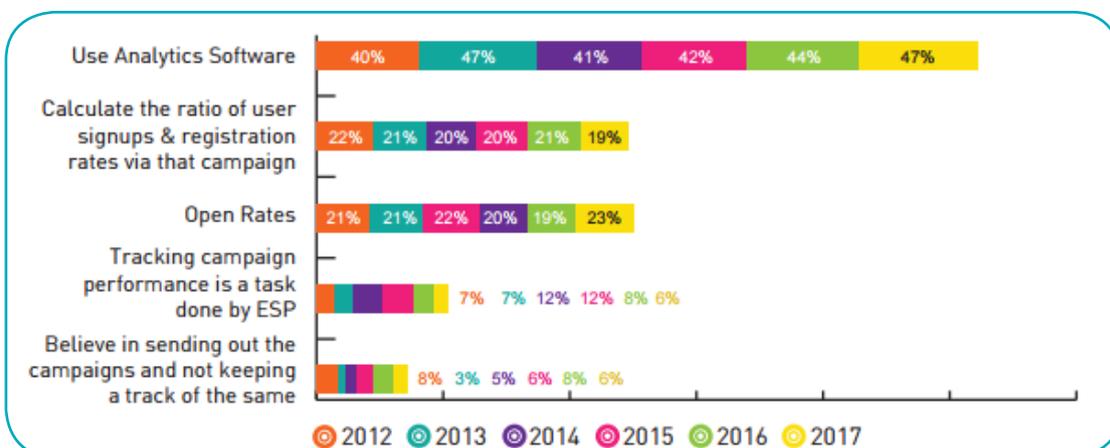
Social media will continue to get the largest share of the marketing budget at 68 percent. Other activities will get a share of the budget as follows:



## 2.0.3 ROI Analysis and Forecasts

As marketers spend more of their marketing budgets on the internet, businesses will demand metrics for ROI and KPIs to assess the value of their investments.

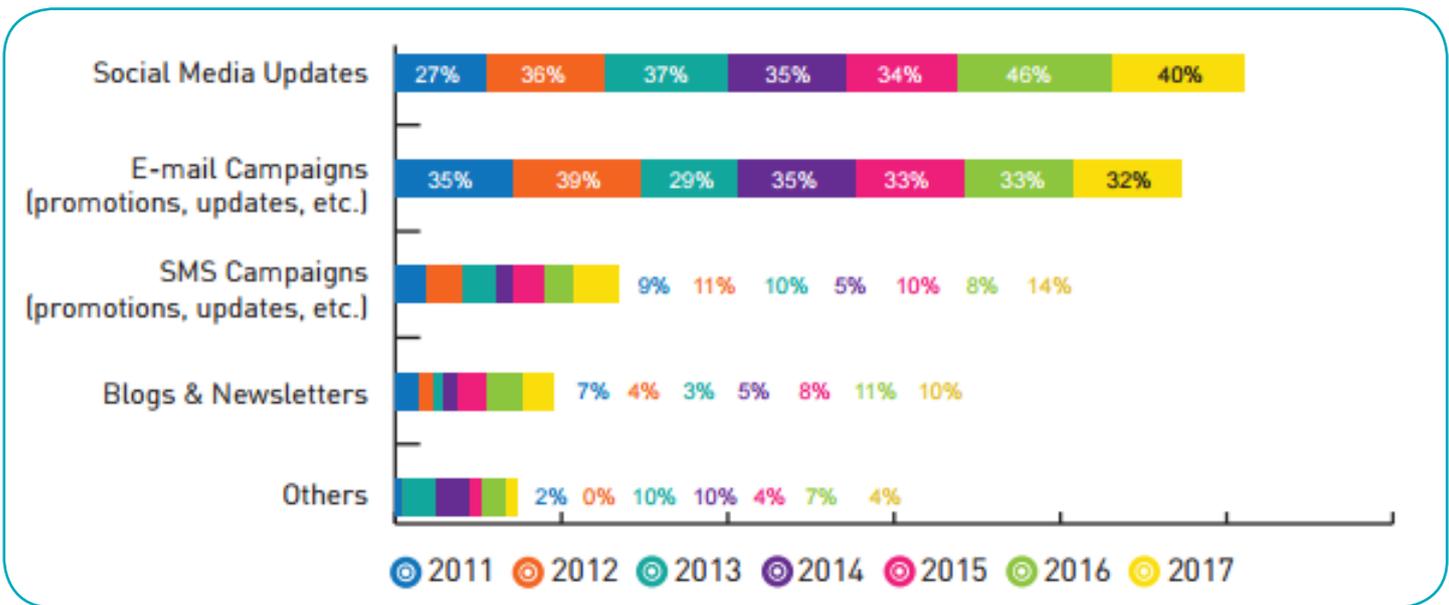
Some of the marketing tools marketers will rely on to assess the effectiveness of their marketing strategies include:



Interestingly, about six percent of marketers believe in sending out campaigns without any follow up assessment, a costly decision that wastes time and money.

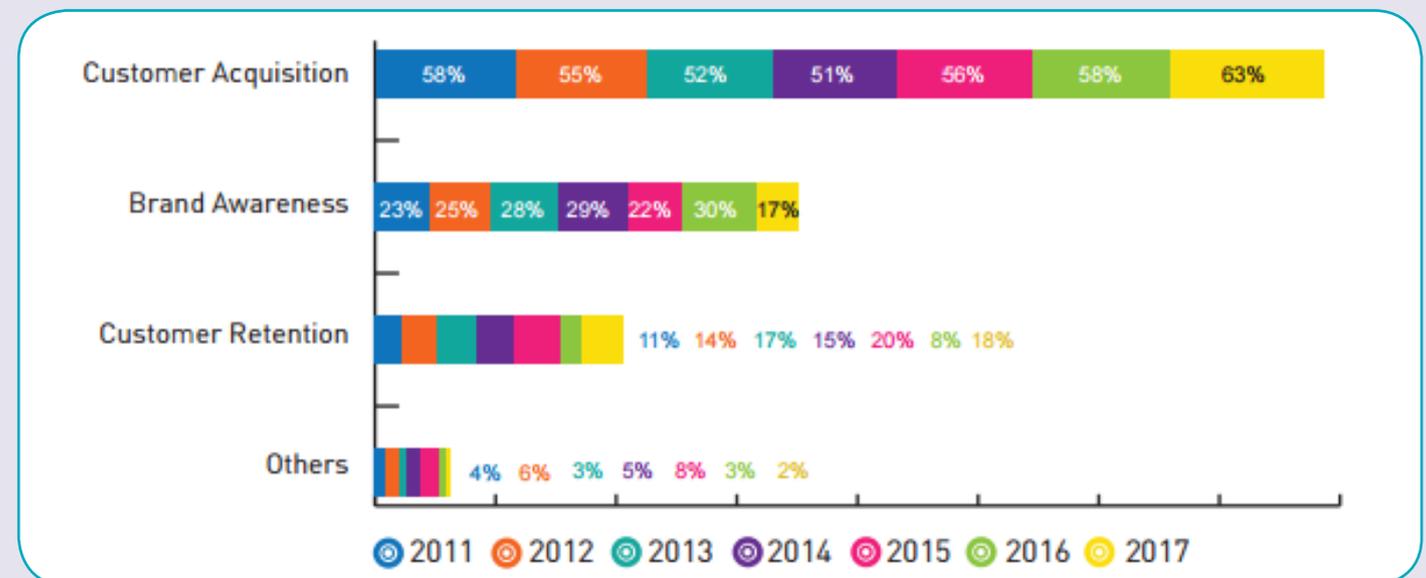
## 2.0.4 Customer engagement

Social media will take the lead in consumer engagement through image-driven content, trending topics and live streaming at 40 percent, with Facebook taking the lead. Some other tools that marketers will rely on for continuous conversations with consumers include:

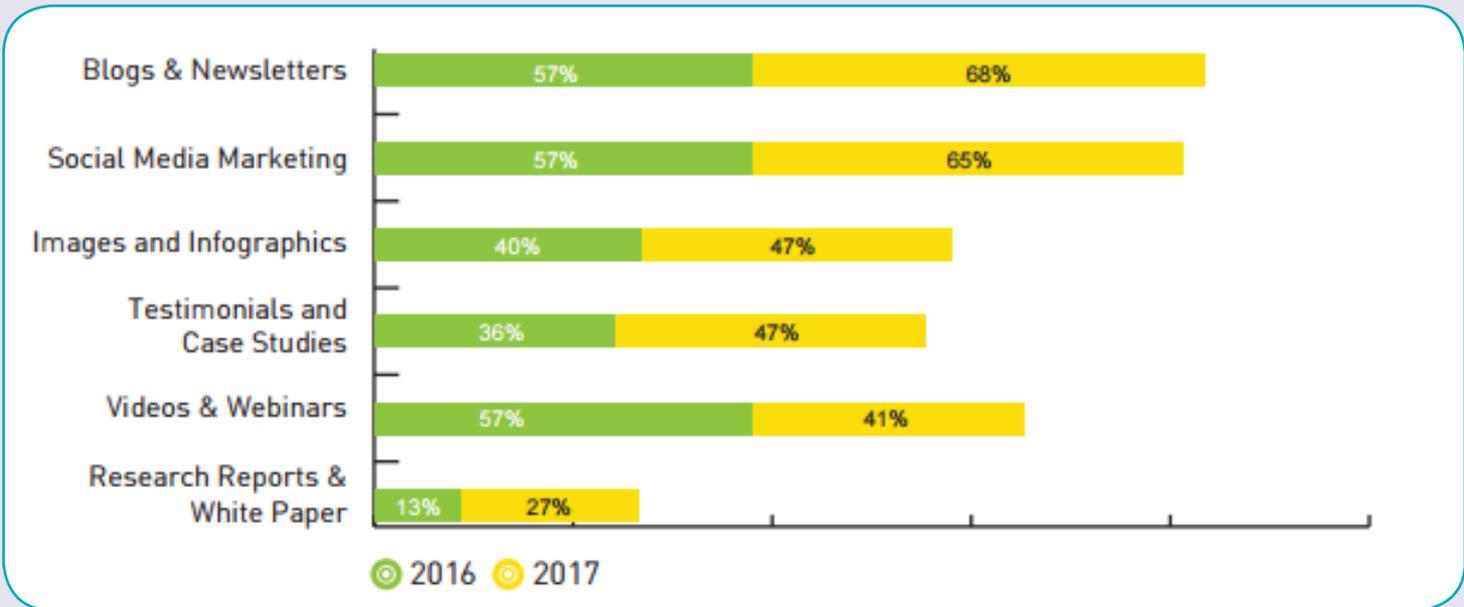


## 2.0.5 The 2017 Content Strategy

In 2017, the content strategy will have a 360-degree approach, maximizing on all tools available. However, the following activities will take precedence:



Other tools digital marketer will use to communicate to consumers across the board include:



Spending on digital activities by approximately [25 percent of marketers](#) will increase by over 21 percent. Over 60 percent of marketers will use Google analytics on their emails with 32 percent of them using Google Postmasters to assess their strategies.

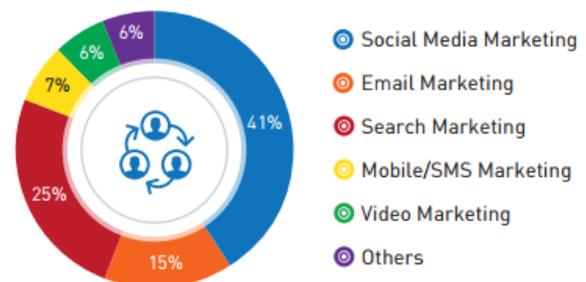
## 3.0 Email and Social Media

### 3.0.1 Email and Social Media Marketing Trends

As the most popular tools in digital marketing with the highest ROI, email and social media marketing will continue to dominate the market in 2017 as marketers look to improve brand awareness and attract new customers. Over 50 percent of consumers will access the internet on their smartphones, mainly on social media and emails. The smartphone generation will respond to image/video driven content, which is direct, easy to share and highly interactive.

Over 58 percent of marketers believe that behavioral targeting will have a significant impact, especially in the success of email marketing.

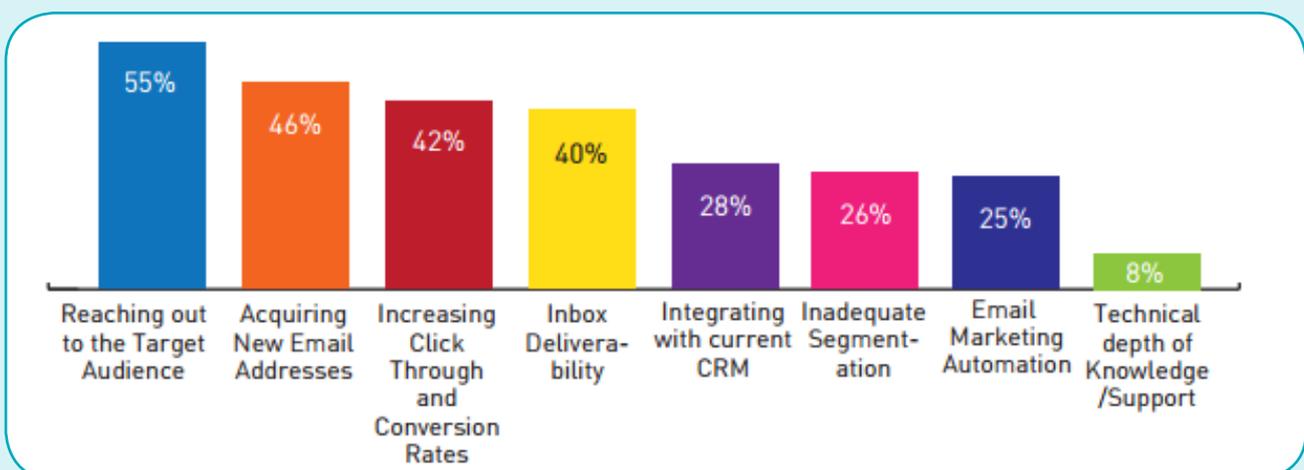
**"NO MATTER HOW OLD IT GETS, EMAIL MARKETING WILL STILL BE RELEVANT."**  
PARAS ARORA  
JoltCMS.com



### 3.0.2 Email and Social Media Marketing Challenges

Some of the challenges email and social media marketers face include:

- Reaching out to the target audience
- Getting new email subscribers and generating new likes and followers
- Increasing conversion rates to ensure their efforts pay off
- Tracking and understanding new trends, and employing them to their advantage



## 4.0 START-UPS and SMBs

The internet creates a marketing goldmine, especially for start-ups and SMBs that operate on limited budgets. Marketers in the over 50 million small and medium-sized companies in India need to re-assess their strategies and prioritize on digital marketing.

### 4.0.1 2017 STRATEGY FOR SMBs and START-UPS

Marketers in SMBs and start-ups will rely on innovation and creativity to achieve set goals. Some of the activities that will dominate their marketing strategies include:

- Social media marketing with emphasis on video content: smartphones with advanced audio-visual technology will enable creation of quality and engaging video and photo content at a fraction of the cost, allowing SMBs and start-ups to take full advantage of image/video sharing platforms.
- Blogs; consumers listen and follow bloggers who marketers use to position and push their brands into the market. Bloggers offer affordable and targeted marketing, allowing businesses to reach out to and engage with a larger audience.
- Metric and analytic tools; they offer real-time data that will enable SMBs and start-ups to track and engage their consumers every step of the way.
- Consumer engagement will play a pivotal role in the success of marketing campaigns for SMBs and start-ups; by prioritizing their consumers, they can expect instant returns where customers give them traction through 'digital word-of-mouth' that includes sharing, likes, comments and creating trending topics their around product and services.

## 5.0 Recommendations for 2017

### 5.0.1 Content Marketing

Content marketing will move to image and video driven content. In previous years, video marketing has often taken a back seat. However, video integration tools available on social media channels will increase the effectiveness of video content marketing. Videos present a wide range of opportunities for innovation in content sharing.

**GREAT  
CONTENT**  
**DESERVES  
GREAT  
RANKING**



### 5.0.2 ROI

Digital marketing influences the buyers journey differently; marketers must be present every step of the way. Analytical tools help track the consumer's journey, and inform marketers on the best way to reach out at every step. Marketers who use analytical tools will optimize the customer experience and measure their impact every step of the way.

ERIK QUALMAN, AUTHOR OF SOCIALNOMICS

**“The ROI of social media is that your business will still exist in 5 years.”**



### 5.0.3 Customer Journey

More customers will use multiple platforms to access the internet; the best strategy will use multiple platforms, allowing interchangeability between devices, with checkpoint at every step of the consumer's decision-making process.



### 5.0.4 Customer Engagement

Over 40 percent of email subscribers complain about unengaged subscribers. Social media can help bring in new subscribers that fall within the target audience. Update the subscribers list to remove unengaged users and improve email deliverability and its effectiveness as a marketing tool.



## 6.0 Conclusion

In 2017, SMBs and start-ups will rely more on digital marketing than any other avenue, introducing innovations and ideas that will re-define customer interactions. The internet is a gold mine that will continue to evolve, and push the growth of small businesses.

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## About ValueDigital

An endeavour for success has given us an impetus to turn our intent and passion into a booming Digital Marketing Service Provider.

Welcome to Valuedigital, a one stop solution for digital marketing and consulting services. Driven by a team of vibrant, young, energetic and enthusiastic professionals, Valuedigital takes pride in offering best in class digital marketing solutions . We specialize in lead generation, SEO, digital marketing and consulting services. The novelty of our solutions is completely driven by strategy and experience, thus demanding quality of work. The 'Tiger team' of Valuedigital is highly motivated and technically skilled ready to work for clients big and small.

We always believe in the power of strategic approach and project management thus satisfying our client's needs and ensuring timely delivery.

Working on a freelance basis has enabled us to offer thrifty web solutions to our clients, which big market players fail. Our web savvy team aims to combine technology and innovation to offer industry best solutions at a fraction of the cost. Besides, we also specilaize in digital inbound marketing training for startups and companies with closefisted budget constraints.

Hope we have thrilled you to take up our services. Please drop in your mail @ [info@valuedigital.co.in](mailto:info@valuedigital.co.in) for further queries.



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