

Impact of Digitization and Digital Marketing on Socio-Economic Development (General Article)

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Abstract: The Roadmap of Digital Systems for transformation of India through designated and defined software systems are scientific in nature and universally acceptable in this article. We have described and proposed systems and their advantages to integrate the society for business and inter-connectivity of society with the Government Plans, Private Investment and their implementation for uniform distribution of resources. This gives way to better quality of life covering health care, education and job opportunities for New India to integrate globally with future world.

I. INTRODUCTION

The digital revolution is already in place in India. India is poised for digital transformation due to its large population of 1.3 billion people with utmost diversity in religion, caste system, culture and in many other fields. We can not manage this large country without Digital Systems and sell products and services without Digital Marketing. The actions and effort in this direction are driven by needs of Private, Public and Government Sectors. We have a lot of success stories to tell such as computerized reservation system of Indian Railways which is largest after America and China, Banking and Financial Systems, Tax Collection on Revenue Side as examples. The service level of these large systems are fairly good in data handling and in customer satisfaction by delivering world class products at the door steps by companies like Amazon, Flip Cart in SCM and NetFlix in Entertainment Industry.

All the top Indian companies in manufacturing and service segments of Core and Allied sectors are already computerized and have their enterprise resource planning in place. These companies enjoy

a good credibility in performance and stock markets due to value addition by use of transparent systems. They need integration with the end users by setting up digital systems. The Information Technology in India has brought transformation in the mind sets of people from Rural and Urban background due to speed and accuracy in service level in the last two decades.

Advantages of digital marketing

Global Reach: The website allows you to explore new market and trade globally on little investments. We must use tools such as Email Marketing, Google My Business for Advertisement, Blogging, Google Analytics, Social Media Marketing, Pod Cast, Business Net Working on Social Media, Search Engine Optimization and Social Media Optimization for tangible ROI on your Cost of Marketing.

Lower Cost: A planned and an effective targeted digital marketing service can reach right clients at lower cost which is more effective than traditional marketing methods.

Personalization: By linking your client database to your website, you can pose targeted offers to them. The more you offer them the more you refine them and market viability.

Social Currency: Digital Marketing Services create campaigns through rich social content. Hence, these campaign gain social currency which is passed from client to client to become viral. The content includes Digital Roadmaps, Videos, Typography, Images, Copywriting, Contests and Polls, Advertising Strategy, Ad-Banners and Blog Writing.

Brand Development: An all around kept up site with quality substance focusing on the necessities of the gathering of people could give considerable esteem and lead age conceivable results. The direction that brings customers at your doorsteps.

Greater Engagement: With Digital Marketing you can attract Prospects, Clients, and Followers. It doesn't give you pain for great reputation to improve the possibilities of your business in public or private sector.

The need for digital marketing

- Digital Marketing is a direct communication link between business and Client.
- Generates better intelligence on consumers and generates enhanced ROI.
- Digital marketing saves a lots of money through Business to Community Travel.
- Enables Real-Time Client Service.
- Digital Marketing enables multi-device contact for customers based on various criteria posed by clients in public and private sector.
- Digital Marketing constructs you for Internet of Things.

The Indian economy is based on usage of different measurement tools for reality check, diagnosis and treatment of economy for officials in the planning and financial ministries. The state governments and the central government are already in net work for exchange of financial data in existing systems for both rural and urban areas for Ministry of Finance. The Government has a plan to install all the 6,30,000 villages in the internet system for creating a data base for usage, decision making and implementation in different fields in 1000 days starting from FY2021 for up-gradation of existing systems.

The future IT infrastructure is planned to meet the business requirements of civil Infrastructure for the country for Express Highways and Business Corridors for faster movement of goods and services from agriculture and manufacturing

sectors through better logistics. Infrastructure sector is a key driver for Indian Economy for maintenance of essential services, industrialization and improvement in services. The sector is responsible for propelling India's overall development and enjoys focus from Government for initiating policies that would ensure time-bound creation of world class infrastructure in the country for Foreign Direct Investment and Make in India Investments. Infrastructure sector includes power, bridges, dams, roads and urban infrastructure development. India was ranked 44th out of 167 countries in World Bank's Logistics Performance Index (LPI) 2018. India is ranked second in the 2019 Agility Emerging Markets Logistics Index. The basic idea behind IT revolution is multifold which includes handling large volumes of public transactions with speed, accuracy and for interfacing with international systems. The third world countries are in great pressure to open economies for rationalization of technology of resources at global level and the correct accounting of man, material and machines. The markets in SAARC countries offer big opportunity for the western developed world if there is proper infrastructure and inter-related services.

The Government have already announced Six-Pillar Digital Systems for growth of Economy. These pillars are:

- Health and Well Being.
- Physical and Financial Capital and Infrastructure.
- Human Capital.
- Innovation and Research and Development.
- Minimum Government and Maximum Governance. Swachata Bharat Abhiyan.
- Demography for Human Capital Planning.

Economic Disparity and Digital Systems:

This is an area which needs a lot of effort to fix the economic disparity by making investments using proper economy measurement tools and interaction in different strata of society. The proper percolation of wealth and reap the benefits of Government run

programmes. The voters as customers need specific examples and data to prove that the economic growth is actually taking place across different levels of society.

Illiteracy and Digital Systems for Technology Assimiliations: The benefits must reach the poor and economically weaker sections of society. People under EWS must be registered for financial help with the Municipality Digital Systems for Jobs and Social Security.

II. CORE SECTOR

The Core Sector in India is matured in their respective product life cycles with technological changes and upgradations which take place from time to time and is standing on firm grounds. The digital systems are very well used in the following commodities as per given weight age such as Coal(10%), Crude Oil(9%), Refinery Products(28%), Natural Gas(7%), Steel(18%), Cement(5%), Electricity(20%) and Fertilizer(3%).

Coal and its mining is highly mechanised and the business is through e-auctions by Coal Corporation of India and a statewise quota system exists and is open for all for participation.

Crude procurement is on data base and involves lot on human interaction in Gulf Countries or OPEC.

India is the third largest buyer of crude oil and therefore this area is based on digital systems and currency exchange rate. The procurement, crude oil processing must be in unified digital system across the country with a data base which must be linked with the petrol pumps based on moving average price and provision for maintaining oil price reserve hedging for better price monitoring and transparency.

Natural Gas is a commodity which is purchased by big companies and is data based in systems.

Steel is an age old industry and is highly competitive and is based on data analytics.

Cement is an oligopoly commodity and is in a free market where digital systems play an important role in the country where infrastructural development is fast taking place.

Electricity is both private and public sector and is high technology based in Nuclear, Hydel and Hyrdro based power plants. The billing system is digital based and there are fixed rates as per slabs on industrial, commercial and public billing.

Fertilizers are a major input to agricultural sectors and is a big cost and plays an important role in price fixation of farm products.

Allied sector and digital systems

There is an emergent need for Digital Systems in Allied fields to provide support to Main Core Sector. Allied Sector includes IT, Entertainment, Hospitality, Comfort Travel, Supply Chain Management, Logistics, Automobiles, Tyre and Chemicals, Textile, Gems and Jewellery, Agriculture Machinery, Earth Moving Industry, Space Industry, Engineering Industry, Health and Hospital Engineering, Pandemic Management System, Nuclear Disaster Management System, Tourism and Retailing. This segment will determine the performance of Core Sector as a supporting platform. In the Allied Segment we are largely dependent of other countries also due to import and exports of goods and services.

International Election System can be designed and implemented for all the towns and villages interconnected with a universal election system. India became republic but the monarchy affect is still seen and felt as spark of autocracy. India also has to deal with Monarchies of the outside World. Even the Mornarchies work better if there is a database for 8 billion people in the world.

Entertainment and Media Industry has shifted from theatres to Over The Top Platform TV shows such as Netflix etc. The rural India is yet to use them and adopt them in their day to day life being

costly. This industry is fast becoming a high technology area but the percolation of technology in the rural field is yet to be established due to non-availability of internet facilities in rural areas and high cost factors. Theatres must have a brand value for the celebrities and actor in live performance.

Music Industry is coming up in a big way. The performers such as musicians, singers and the lyricists are growing and doing work independently. We get so many good street singers and music lovers who have to be brought in the main stream with high entertainment content and value in inter-connected digital music systems. We need song and music shops where we go and sing and followership is monitored by DMS.

Artificial Intelligence is a field which has a lot of potential in future electro-mechanical systems to replace human beings to work in difficult fields such as space, nuclear science having high radio activity, technology and where cost of labor is very high.

WFH advantages over WFO has been ascertained. WFH is more comfortable and is cost effective. Human interaction can not be ruled out therefore WFO will also remain active with modern digital systems for connectivity.

Cost of Living and Effectiveness is ever changing due to improvement in the quality of life. People rarely move out during pandemic and are able to get the products and services in the home itself to make life cost effective. People have more time for themselves and their families and are likely to be more creative. They may live in communities for more human interaction and community service.

Government Run Programmes will need extensive use of digital systems since they have to involve people from society in all walks of life. Internet facility in every village will not only connect them with each other but will also create a

data base to run affairs of government more closely and in a scientific manner.

Knowledge Transfer will not be a one way traffic. The government will be able to impart knowledge and training to run their different programmes in rural areas on health, child and women welfare, labor and education for better economic growth.

India will need young men in great numbers to do data entry at base level in different fields and support their seniors in making proper decisions after observing trends in analysis.

Make in India will be more effective in determining supply and demand for products imported and exported in the short and long run using national digital systems. Every Indian state is a notional country for becoming self-reliant with respect to another state.

Digital Minimum Support Price in the farm products will be more successful if there is a data available on the variety, volume of agri-products and their import and export to other states. Farmers will be able to sell their products to the end users directly by use of internet and will enjoy best prices which were being earned by middle men.

True Value Market is likely to grow multifold as there will be transfer of products from top to bottom in the economy chain for first or second hand products. The technological assimilation is different in different strata of society. Everybody at different level may not need the same quality product due to difference in the quality of life.

Political Marketing is another area where the parties are using digital systems to impress voters on their future plans, manifestos and their past achievements with proper database. They at present go by perceptions or driven by specific personal advantage. The need of different religion groups are different due to cultural differences since their needs are different. The political database will help them

to select and elect their political leader by making a choice in a scientific manner.

Retailing is a big market in India and lot of MNCs eyeing Indian market of volumes. The prices are like to be competitive with the ease of buying and selling to a customer in a simple and lucid manner through internet of things.

Logistics and Rural Marketing will be in great demand as people in the villages will be able to sell their products and purchase their day today needs through internet as the logistics improve with respect to time. They get these items at a know collection point for transfer to the point of usage.

III. THE MAIN STEPS NEEDED IN IMPLEMENTING A NATIONAL DIGITAL MARKETING STRATEGY

Developing an organization at district level having potential of carrying out strategy successfully is the main course. With unwrapping of modern technologies and qualities of Digital Marketing (DM), businesses are trying everything to match up the pace. Businesses are going digital by implementing digital marketing strategies into their existing marketing plans. The traditional marketing is not sufficient to meet the increasing competition and it needs to be accompanied by Digital Marketing Tools and Methods to increase the revenue of the organization. Majority of the businesses are increasing their digital marketing spending plan to meet the tremendous competition in the market. Companies are reducing their response time to the need of the customer.

Digital Marketing is not only a fast-developing power in present world of marketing but it will soon surpass all the traditional marketing strategies as the education system improves. The world is shifting rapidly from traditional to digital way of functioning in all aspects of business. Digital modes of marketing have many benefits such as it is more adaptable, quicker, quantifiable and result-driven. Digital Marketing is beneficial to both the parties i.e. marketeers and customers.

It is essential for every business to have marketing budget and it is equally important to use it in the most appropriate way to make most of it. Taking the right “marketing” decision is not easy as it involves bio-customers. In spite of these hurdles, the marketing company can make a huge difference in the results. Running a successful business is not just about selecting the right market or having a good quality product. It’s also about using the right marketing techniques in order to target the right audience and convert them into leads or customers on a long term basis. The result is the credibility of constantly supplying quality products and services.

In order to get the best results through Digital Marketing the marketers in the public and private should research and select the best Digital Marketing Agencies which can deliver them the desired effective results. As in any business, you need to ensure that you are ahead of your competition and this is only possible if you implement the latest trends of marketing in your marketing plans for quality products and competitive price. For implementing latest digital marketing techniques, one should have an in depth knowledge and understanding of the latest trends in order to help the business to give return on investment.

You need experts from the industry who are updated with the latest trends in the market and have an in-depth knowledge of the subject. As the world of digital marketing continues to evolve and as long as technology continues to advance, we match the pace with the world.

They must be able to provide the end to end digital marketing support to us which makes us not only the best Online Marketing Company.

India a digital marketing country, take a strategic, data driven and user focused approach to digital marketing, ensuring that your marketing is speaking to the right audience and tailored to deliver the results you need.

The companies can approach bigger digital marketing agencies that intimately understands your countries business goals and allow you to focus on core objectives, with the peace of mind that you're in safe hands.

Whether you are looking to increase the visibility of your website in search, want to enhance customer engagement through social media and email or more broadly, want to increase the revenue your website generates, you're in the right place.

The company must be renowned digital marketing agency in India, which offers wide range of digital marketing services. Your digital marketing strategy is likely to comprise of various digital marketing channels. Because your business is unique, you won't market by yourself. The digital companies offer a wide range of digital marketing services for your selection and in crafting a solution which best suits needs and goals of the client to suit the needs of your clients.

- Disbursement of abundant resources to strategy-essential activities.
- Creating strategy-encouraging policies.
- IT training can create a structure of IT Professionals in the areas of software development under National Programmes for better integration of sub-digital systems.
- Employing best policies and programs for constant improvement. Learning and de-learning makes it easier to follow or lead world class practices.
- Linking reward structure in accomplishment of results. This is an emergency requirement to meet the targets. Digital Systems will improve relations between states since we are in a material world. We will not fight over facts but improve in the right direction. To reiterate every Indian state is like a small country having their own resources and infrastructure and commitments to the Central Government and State Public.
- Making use of strategic leadership. Senior Leaders in the society may not be true citizens but

they hold the right of taking the nation in a democratic direction.

IV. CONCLUSION

The digital journey has many mile stones involving people who are new to find correct routes otherwise they are lost in transition or traffic or are held up to face strategic blocks due to mind blocks of community, resource crunch or technological and political differences or lack of advertizing to reach the destination of a sustainable digital system to market value through digital marketing.

National Digital System has to marry Society both in Rural and Urban Electoral Areas and the Digital Marketing has to wed Rural People, Products, Services and Money. Digital Marketing Companies have to reach each village to add marketing value to the products offered by Villagers for sale. These companies have to market quality products in Rural and Urban Segments received from manufacturing companies from any where in the world at most competitive prices. They have to offer these products as needed by rural and urban customers and to have fair competition with local companies without showing any sign of power whether political or quality or cost leadership. The law of land prevails on any monopolistic attitude if shown to the end-customers. India has 40000 MNCs offering their world class services and products and are competing with local companies.

Government has an important role in the consumption and market acceptability of products and is the biggest Socio-Economic Organization of the land. Digital Companies are in the market for business and have ROI driven approach, formulate customised solutions, do research and do effective planning for results on the timeline. Digital ROI means product awareness, more sign ups, sizable community, increased foot falls and increase in sales. Digital Systems must be able to convince the local customers to monitor consumption and per trade relations with the supplier country.

Private and Public companies have to synchronize with the local needs and face strategic trade blocks from economically weaker sections and the negative attributes of poor societies of under-developed countries. Companies on the other hand have established themselves by extending help in the pandemic and distress time and have to prove their intentions as successful business partners. We have to go a long way in complete and effective digitalization to market products and services for improving the quality of life of its people. Poverty and illitracy is not an attribute for transparent and hardworking people and taking charity without reasons is a sin in any up-coming and respectable society. We ultimately need performance marketing, search engine optimization, content marketing, data analytics, technology driven solutions and creative direction to achieve results. The government needs royalty to enable the products and services of companies participating in business as in case of 2G or 5G Net-Working.

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