

## THE STUDY OF THE GROWTH OF DIGITAL MARKETING IN SHILLONG

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### **ABSTRACT:**

*Digital marketing is expanding in India especially in Shillong. Several companies and stores are now used digital marketing for the competitive level. Most part as decisive role is played by internet in the digital marketing. The widely spread of the internet for both business and private use has generated many new channels for advertising and marketing activities. This article is mainly focus on the growth of digital marketing in Shillong in this present scenario. Digital Marketing has also played a very important role to the society especially during the COVID-19 pandemic. Without being physically contact to anyone we can buy any item, paying bills, transfer money and also to compare items through digital marketing. After COVID-19, people also are now become more conscious about their health and safety. So, through the digital marketing, the organization can approach the customers and provide them the goods services and also the product with safety and trust. The study was undertaken intensely to discover the phenomenon related to the growth or increase in digital marketing. There are three entities that we will be taken into contention that is the consumers, company and the Third-Party Agency. This paper will also focus on the factors that play a very important role for the society and the organization. In other words, the scope of digital marketing will increase the growth and also will also face some challenges.*

**Keywords:** Digital Marketing; Digital Media; Marketing; Promotions; Digital advertising.

### **INTRODUCTION**

Digital Marketing is the marketing of goods and services through digital electronic devices. Digital advertising is widely referred to as the online advertising, internet advertising or it also called as web advertising. Digital advertising means the advertising of goods and services by using the means of digital technologies. The form of marketing that is involves in internet based for promotion messages to target the customers is called digital advertising marketing. Digital technologies include internet, mobile phone, computer or any others digital media. Digital marketing encompassed all the marketing efforts that are used as an electronic devices or internet. Businesses leverage digital channels such as the search engines, social media, email, and their websites to connect with the customers. Digital

marketing is also defined by the used of numerous digital tactics and channels in order to connect with their customers where they can spend much of their time online. From the websites of the business's online branding assets, digital marketing, email marketing, online brochures and also beyond there spectrum of the tactics which fall under the umbrella of the digital marketing.

Digital marketing is a set of powerful tools and methodologies used for promoting products and services through the internet. It includes wide range of marketing elements than in traditional business marketing due to the extra channels and marketing mechanisms available on online. Digital marketing moves at the speed on light to keep up a strong foundation with the judgment to think critically, act independently and be relentlessly creative. Internet is an element to make the life easy and faster. In the present scenario we can see that digital marketing plays a major role replacing the traditional marketing.

This study is mainly focus on the growth of digital marketing in Shillong in Meghalaya. Meghalaya is situated in the North Eastern Region of the Indian sub-continent, it consists of the three major tribes that is the Khasi, Pnar and Garo. Shillong is a hill Station in Northeast India and it is the capital of the state Meghalaya. This state has a population of 38% Lakhs. The main languages that are spoken here are Khasi and English. Meghalaya has an average literacy of 74%. Shillong is one of the main areas where there are many markets which is located both the local and also migrants. Digital Marketing is one of the trending technologies today. In Shillong with the world turning to digital media for every second, digital marketing has become the most powerful tool for businesses to thrive in their respectively industries. Digital Marketing just the name suggests it is the marketing products and services using digital technologies like websites, search engines, social media and various others medium forms. And even strategy is unique to the business and varies according to the audience they are trying to reach to. Here are some popular techniques that companies employ to gain momentum. They are Search Engine Optimization (SEO), Content Marketing, Social Media Marketing, Pay Per Click (PPC), Affiliate Marketing, Native Advertising, Email Marketing, Online PR, and Inbound Marketing.

The growth of digital marketing has revolutionized the way businesses promote their products and services, and Shillong is no exception. With the advent of digital technologies and the widespread adoption of the internet, digital marketing has emerged as a powerful tool for businesses in Shillong to reach and engage with their customers. This study aims to examine the growth of digital marketing in Shillong, exploring the trends, challenges, and opportunities that have emerged in this dynamic field. By analyzing the current state of digital marketing in Shillong, this study seeks to provide insights into the future of this exciting and rapidly evolving industry.

Although the main focus of digital marketing is to convert sales, it is not limited to one objective. The digital marketing agency in Shillong, Meghalaya, create brand awareness, generate leads, increase customer engagement and customer retention, bring down the bounce rate, increase customer

satisfaction and brand loyalty, understand what your customers want, and promote your services and products. In short, digital marketing is an essential component for every business to walk their potential customers through the journey of how the services and products better their life and why they should need them. And this walkthrough empowers business in a way like never before. Some of the Digital Marketing Services available in Shillong are as follows:

- |                               |                                    |
|-------------------------------|------------------------------------|
| a) Search engine optimization | h) Mobile marketing                |
| b) Search engine marketing    | i) Referral marketing              |
| c) YouTube marketing          | j) Digital brand design            |
| d) Content marketing          | k) Cookies marketing               |
| e) Email marketing            | l) Voice marketing                 |
| f) SMS marketing              | m) Video marketing                 |
| g) WhatsApp marketing         | n) Online eBooks, PDF & Catalogues |

Digital Marketing is one of the trending technologies today. Digital marketing is the best way to promote your business, this can be done in various ways some of them are as follows:

- |  |                                    |
|--|------------------------------------|
| a) Social Media Marketing Platform in Shillong | e) Content Marketing in Shillong   |
| b) Influencer Marketing in Shillong            | f) Pay-per-Click in Shillong       |
| c) Search engine optimization in Shillong      | g) Affiliate Marketing in Shillong |
| d) Email Marketing in Shillong                 |                                    |

### **Objectives of the study**

- a) To study the role of digital marketing in Shillong scenario.
- b) To identify the various reasons that are affecting the growth of digital marketing.
- c) To study the opinions of the three entities i.e., consumers, company and the 3<sup>rd</sup> agency with regard to the growth of the digital marketing.
- d) To provide a detailed understanding digital marketing growth and development in Shillong.
- e) To provide the overview of new trends in digital marketing.
- f) To enhance the understanding Shillong managers towards significance of digital marketing.

### **Scope of the study**

Digital marketing industry in India has spread to all most all business areas. Expansion of the digital footprint is growing exponentially and 2014 was the year that witnessed the most significant growth in digital marketing in India. Content marketing, which is a form of digital marketing which had the slow development in India. However, after 2014, content creation (which includes blogs, case studies, white papers, e-books forums, news info graphics etc) had also grown with the increasing number of Internet

users. This had displayed the growth of 20.5% in the number of Internet users in country and the total number of internet users crossed 254 million September 2014. Digital marketing has also provided a new career opportunity for young people that also supported in rapid growth of economy in the country. Internet had also increased not only in urban areas, but also in rural areas of India. Digital revolution in India had also impacted the consumers and business. During the last five years, there has also been significant growth in the use of social media platforms, such as Twitter and Facebook. Marketers and business managers started to find more values and efficiency in social media marketing, as the content creation helped in attracting more readers and consumers. As study conducted by Sohrab and Naghibi identified that social media was identified as significant marketing and advertising platform by small and medium size enterprises that were seeking to achieve better place in market.

- a. Analysis of Digital Marketing Trends in Shillong
- b. Assessment of the Impact of Digital Marketing on the Local Market
- c. Identification of the most effective Digital Marketing Strategies in Shillong
- d. Study of the Challenges and Opportunities for Digital Marketing in Shillong
- e. Evaluation of the Adoption of Digital Marketing by Small and Medium Enterprises in Shillong
- f. Examination of Consumer Behaviour and their Response to Digital Marketing in Shillong
- g. Investigation of the Role of social media in Digital Marketing in Shillong
- h. Comparison of the Growth of Digital Marketing in Shillong with other Cities in India
- i. Exploration of the Future Prospects of Digital Marketing in Shillong
- j. Development of a Framework for Successful Digital Marketing in Shillong.

### **Advantages of digital marketing**

The main advantage of digital marketing is that a targeted audience can be reached in a cost effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

- a) Global reach – a website allows you to find new markets and trade globally for only a small investment.
- b) Lower cost – a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- c) Trackable, measurable results – measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

- d) Personalization – if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- e) Openness – by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- f) Social currency – digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency – being passed from user to user and becoming viral.
- g) Improved conversion rates – if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

#### **Disadvantages of digital marketing**

- a) Skills and training – You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.
- b) Time consuming – tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on investment.
- c) High competition – while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- d) Complaints and feedback – any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.
- e) Security and privacy issues – there are a number of legal considerations around collecting and using customer data for digital marketing purposes.

#### **Digital Marketing Tactics and Examples**

Digital marketers are in charge of driving brand awareness and lead generation through all the digital channels – both free and paid – at company's disposal. These channels include social media, the company's own website, search engine rankings, email, display advertising, and the company's blog. The digital marketer focuses on different key performance indicator (KPI) for each channel so they can

properly measure the company's performance across each one. Digital marketing is carried out across many marketing roles today. In small companies, one generalist might own many of the digital marketing tactics described above at the same time. In larger companies, these tactics have multiple specialists that each focus on just one or two of the brand's digital channels. Here are some examples of these specialists:

The best digital marketers have clear picture of how each digital marketing campaign supports their overarching goals. And depending on goals of their marketing strategy, marketers can support larger campaign through free and paid channels at their disposal. A content marketer, for example, can create series of blog posts that serve to generate leads from a new eBook the business recently created. The company's social media marketer might then help promote these blog posts through paid and organic posts on the business's social media accounts. Perhaps the email marketer creates an email campaign to send those who download the eBook more information on company. Following is some of most common digital marketing tactics and the channels involved:

- a) Search Engine Optimization (SEO): This is process of optimizing website to "rank" higher in search engine results pages, thereby increasing the amount of organic (or free) traffic your website receives. The channels that benefit from SEO include Websites, Blogs, and Info graphics.
- b) Social Media Marketing: This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels you can use in social media marketing include Face book, Twitter, LinkedIn, Instagram, Snap chat, Pinterest, and Google+.
- c) Content Marketing: It denotes the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. The channels that can play a part in your content marketing strategy include Blog posts, EBooks and whitepapers, Info graphics, Online brochures and look books.
- d) Affiliate Marketing: This is a type of performance-based advertising where you receive commission for promoting someone else's products, services on your website. Affiliate marketing channels include Hosting video ads through the YouTube Partner Program and Posting affiliate links from your social media accounts.
- e) Native Advertising: Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. Buzz Feed-sponsored posts are a good example, but many people also consider social media advertising to be "native" – Face book advertising and Instagram advertising.
- f) Marketing Automation: Marketing automation refers to the software that serves to automate your basic marketing operations. Many marketing departments can automate repetitive tasks

they would otherwise do manually, such as Email newsletters, social media post scheduling, contact list updating, Lead-nurturing workflows, Campaign tracking and reporting.

- g) Pay-Per-Click (PPC): PPC is a method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google Ad Words, which allows you to pay for top slots on Google's search engine results pages at a price "per click" of the links you place. Other channels where you can use PPC mainly include Paid ads on Face book, Promoted Tweets on Twitter, Sponsored Messages on LinkedIn.
- h) Email Marketing: Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people toward the business's website. The types of emails you might send in an email marketing campaign include Blog subscription newsletters, Follow-up emails to website visitors who downloaded something, Customer welcome emails, Holiday promotions to loyalty program members, Tips or similar series emails for customer nurturing.
- i) Inbound Marketing: Inbound marketing refers to the "full-funnel" approach to attracting, engaging, and delighting customers using online content. You can use every digital marketing tactic listed above throughout an inbound marketing strategy.
- j) Online PR: Online PR is practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space. The channels you can use to maximize your PR efforts include: Reporter outreach via social media Engaging online reviews of your company, Engaging comments on your personal website or blog.

### **Digital Marketing – a boost to today's businesses:**

Regardless of what your company sells, digital marketing still involves building out buyer's personas to identify your audience's needs and creating valuable online content.

- a) B2B Digital Marketing: If company is business-to-business (B2B), digital marketing efforts are likely to be cantered on online lead generation, with end goal being for someone to speak to salesperson. The role of your marketing strategy is to attract and convert highest quality leads for salespeople via your website and supporting digital channels. Beyond website, you'll probably choose to focus efforts on business-focused channels like LinkedIn where your demographic is spending their time online.
- b) B2C Digital Marketing: If your company is business-to-consumer (B2C), depending on price point of products, the goal of digital marketing efforts is to attract people to website and have they become customers without ever needing to speak to salesperson. For that reason, you're

probably less likely to focus on 'leads' in their traditional sense, and more likely to focus on building an accelerated buyer's journey, from the moment someone lands on your website, to moment that they make a purchase. This will often mean your product features in your content higher up in the marketing funnel than it might for a B2B business, and you might need to use stronger calls-to-action (CTAs). For B2C companies, channels like Instagram and Pinterest are more valuable than business-focused platforms LinkedIn.

- c) Website Traffic: You can see the exact number of people who have viewed your website's homepage in real time by using digital analytics software, available in marketing platforms like Hub Spot. Also, how many pages they visited, what device they were using, and where they came from, amongst other digital analytics data. This intelligence helps you to prioritize which marketing channels to spend more or less time on, based on the number of people those channels are driving to your website. For example, if only 10% of your traffic is coming from organic search, you know that you probably need to spend some time on SEO to increase that percentage.
- d) Content Performance and Lead Generation: Imagine you've created product brochure and posted it through people's letterboxes – that brochure is a form of content, albeit offline. The problem is no idea how many people opened your brochure or how many people threw it straight into trash.
- e) Attribution Modelling: An effective digital marketing strategy combined with right tools and technologies allows to trace all sales back to customer's first digital touch point with your business is called attribution modelling. It allows identifying trends in the way people research and buying your product, helping you to make more informed decisions about what parts of your marketing strategy deserve more attention, and what parts of your sales cycle need refining. Connecting the dots between marketing and sales is hugely important – according to Aberdeen Group, companies with strong sales and marketing alignment achieve a 20% annual growth rate, compared to a 4% decline in revenue for companies with poor alignment. If you can improve your customer's' journey through the buying cycle by using digital technologies, then it's likely to reflect positively on your business's bottom line.
- f) Online behavioural advertising: It is the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences.
- g) Collaborative Environment: A collaborative environment can be set up between the organization, technology service provider, and digital agencies to optimize effort, resource sharing, reusability and communications. Organizations are inviting their customers to help them better understand how to service them. Much of this is acquired via company websites



where the organization invites people to share ideas that are then evaluated by other users of the site. Using this method of acquiring data and developing new products can foster the organizations relationship with their customer as well as spawn ideas that would otherwise be overlooked.

- h) Data-driven advertising: Users generate lot of data in every step they take on the path of customer journey and Brands can now use that data to activate their known audience with data-driven programmatic media buying. Without exposing customers' privacy, users' Data can be collected from digital channels (e.g.: when customer visits a website, reads an e-mail, or launches and interact with brand's mobile app), brands can also collect data from real world customer interactions, such as brick and mortar stores visits and from CRM and Sales engines datasets. Data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time much more personal communication, highly relevant to each customer's moment and actions.
- i) Remarketing: Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or defined audiences, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose.
- j) Game advertising: Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in sports games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.
- k) Ease of access: A key objective is engaging digital marketing customers and allowing them to interact with brand through servicing and delivery of digital media. Users with access to Internet can use many digital mediums, such as Face book, YouTube, Forums, and Email etc. Through Digital communications it creates a multi-communication channel where information can be quickly shared around world by anyone without any regard to who they are.

### **How the effectiveness of Digital Marketing Campaigns is measured?**

The evaluation criteria and metrics for the digital marketing campaigns classified according to its type and time span. Regarding the type, either evaluate campaigns "Quantitatively" or "Qualitatively". Quantitative metrics may include "Sales Volume" and "Revenue Increase/Decrease". While qualitative metrics may include enhanced "Brand awareness, image and health" as well as "relationship with the customers".

### **Problem Statement and Study Objectives**

- a) Analysing the effectiveness of digital marketing strategies in promoting local businesses in Shillong.
- b) Investigating the impact of social media on consumer behaviour in Shillong.
- c) Exploring the challenges faced by small businesses in Shillong in adopting digital marketing techniques.
- d) Assessing the role of digital marketing in the growth of the tourism industry in Shillong.
- e) Examining the influence of online reviews on the reputation of local businesses in Shillong.
- f) Identifying the most effective digital marketing channels for reaching the target audience in Shillong.
- g) Investigating the level of awareness and adoption of digital marketing among businesses in Shillong.
- h) Assessing the contribution of digital marketing to the overall economic development of Shillong.
- i) Exploring the opportunities and challenges of digital marketing for rural businesses in Shillong.
- j) Analysing the impact of the COVID-19 pandemic on the growth of digital marketing in Shillong.

### **Literature of Review**

Sharad Madhukar Dashaputre (2011), in his thesis "A study of the growth of internet marketing in Indian scenario" came to a conclusion that an increase in the use of internet and mobile has resulted for the increase in the growth of internet marketing. Based on their study all the respondents agree that internet is mandatory for the growth of online marketing and hence people should be given awareness of internet. Most of them strongly agree that traditional marketing will be replaced by online marketing in the near future.

Susanne Schwarzl and Monika Grabowska (2015), in their study on the topic "Online marketing strategies: the future is here" said that studying the customers' behavior is important in all the type of marketing activities. Whether it is online or offline customers behave in the same way. An apt strategy should be used for bringing the attention of customers. No company activities move without internet. So, it is important to have at least one online department for the company's web presence. The main goal of company should be to create a clearly defined brand which represents the companies' values and catch potential buyers and loyal consumers attention offline as well as online.

Niharika Satinder (2015), in their journal "A study on internet marketing in India: Challenges and Opportunities" says that online marketing develops a greater opportunity to get information relating to

customers as compared to traditional methods of marketing. In the next few years online, marketing will strengthen more and makes the shopping habits of the people more efficient and world class. Because of the use of credit cards, the online shopping became easier.

Vladislav Yurovsky, in his study "Pros and Cons of Internet marketing" came to a conclusion that there are advantages as well as disadvantages for internet marketing. Some of the advantages are empowering effect, elimination of geographic barriers, target reaching, immediate results, cost effective, reaching wider or international auditory, measurable result, can be personalized, relationship build, 24 hours/ 7 days availability. Internet marketing also have some disadvantages such as copying, too much add cutter, unserious perception, unconformity to the product, too much competition, and damage by negative feedback, technological dependence, and were not embraced by all people and lack of trust.

D.K Gangeshwar (2013) In his journal, "E-commerce or internet marketing: a business review from Indian Context", remarked that the present developed in online marketing would be a valuable addition to researcher and academicians and useful theory for practitioners, advertisers and entrepreneurs. In the next three to five years India will have 30 to 70 million internet users which will equal many of the developing countries. E-commerce is set to play a very important role in the 21<sup>st</sup> century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies.

Dr.Amit Singh Rathore, Mr.Mohit Pant, Mr. Chetan Sharma (2017), in their article "Emerging trends in Digital marketing in India" says that the consumers are looking and searching more on internet to find the best products and services from the sellers around India. By different techniques of digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, e-commerce marketing, campaign marketing, social marketing etc. the shopping speed of the customers have been increased vastly. The usage of social media has created new opportunities for digital marketers to attract the customers through digital platform.

Ryan S. Peterson in his article "Digital marketing: A framework, review and research agenda" says that the article presents a framework for digital marketing research that identifies the key touchpoints where digital technologies have a significant impact. The authors review existing literature and identify evolving issues and questions for future research. They set a research agenda for examining these issues from the perspective of the firm.

## **RESEARCH METHODOLOGY**

In this study of digital marketing is mainly comprises of a consumer perspectives company and the third-party perspective. The exploratory research is designed to allow an investigator to basically look around with respect to some phenomenon, with the aim to develop suggestive ideas (Reynolds, 1971). This study is exploratory in nature and includes both quantitative and qualitative analysis. As a purpose

of this study the secondary data & information have been analysed for preparing this paper extensively. The secondary data & information have been collected from different scholars and researchers, published e-books, articles published in different journals, periodicals, conference papers, working paper, company websites for annual reports & CSR activity reports and their internal newsletters. The company related data and information are used which is available publicly on the websites of the companies. This is the best/standard practice for research which is a critical review type. The methodology used was that of a critical literature review.

### **TRENDS OF DIGITAL MARKETING**

The use of mobile phones also significantly contributed towards the growth and development of digital marketing industry in Shillong. Evidences have shown that by the year 2016 around 371 million people in had started using Internet through their mobile devices, which further expand the digital marketing, as the companies got the opportunity of reaching to their customers through a new source. Therefore, the growth of internet and mobile used has been a significant trend that supported the growth of digital marketing industry. The growth in internet and mobile usage, has been identified as the main trend supporting the growth of digital marketing industry in India.

Another major trend that is leading towards the growth and development of digital marketing in Shillong is the increasing number of online shopping platforms and increasing interest of consumers in online shopping. A study conducted by Gehrt et al (2012) argued that though the consumer conceptualisation of online shopping had not fully elaborated in India, yet consumers have a displayed increasing interest in online shopping as the result of technological advancement in the society. Another important trend is identified in the content marketing area. Studies have identified that business managers are acknowledging the importance of content marketing and considering it as an important approach for higher revenue generation [20].

A study conducted by Nedumaran (2016) informed that 75% of CEOs of companies believe that content marketing is the future on Digital Marketing in India. Content marketing campaigns are being increased to enhance engagement of consumers with brands and for targeting right audiences. Another digital marketing trend that significantly emerged in 2016 is visual marketing which encompass the use of visual content that help in achieving greater consumer engagement. Visual marketing has also led to increased used of YouTube channels, as well as auto-paly videos on Facebook, Twitter, Instagram, Pinterest. Therefore, there are various merging trends in Digital marketing industry, which will increase the scope of online marketing in future.

## **FINDINGS AND CONCLUSION**

The main findings of this research indicate that digital marketing industry has significantly penetrated in Shillong market and likely to grow at very fast pace in future. One of the significant aspects of this research is that it significantly contributes towards understanding the perception of marketing managers towards the use of digital marketing strategies. This research also provides the scope for the future research that can focus on conducting the empirical study for understanding the perception of managers, CEOs and other management in understanding the importance of digital marketing in future and if technology will allow this growing trend and would not result in causing technology fatigue, which may affect business activities and revenue generation. This study concludes that for understanding and supporting the continuous growth of digital marketing industry, it is important to conducted empirical research and including perception of marketing professionals for enhancing the benefits of digital marketing Shillong.

Almost all the respondents agree that the increase in use of internet and mobile has resulted for the increase in the growth of Digital Marketing. Hence with the increase in use of internet it is largely observed now a days that the consumer's inclination to have access towards Digital Marketing is increasing significantly.

Finally, to conclude the finding of this research work it can be noted that the growth of digital marketing is certainly a phenomenon experienced by almost all the respondents. The growth of digital marketing is directly related to the increase in the use of internet. Hence the effect of internet era is experienced in marketing sector.

The only variation found between traditional marketing and digital marketing is that there is no compulsion of channel network in digital marketing. Most of the respondents have judged the importance of digital marketing and hence have commented that in near future the potential of digital marketing is bound to increase and also this will generate more revenue for companies. Most of the respondents agree that digital marketing will be successful in coming days.

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