

ISBN No: 978-93-5493-751-4

INTERNATIONAL
CONFERENCE

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Global Perspectives On Business, Economy And Society

For Sustainability in The New Normal

Editors:

Dr. K S Lakshmi

Dr. Guru Basava Aradhya S

Prof. Veena Shenoy

A Study On Usage Of Digital Marketing As A Tool For Rural Development In India

Mrs. Satishwari T.K, Assistant professor, Department of Commerce, St Francis de sales college,
Electronic city, Bangalore – 560100, India, satishwaritk@sfscollege.in

Mrs. Deepashree. P, Assistant professor, Department of Commerce, St Francis de sales college,
Electronic city, Bangalore – 560100, India, deepashreep@sfscollege.in

ABSTRACT

In the current year, vendors see an unexploited budding within the rural as a part of the country because of the economic shift, which successively results in a rise within the purchasing power of rural civic. The various schemes and programs for promoting digitalization in India by the government at reduced cost end up in a constant rise in the number of internet users in rural parts. Digital marketing refers to advertising through like internet sites, social media (such as Facebook, Instagram, Snapchat, YouTube, etc.) Emails and so on. This can be a digital era, and nobody can deny immense possibilities in digital marketing. Social media marketing, email marketing, affiliation marketing, on-demand video streaming, the website, SEO (search engine optimization), S.E.M. (search engine marketing), S.M.M. (search media marketing), etc. Attributes of digital marketing, currently the report says that in rural India, 622 million internet users are around 42% of the net daily, and the E-internet penetration rate in India stood at 45% of the country. There is expected to be a significant uptick in digital commerce. Consumers are responsive to the alternatives available to them; hats off to the World Wide web. Digital marketing aims at potential customers making them tuned in to the merchandise and services within the market; thus, consumers get accustomed to the opportunities and selection handy and take sensible decisions. This paper aims to describe the present scenario of the digital market in rural areas and explore the challenges and opportunities in businesses. Furthermore, on trace out products or companies using digital media to expand their base to less-emerged segment consumers.

Keywords: *Social media marketing, Customers, SEO, S.E.M., S.S.M.*