

INNOVATIVE ADVERTISEMENT PRACTICES IN RURAL MARKETING

SAMATHANAM ANTONY
MISSIONARY, VIA MARCONI, GAGGIANO (MI), ITALY.

ABSTRACT

In view of the large investments made by the government in rural infrastructure pushing income and demand level, the prospects are seen bright for rural India. With empowerment of rural people with education, employment, higher purchasing power, better media exposure, better connectivity with outside world, they provide a massive unexplored pool of consumers. To be successful in the rural market, companies will have to be innovative and sensitive while devising marketing strategies. Traditional urban marketing strategies will have to be localized as per the demands of the rural market. The current paper attempts to discuss the challenges and opportunities in rural markets. It also covers the innovative marketing strategies adopted by key marketers to enhance their brand visibility, goodwill and sales in the mystic rural markets of India.

KEYWORDS: Consumer's Expectations, 4A's, Awareness, Availability, Affordability, Acceptability.

INTRODUCTION

Rural market has been developing steadily over the last few years and is now even bigger than the urban market. As per census report, 70 percent of the people live in villages. More than 800 million people stay in villages of India. 'Go rural' is the marketer's new slogan. Indian marketers, as well as multinational companies such as Colgate-Palmolive, Godrej, and Hindustan Lever have centered on rural markets. Thus, searching for the opportunities, which rural markets offer to the marketers, it can be stated that the destiny could be very promising for folks that can understand the dynamics of rural markets and take advantage of them to their fine benefit. Rural advertising isn't pretty like advertising in urban areas. Not simply due to the dimensions of the population, and also the lack of standardized opportunities – not to say the

sensation of community, the experience of team spirit and the complexity of rural communities. Creating an advertising marketing campaign for a rural place is frequently difficult.

Moreover, most rural marketing campaigns aren't destined for a single community; instead, they purpose to create a nearby presence in multiple locales. An experienced and verified aggregator will streamline the procedure, enhance standardization, and foresee capability challenges earlier than they emerge as instant barriers, assisting to make the most of rural marketing opportunities. Marketing in rural India poses several challenges, apart from the geographical distance and remoteness of numerous villages. However, the proliferation of the media, especially the growing attain of the electronic media in rural India, has supplied publicity to numerous merchandise and services, which have been hitherto taken into consideration the area of urban users. Advertising performs a notably greater role in bringing modifications in society and supplying new product facts to the customers. It additionally enhances productivity because of mass consumption. Good advertising should generate attention, boom inside the trustworthiness of entitlement, be smooth to be understood and remembered.

Meaning

The use of the Internet and other digital media and technology to support „modern marketing“ has given rise to a bewildering range of labels and jargon created by both academics and professionals. It has been called digital marketing, Internet marketing, e-marketing and web marketing and these alternative terms have varied through time.

Digital Marketing is the term most frequently used today, so that is the term we focus on. In simple words we define digital marketing is “Achieving marketing objectives through applying digital technologies and media”. So, digital marketing is about utilising digital technology to achieve marketing objectives. There is no essential need for digital marketing to always be separate from the marketing department as a whole, as the objectives of both are the same. However for now it remains a useful term

because digital marketing requires a certain skill set to utilise the digital technology effectively. As the recent Developing Digital Skills 2015 report showed, many marketers are now spending > 50% of their time on digital marketing activities and two of the three top job roles in marketing are digital, so clearly digital skills are needed for the marketers & managers.

RURAL RETAIL MARKETING

Rural retail marketing means management of all activities of assessing, stimulating and converting the buying power of the village consumers into real demand for particular goods and services and making them to available to the rural people to increase the satisfaction levels and for a better standard of living to achieve organizational goals.

OBJECTIVES

1. To understand the rural market.
2. To unleash the potential of rural market.
3. To identify the strategies to capture the rural market potentiality

Effective Ways of Digital Marketing

In order to achieve success one suppose to move in the following manner

- ❖ Plan - Create a structured plan and roadmap by reviewing your current weaknesses and the opportunities to boost online leads and sales.
- ❖ Manage - Review your marketing activities, so that you know where to focus to get the Quick Wins which will make the biggest difference
- ❖ Optimise - Learn the best practices and success factors to help you compete to get better results

It is no exaggeration that you live in a digital world and from that perspective it is imperative that your business has an impressive presence in the digital space. In essence, digital marketing is the future of marketing in the world with the added advantages that it is cheaper than traditional marketing and is measurable. Let's list the different ways

you can use the digital medium to popularize and drive conversions for any startup or business

Search Engine Optimization (SEO)

In layman's terms, Search Engine Optimization or SEO is essentially tweaking your website so that it comes up naturally or organically for search results in Google, Yahoo Bing or any other search engine. Google updates its algorithms regularly so that only the relevant results come up. From that perspective, many experts say that SEO is dead and the effort is futile. However, the truth is that Google tries to prevent algorithm manipulation and filters sites that don't deserve to be on the top of SERPs (Search Engine Result Pages). So there is no doubt you should invest in SEO work. Your website should address the technicalities related to content and query matching, spidering, indexing, and interpreting non-text content. Remember, it is the most cost-effective marketing strategy that will bring organic traffic to your business.

Search Engine Marketing (SEM)

Search Engine Marketing or SEM is the comprehensive strategy to drive traffic to your business, primarily through paid efforts. Hence it is also called Paid Search Marketing. The universe of SEM is diverse and complicated. Based on your business structure, you may choose PPC (payper-click) or CPC (cost-per-click) model, or CPM (cost-per-thousand impressions) model. There are different platforms for SEM. By far, Google AdWords (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most popular. SEM also includes Display Advertising, Search Retargeting & Site Remarketing, Mobile Marketing and Paid Social Advertising. You may choose a single-point strategy like PPC, or go for a complete SEM strategy, including Display and Retargeting. But whatever you do, make sure your work is managed by experts as wrong planning may make your costs go haywire.

Content Creation

Content can be presented in different formats, including blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and

updates, images, banners, infographics, podcasts, webinars, videos, or content for microblogging and social media sites. All recent changes to Google's algorithm - be it Panda, Penguin or Hummingbird - point to the fact that content is the most important metric while filtering search results. You can be creative and create content on any topic and then skillfully link it indirectly to your business. You may like to read our article on how to include content and market your startup or business free of cost. Also, you need to customise your content for different platforms. For example, the content for mobile phones should be crisp and short. Remember, an effective strategy will engage your readers and leave them interested in more information from you. Good content is shared and is the best way for branding your business.

Social Media Marketing (SMM)

Social Media Marketing or SMM is an offshoot of your SEM efforts. It involves driving traffic to your sites or business through social sites like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, etc. As we mentioned above, good content is shared and liked. So create and customize content for different social media platforms. Remember to be prolific and original; you need to engage with users on a daily basis, at least four to five times a day. Your SMM efforts can be especially helpful for branding and driving sales.

Digital Display Advertising

This again is a subset of your SEM efforts. You may use a variety of display advertising formats to target potential audience - be it text, image, banner, rich-media, interactive or video ads. You can customise your message based on interests, content topics, or the position of the customer in the buying cycle. However, note that Digital Display Advertising is relatively costly. You need experts to drive good ROI for your business.

Retargeting and Remarketing Essentially, Retargeting or Remarketing is a strategy to target customers who have already visited your website. It is based on cookie technology. Retargeting has emerged as a preferred strategy as you target customers

who have already shown interest in your business; and hence the conversion rate is high. You may engage in Retargeting on your site, or on social network or on the mobile. Visualise your strategies based on the customers' buying cycle.

Mobile Marketing

The website, apps and content is being customized for mobile devices. The mobile users are growing day by day and it is the most effective way of marketing

Interactive Marketing

Make sure your advertising strategy engages the potential customer in a conversation. According to a survey by ExpoTV.com, 55 percent respondents preferred to have ongoing communications with the companies they buy from; and 89 percent felt more loyal to the companies if they were invited to provide feedback. Use tools like widgets and opt-in features to make your website interactive, solicit feedback and track user behaviour. Engage with the customers actively and customize offers based on their preferences and browsing activities.

Viral Marketing Viral

Marketing is a strategy where a unique content spreads exponentially online, because the content is appreciated, shared and liked immensely. This is a great way to brand and drive traffic to your website. The content can take any format; all you need is to be creative.

Email Marketing

When you send a commercial message through email to a list of potential customers, the strategy is called Email Marketing. With an effective email marketing software, you can maintain email lists that are segregated based on several factors, including customers' likes and dislikes, and spending habits. Remember to send personalized emails; this helps to develop trust. However, note that Email Marketing may also be considered as spamming and there are laws against it in some countries.

Affiliate Marketing Affiliate

Marketing is a performance-based marketing program, where you pay publishers who bring you customers. The performance may be based on conversions - promotions, leads or simply sales. You may like to be part of the affiliate programs of different publishers. Essentially, the publishers will give you space in their pages to advertise your business and help you drive conversions; and you will pay them based on the compensation model. You may avail the help from an Affiliate Network, which will give you a large base of publishers, and other benefits like tracking and reporting technology. Affiliate Marketing is especially useful for startups, as it will bring in more traffic to their business through high-traffic sites. In essence, Affiliate Marketing is a win-win situation for both the merchants and publishers. Sites like Amazon, eBay, LinkShare and Flipkart run Affiliate Programs. In fact, most online businesses with appreciable traffic have their own affiliate programs.

Digital Media Planning and Buying

When a media agency researches and makes a comprehensive strategy framework, we call it Digital Media Planning. Be it in driving sales or conversions, launching a new brand or promoting an established brand, or changing customer behaviour, the media agency plans different platforms and formats to reach the desired audience. It studies reach and frequency of different web-based and mobile applications. The agency works with different partners and buys relevant space and ideas. This is called Media Buying. In essence, Media Buying and Planning entails all the strategies that we have discussed above.

Web Analytics

Perhaps, the most important aspect of your Digital Marketing is Web Analytics. Essentially, Web Analytics helps you to collect, measure, understand, analyze, plan, report and predict the web activities for your business. Web Analytics should not be confused with Web Statistics. As opposed to simple reporting, Web Analytics gives you analyses and different angles to ponder vis-à-vis your business. Some of the important

Web Analytics tools are Google Analytics, Spring Metrics, Woopra, Clicky, Mint and Chartbeat. It goes without saying that every advertiser should use Web Analytics to understand his business and improve the ROI and conversions.

Challenges in Indian Rural Marketing

Today practically all of corporate India is falling head over heels to contact provincial India, as it can help in adding considerably to their main concerns. Anyway the in general fruitful rate in country markets isn't so engaging. The issue in contacting the rustic masses rises to the possibilities in the provincial land. Not very many corporate like Hindustan Unilever is on top rundown victorious through their rustic promoting projects like 'Shakti' 'Activity Bharat', Amul with their forceful advertising system and ITC with their e-choupal. Numerous others like Coca-Cola, Colgate, Britannia, BSNL, LIC, Hero Honda, LG Electronics etc are endeavoring effectively to ascend the country stepping stool.

The major challenges they face includes:

- Resistance to Change exhibited by rural community
- Seasonal Demand
- Lack of adequate infrastructure facilities including warehousing facility
- Lack of Effective Communication System
- Comparatively Low Literacy Rates even though it is improving with constant
- Intervention by government Improper Distribution Channel Management

In-depth study of consumer buying pattern of the rural market is the most important prerequisite for marketers to succeed in Rural India. However, the success depends on how effectively they are able to overcome the above mentioned challenges.

FUTURE OF DIGITAL MARKETING IN INDIA

Day by day growing Digital Market in India is an evident that the Digitization is taking place with a high speed. E-commerce website are providing all the goods and services through online portals online today. The increasing number of ecommerce websites. WARC Survey shows that 35% of advertisers would increase their mobile advertising spend by 50% or more by 2020 in India.

According to the GroupM report, consumer product makers will remain the most dominant sector in terms of ad spending with a 28% share of the total expenditure. Many advertisers will increase their ad spending to spur demand, helped by the buffer provided by low commodity prices, which have reduced their input costs. Thus, all reports and surveys conducted around the globe are showing that the digital marketing will grow more in coming years. Youth of India is very much technology friendly . By 2017, mobile devices are expected to reach around 3 billion units worldwide. So as more people use smartphones, tablets and other mobile devices, the potential of mobile market continues to grow.

CONCLUSION

As we all are experience a radical change in India towards the digitalization. The consumer are looking and searching more on internet to find the best deal form the sellers around India. Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, are becoming more and more common in our advancing technology. Today we all are connected through whats app and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Digital marketing is cost effective and having a great commercial impact on the business.

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