

## Online marketing in India: Challenges and Opportunities

*E-commerce sales have touched \$1 trillion in 2012 with the expansion of digital media globally. Indian Companies have to develop online marketing strategies to exploit E-commerce.*

### Challenges of India

- Poor internet penetration
- Penetration of debit and credit cards
- Prevalence of the 'cash' sales
- Poor supply chain and logistics
- No big investments from large business houses
- Government prohibits international investment in e-commerce

First Generation e-commerce in the late 90s with the dot.com boom. It tapered off in 2001. There was no revenue mode.

The second generation started in 2005-06 for a wide assortment of merchandise and services. They had better business model. The challenges were in high cost of customer acquisition and excessive discounting. They were however successful in generating revenue and retaining

Third Generation: 2013-14 may mark the beginning with:

- Internet usage increasing rapidly
- Increasing sales of mobile and smart phones with connectivity
- Imminent launch of 4G Platform, more financial capital and managerial talent.
- E-shopping picking up

***Develop online marketing strategies*** is a long-term strategic marketing plan indicating how to create and develop a company's online presence adhering to the business development strategy. Combining online marketing strategies with conventional marketing strategies can ensure success in e-business. Utilizing the evolving technology to develop innovative marketing strategies helps online marketers to stay ahead of the competition. Online advertisements designed in such a way that they are easily understood by the target customers can help in the development of e-business.

Topic	Course
Develop online marketing strategies : Direct and online marketing: Unit 24.10	Marketing Management

**Source:** Arvind Singhal, *E-commerce in India – Version 3.0*, Technopak India site