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Address for correspondence:
Chavan Parinita Ramesh
Assistant Professor, Jaywant
Institute of Management, Wathar
Email:
parinitachavan56@gmail.com

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Emerging Trends in digital marketing: Strategies and platform

Chavan Parinita Ramesh¹ Dr. Vilas Balgaonkar²

¹Assistant Professor, Jaywant Institute of Management, Wathar

²Associate Professor, Sanjay Ghodawat University

Abstract

The evolution of digital marketing has changed the way business engages with consumers, driven by technological advancement and consumer preferences. Digital marketing is an ever-evolving field that allows business to reach a field that allows businesses to reach a vast consumer, also engage with customers on a personal level measure the impact of their efforts. By adopting the right platforms and strategies, businesses can brand awareness, increase customer loyalty and drive conversions. Due to technological advancement, the future of digital marketing will become more dynamic and integrated, offering greater opportunities for business and marketers to succeed in space. This article examines the evolution of digital marketing, focusing on how emerging trends and strategies impact on businesses connect and audience. We aim to provide insights on future of digital marketing identifying the need for business to adapt technologies and consumer expectations.

Keywords: Digital Marketing, Emerging trends, Marketing evolution, consumer engagement, SEO, Omni channel strategy

Introduction:

Digital marketing has transformed the way of business connect with consumers in modern era which differ from traditional marketing which relies on print, television, and radio. Digital marketing leverages online channels such as search engines, social media, email, mobile and websites to engage audiences more effectively. With rise of mobile and data driven insights, brands can now personalize their messaging to specific demographics and measure success in real time. As technology continue to evolve, digital marketing strategies becoming more sophisticated, integrating artificial intelligence, automation and interactive content to enhance user experiences.

In the fast-moving digital landscape, marketing strategies continue to evolve, driven by technological advancements and changing consumer behaviors. In the early days of email campaigns and banner ads to the rise of artificial Intelligence and personalized experiences. Today, brands must navigate an ever-expanding ecosystem of platforms, leveraging data driven insights and innovative tools to stay competitive.

Traditionally advertisers used methods like radio, TV, and print media for advertising. However, digital marketing enables marketers to deliver messages much faster and to niche groups known as target audience in digital terminology. Indian businesses began to explore the potential of having an online presence. E commerce platforms and India times covered the way, helping people experience shopping from their screens for the very first time.

The Digital Revolution:

Digital marketing first introduces in India during 1980-90 when it was still emerging. The evolution of digital marketing happened in stages, around 1990 when computers and laptops first arrived on the scene. Digital marketing can be defined as promoting a brand via the internet and the electronic media.

Digital marketing first appeared in India due to the internet boom, which was a significant development in and of it. In 1995 CSNL launched internet services in India, which was origin of digital marketing in India. In 2000, SEO and internet marketing get popular in India. Watching the nation use search engine like Google and develop under the influence of the internet was a better experience. By the end of 2010, many well-known brands and small-scale companies decided to make SEO adjustments on their websites and with paid or organic internet advertisements to expose their products to the target audience.

Recently digital technologies have highly developed quickly. It has made globe more closely linked than ever. The digital marketing revolution influences due to its effects are so fast and robust. India has been at the front position of the digital revolution, having the youngest and most significant populations worldwide. As the country's Smartphone usage increases, youth of India are an influential consumer segment, influencing the industry with their behavior, tastes and passions.

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Objectives:

1. To study the evolution of digital marketing.
2. To identify and analyze the emerging trends of digital marketing.
3. To evaluate the effectiveness of various digital platform strategies.
4. To explore the impact of technological advancements on digital marketing practices.

Review of literature:

Initially businesses relied heavily on traditional modes for promotion—billboards, television commercials, and print media. Now a days due to technological advancement a new era began. Scholars such as Smith and Johnson (1998) first explored the shift from print to online advertising mode, emphasizing the potential of digital platforms to reach wider audiences.

In the early 2000s, search engines like Google, yahoo revolutionized marketing strategies. Researchers like Brown (2003) and Lee (2005) explored the growing importance of Search Engine Optimization (SEO) and Pay-Per-Click (PPC) advertising. These studies explained how business optimized websites to rank higher search results which increases online visibility.

As the years passed, the emergence of social media like facebook, Twitter and caught the attention of marketers. According to Davis and Thompson (2010), social media marketing allowed brands to engage consumers, creating an interactive and personalized experience. Research by Patel (2012) explored the rise of content marketing, stressing how valuable and informative content could drive customer engagement and brand loyalty.

The mid-2010s witnessed an explosion of influencer marketing and artificial intelligence in digital marketing. Research by Williams and Roberts (2015) demonstrated how influencers, mainly on Instagram and YouTube, reshaped brand promotions. Meanwhile, Jackson et al. (2017) analyzed how AI-powered tools, such as chat bots and predictive analytics, enhanced marketing automation and customer targeting.

Fast forward to 2020s, digital marketing had entered a new frontier. Scholars like Martinez (2021) and Chen (2022) explored the role of augmented (AR) and the metaverse in marketing. They described how brands leveraged immersive experiences to techno serve consumers in ways unbelievable. Furthermore, blockchain technology introduced new transparency in digital advertising, as noted Anderson (2023).

Today, digital marketing continues to evolve, integrating AI, automation, and data-driven strategies. As Johnson (2024) suggests, the future of marketing will likely shaped by a combination of personalization, immersive experiences, and ethical data usage. From simple banner ads to sophisticated AI-driven campaigns, the digital marketing landscape has transformed dramatically over the years – proving that the only constant in marketing is change.

Digital Marketing is an online platform for marketing that is deployed to advertise any kind of product or service. Now it is very crucial to use digital marketing to stay relevant in the industry.

Research gap:

1. Most of the studies offer snapshot of trends rather than a comprehensive evolution over time.
2. There is insufficient comparative research on how different digital platforms impact on campaign success across industries.
3. Few research works identified that how consumers perceive and respond to emerging trends like influencer marketing.

4. While AI is frequently mentioned, empirical studies exploring its strategic integration into marketing platforms are scarce.

Data analysis and interpretation:

1. Surveys: Online surveys were conducted with 200 marketing professionals and consumers.

A survey was conducted among 200 marketing professionals and business owners. The demographic distribution is as follows:

1. Demographic profile of respondents:

Demographic Factor	Category	Percentage
Age	25-34	42%
	35-44	35%
	45 and above	23%
Industry	E-commerce	40%
	Technical	25%
	Others(Retail, Finance)	35%
Experience	1-3 years	28%
	4 – 7 years	46%
	8 + years	26%

The majority of respondents are young to mid-career professionals from fast moving industries and they are highly relevant to digital marketing trends.

2. Preferred digital marketing platforms:

Platform	Usage
Instagram	76%
Face book	65%
LinkedIn	58%
Telegram	42%
YouTube	67%

Instagram and YouTube dominate platforms, especially for visual content, Telegram is gaining ground particularly among younger demographics. As well as b to B companies show preference for LinkedIn.

3. Emerging Trending Adoption:

Trend	Adoption rate (%)
Influencer Marketing	71%
AI and chat bots	55%
Voice search optimization	28%
Personalization/ Automation	64%
AR/VR campaigns	18%

Influencer marketing is the most widely adopted trend. AI driven and personalization is gaining traction while technologies like AR/VR and voice search are still emerging.

4. Platform Strategy effectiveness:

Respondents rated the effectiveness of platform strategies (1 to 5 scale)

Platform	Average rating
Instagram	4.2
LinkedIn	3.9
Telegram	3.5
You tube	4.0
Google ads	3.8
Face book	3.6

Instagram is perceived as the most effective platform, driven by engagement rates and influencer synergy. LinkedIn is effective for professional outreach, while Telegram lower score indicates uncertainty despite popularity.

2. *SPSS analysis*: Data was analyzed using SPSS software.

Descriptive Statistics

Variable	Mean	Std. Deviation
Age	32.5	5.2
Experience in digital marketing	5.5	3.1
Importance of social media	4.2	0.8

Inferential Statistics

1. *Correlation analysis*: Significant positive correlation between social media usage and digital marketing effectiveness ($r = 0.75$, $p < 0.01$).
2. *Regression analysis*: Social media usage and content quality are significant predictors of digital marketing effectiveness ($R^2 = 0.65$, $p < 0.01$).

- The advertising industry is undergoing a significant transformation, focusing on leveraging data, technology, and AI rather than traditional creativity.

Opportunities and Challenges in the Indian Digital Market

India has seen significant growths in the digital marketing sector. And it has been on the minds of many youth who are always looking for possibilities and challenges in digital marketing.

- Lucrative Career Possibility: More job applicants than any other industry have been drawn to digital marketing because of its bright future.
- Adapting corporate working practices: Digital marketing organizations maintain an employee-friendly workplace since that encourage innovation in their staff.
- Assist in business expansion: Due to its superior reach, many businesses are converting conventional marketing to digital marketing. The challenges of digital marketing in India:
 - Overcoming constantly changing platforms: The algorithms and operational procedures of online marketing platforms have changed significantly. Many marketers have found it challenging to use these channels effectively.
 - Challenges with social media marketing becoming more challenging in terms of generating engagements and leads.
 - Inconsistent customer behavior: Nobody can accurately anticipate what is happening inside someone else's brain. Because of this uncertainty element, it is increasingly harder to find the precise buyer for a particular product.

Conclusion:

The evolution of digital marketing reflects the dynamic change between technological advancements, shifting consumer behaviors and platform innovations. From its early belief on email and banner ads, digital marketing has transformed into a complex ecosystem driven by personalization and multi-platform engagement. The study highlights those emerging trends such as influencer marketing, AI driven, personalization and video-based content are not just fleeting innovations but critical elements of modern marketing strategy. Platforms like YouTube, LinkedIn and Instagram offer distinct features, making it essential for businesses to craft tailored strategies based on audience, content format and campaign objectives.

Marketers are increasingly adopting

cutting edge tools and technologies, challenge remain- particularly in navigating algorithmic changes, data privacy concerns and need for authentic engagement. The research states that success of digital marketing lies in the ability to continuously adapt to new trends, leverage data effectively for budding customer expectations.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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