

Opportunities and Challenges of Paid Search Marketing: A Case Study of Indian Firms

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ABSTRACT

The motivation behind conducting this study is to analyze the opportunities and challenges associated with paid search marketing for Indian firms. The paper also attempts to study the trends and patterns of behavior of Indian firms towards paid search marketing. The secondary data that has been obtained from various sources was analyzed using the descriptive analysis and bar diagram so that a meaningful conclusion could be drawn out of it. It was found that the Indian advertising industry has evolved from being a small-scale business to a full-fledged industry. The advertising industry is projected to be the second-fastest-growing advertising market in Asia after China. Despite the global slowdown, digital advertising sustained to grow. In 2019 digital advertising industry stands at Rs. 13,683 crore, i.e., 26 percent rise from 2018 (Brandequity Report, 2020). It has been observed that Paid Search works well because it can instantly have you at the top of the SERPs, whereas using SEO might take you months; it might even be impossible depending on your keywords.

Keywords: Paid Search Marketing, Search-Engine Optimizer, Digital Marketing, Digital Consumer

1. Introduction

For many businesses, the customer's journey starts with search. This search gives rise to the birth of Paid Search Marketing. To be competitive, you need to be found online at the top of the search results, which is what paid search marketing aims for. Paid search marketing is an inexpensive and scalable form of web marketing designed to connect marketer's ads with searchers actively seeking what the marketer provides. Paid search marketing is an effective online marketing channel, and marketers nowadays have given substantial attention. India is the second-largest online market behind China, and not only that, e-commerce in India is said to be the largest and most profitable for a new business start-up and the use of paid search marketing is more accelerated due to this fact. India's Digital advertising market has grown by 33% annually between 2010 and 2019. The E-Commerce industry in India is currently at US \$ 64 Bn and is predicted to grow to US \$ 200Bn by 2027. Search engine marketing (SEM), search engine optimization (SEO), pay-per-click (PPC), cost-per-click (CPC), cost-per-impression (CPM) search engine advertising, sponsored listings, paid for placement are the different varieties of paid search marketing.

The Indian advertising industry has evolved from being a small-scale business to a full-fledged industry. In 2015, the advertising expenditure made by Indian industries was Rs. 49,759 crore, and out of that, expenditure on digital marketing was Rs. 4,950 crore. The advertising industry is projected to be the second-fastest-growing advertising market in

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Asia after China. 2019 was quite a challenging year for the advertising industry in India. Due to the global slowdown, corporates decided to cut back on advertising spends, and customers decided to wait and watch. Still, in the midst of all, digital advertising sustained to grow. In 2019 digital advertising industry stands at Rs. 13,683 crore, i.e., a 26 percent rise from 2018. The marketers are now paying more attention to paid search marketing to capture more customers and increase the organization's revenue base. The present paper analyzes the role, opportunities, and challenges associated with paid search marketing in India to attract and retain customers.

India has become a global market hub, and the new start-ups in India further contribute to the rapid growth and development during the last decade. The new start-ups and the existing big giants are using the paid search marketing platform as a marketing strategy to capture more business for their growth and development. The growth in the number of internet users also helped in accelerating the use of this marketing media. In 2016, 24.33% of the Indian Population accessed Internet via Mobile phone and the trend was predicted to grow at 37.36% by 2021. The paper also explores opportunities and challenges associated with paid search marketing in India and analyzes the Indian experience of paid search marketing to attract and retain customers.

2. Conceptual Framework

Paid search marketing is an inexpensive and scalable form of web marketing designed to connect your ads with searchers actively seeking what you provide. The smartest paid search marketing campaigns are pay-per-click or PPC campaigns and the logic behind them can be summarized simply: you bid for ad placement in a search engine that has sponsored links for keywords related to your business, then you pay the search engine a small fee for each click. Paying for every click may sound like one may end up paying a lot, but in a well-designed campaign, the opposite is true. Because the potential customers will see our ads only when they are searching for precisely the products or

services we offer, they are far more likely than a casual browser to be at the point of purchase. Thus, with the right research and a little tinkering, the paid search ads we place will end up earning far more than it costs to place them.

For example, we are a pet food manufacturer. If we are paying for ads in a cost-per-impression campaign, where we are required to pay for every browser that happens to see our ad, we are losing money, especially with specialty products. If one of the pet foods we manufactured was an all-natural dog food filled with free-range bison and other delicious tidbits, and we place an ad on Facebook, it may indeed be seen by a wide range of people. However, they are less likely to be a point of purchase because no one (we hope) goes on Facebook actively looking to buy dog food. However, people search for "natural, free-range dog food" on Google, usually people looking to buy. Moreover, those are the customers a paid search marketing campaign is designed to target.

2.1 How Paid Search Marketing Works Backstage

As we already know, Google and other search engines return two kinds of results to users: organic results and paid results.

Appearing in the sponsored links requires entering into an auction and competing with other bidders for advertising space. So, the million-dollar question: why engage in paid search advertising or hire a consultant when we can rank in Google's organic results for free? First of all, organic SEO is not free. It takes much time, effort and knowledge to win high organic search engine rankings. Those resources are anything but free for our company. Especially for newer, less established sites, it can take quite a while to gain enough domain authority to get on the first few pages for our best keywords.

Moreover, most people never click beyond the first page. In the meantime, we are just sitting around waiting for qualified leads. Moreover, entering into the Google AdWords

Figure 1: Paid Search Result Page
(Source: Digital Adlectio)

auction is not as tricky as it sounds. It is simple math.

2.2 The Rules of Ad Ranking

Google's PPC platform is called Google AdWords, and though it may seem a bit complex, it is designed to provide maximum ROI to everyone involved: Google, our company, and searchers. It does this by rewarding the most relevant, intelligently targeted pay-per-click campaigns by charging them less for ad clicks. So the more specific and useful our ads are, the better we will perform. We are rewarded for drumming up interest in our site. Every time a search is initiated, Google digs into AdWords advertisers' pool and

chooses a set of winners to appear in the ad space on its search results page. The "winners" are chosen based on a combination of factors, including the quality and relevance of their keywords and ad campaigns, as well as the size of their keyword bids.

More specifically, who gets to appear on the page is based on an advertiser's Ad Rank, a metric calculated by multiplying two key factors – CPC Bid (the highest amount an advertiser is willing to spend) and Quality Score (a value that takes into account your click-through rate, relevance, and landing page quality). So how do we go about creating the most successful paid search marketing campaign you can? It begins with keywords. So,

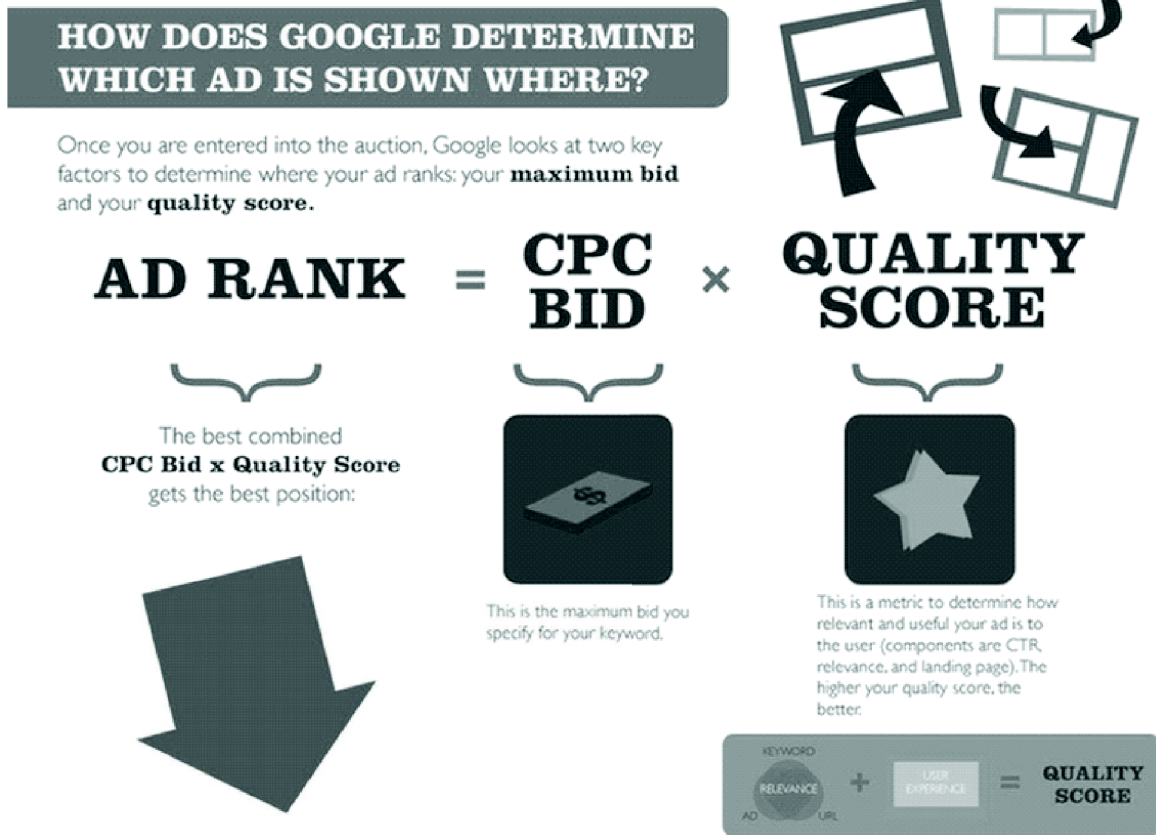


Figure 2: Working of ad placed by Google
(Source: adbadger)

keywords are critical in paid search marketing and the first step in any search marketing campaign, including paid search, is keyword research. Therefore, in paid search, bidding on the wrong keywords is like throwing our advertising budget out the window.

2.3 The Road to Paid Search ROI

Bidding on the right keywords is only part of the paid search marketing battle. We also need to create relevant, compelling text ads. It will ensure that our ad shows up in the first place—important!—and that search engine users are drawn in to click. A high click-through rate (CTR) makes for more cost-effective paid search campaigns. We will lower our cost per click while improving Quality Score and earning better ad positions. It takes care and a little practice, but once we get the hang of it, paid search marketing can be one of the most

cost-effective and revenue-generating pieces of our marketing strategy.

3. Review of Literature

Olbrich and Schultz (2008) addressed the impact of click fraud on traditional performance measures in search engine advertising. The discussion presented in the study supports advertisers with evaluating search engine advertising campaigns under consideration of fraudulent clicks. The impact of click fraud on the performance of search engine advertising is discussed, and it was opined that a comprehensive click fraud detection system should structure the processes according to the complexity, the arithmetic performance, as well as the integration of additional information, in order to guarantee the prompt identification of fraudulent clicks. On the one hand, this

information can be used to avoid continuous click attacks and, on the other hand, for a compensation claim. The paper focused on an advertiser's perspective in the case of click fraud in search engine advertising. Hong et al. (2008) explored the dimensions of agent-based internet advertising system by PULL mechanism. With the development of information technology, a virtual market based on the internet has come into shape. They discussed that this is a global, digital and rapid-growing market with great potential. In the new Internet environment, significant changes have emerged on market property, time and space concept, consumer demands and behavior, etc. Traditional marketing strategies and competing methods can hardly meet the demands of the new market situation. Internet marketing, as the new marketing model, brings forward unprecedented opportunities and challenges to enterprises. They concluded that if Chinese enterprises want to consolidate their positions and enhance the competitive advantages, they must readjust their marketing strategies to seek business opportunities on the internet, expand broader marketing channels and develop Internet marketing. In the age of the Internet economy, Internet marketing will become more and more critical.

Evans (2008) undertaken a study to determine how search engine marketing (SEM) techniques can enhance a nonprofit's online visibility. The study methodology was a review of current and relative literature available online and in print. SEM comprises the activities designed to improve search referrals to a Web site, and it encompasses both organic and paid search strategies. The literature review focused on using search engine optimization methods to boost a Web site's organic or natural ranking. Pay-per-click (PPC) and keyword purchasing strategies also were evaluated. The research specifically sought examples of nonprofits using these methods to increase traffic to their Web sites. The literature indicated that both search engine optimization and PPC strategies are effective. The research pointed out that a combination of both would yield immediate and long-term visibility of an organization's Web

site. Nonprofits had some advantages, compared to for-profit organizations, such as the Google Grants program and free online advertisements. Heinze et al. (2010) highlighted Search Engine Marketing Management's emerging role as a new and increasingly important area for future information systems researchers and research. Reaching beyond the 'simple' undifferentiated goal of increasing visitors to a website, a mature marketing perspective is developing to realize strategic marketing objectives. This paper's practical contribution is found in developing awareness among management roles of the importance and nuances of search engines and the tactics required to harness the benefits of multiple online communication channels within organizational marketing strategy. We advocate the Information Systems research community to engage with this growing area of applied information systems use. Search engines are arguably the "über information system" that already provides a significant area for researchers to gather quantitative and qualitative data. The findings of the current study are limited due to examining the activities and experiences of only one company, and gaining access to what is increasingly commercially sensitive information will be a persistent challenge to research in the field of SEMM.

Jain (2013) analyzed the role and importance of search engine and search engine optimization. The study describes the role, importance and working of search engines and describes the concept and overview of search engine optimization and its types. The study concludes that a search engine is a handy tool in the present era of the web. There are many search engines available in the market, but the most popular search engine is Google. So for getting top results on the web, we have to use the search engine optimization technique. Both on-page and off-page search engine optimization techniques are essential for better search results. In the three flavors of SEO, the White Hat SEO technique is the best and long-term. Berman and Katona (2013) examined the impact of search engine optimization (SEO) on

the competition between advertisers for organic and sponsored search results. The results show that a positive level of search engine optimization may improve the search engine's ranking quality and its visitors' satisfaction. In the absence of sponsored links, the organic ranking is improved by SEO if and only if the quality provided by a website is sufficiently positively correlated with its valuation for consumers. In the presence of sponsored links, the results are accentuated and hold regardless of the correlation. When sponsored links serve as a second chance to acquire clicks from the search engine, low-quality websites have a reduced incentive to invest in SEO, giving their high-quality counterparts an advantage. As a result of the high expected quality on the organic side, consumers begin their search with an organic click. Although SEO can improve consumer welfare and the payoff of high-quality sites, it was found that the search engine's revenues are typically lower when advertisers spend more on SEO and thus less on sponsored links. Modeling the impact of the minimum bid set by the search engine reveals an inverse U-shaped relationship between the minimum bid and search engine profits, suggesting an optimal minimum bid decreasing in SEO activity level.

Langkos (2014) concentrated on providing a balanced view about the benefits and drawbacks of approaching customers as group segments or individual consumers by providing academic underpinning from reputable sources & personal critique. The study aims to contribute to the understanding of complexity regarding market segmentation. The paper discusses the various problems that today's marketers face and focuses on the emerging challenges of the new marketing reality. The paper mainly deals with the concepts and issues surrounding the matter of consumption. Consumption is a complex social phenomenon in which people consume goods or services for reasons beyond their primary use. A consumer society is one in which the entire society is organized around the consumption and display of commodities through which individuals gain prestige and identity. It was concluded that

consumers do not make their decisions in a blank moment. Cultural, social and psychological factors positively influence their purchases. Therefore, a customer's want has to be identified, and his expectations must be matched with the other economic and social factors. The world is moving and changing at a pace that is both positive and negative in a way. People are changing from time to time, so do their tastes and preferences. Marketers are always concerned about cultural shifts and keen to discover new products or services that consumers may want. Understanding the ingredients and drivers of global consumer culture is the key to gaining insight into consumer behavior. Stephen (2015) examined the role of digital and social media marketing in consumer behavior. The article reviews recently published research about consumers in digital and social media marketing settings. The study concluded that the digital/social media consumer behavior literature is fast-growing and primarily focuses on practically relevant and theoretically exciting phenomena. Researchers have mostly considered how consumers use information (e.g., online WOM, reviews) available to them in digital/social media environments. Future research should continue this approach, although in a more expanded fashion. Consumers' behaviors other than those related to online WOM/reviews should be considered, and other types of information found (and inferences made) in online environments should be considered. For example, it would be interesting to consider the complex interplay between the transmitter, receiver, linguistic/content, and context factors regarding antecedents and consequences of online WOM.

Yasmin et al. (2015) focused on the importance of digital marketing for both marketers and consumers and examined digital marketing's effect on the firms' sales. Additionally, the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing's effectiveness and its impact on a firm's sales. The examined sample consists of one hundred

fifty firms and fifty executives who have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques. It was concluded that Digital channels in marketing had become an essential part of many companies' strategy. Nowadays, there is a very cheap and efficient way to market his/her products or services, even for small business owners. Digital marketing has no boundaries. Companies can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and a lot more to promote the company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like "Rome was not built in a day," so, digital marketing results will not also come without attempt, without trial (and error).

Kannan and Li (2017) developed and described a framework for digital marketing research that highlights the touchpoints in the marketing process and the marketing strategy process where digital technologies are having and will have a significant impact. Using the framework, they organized the developments and extant research around the elements and touchpoints comprising the framework and review the research literature in the broadly defined digital marketing space. They outline the evolving issues in and around the touchpoints and associated questions for future research. Finally, they integrate these identified questions and set a research agenda for future research in digital marketing to examine the firm's perspective. They conducted that Owing to the need to gain competitive advantage, implementations of technological developments by firms is often rapid and without thorough deliberation of the pros and cons or ROI.

4. Objectives of the Study

1. To analyze the opportunity and challenges associated with paid search marketing in India.
2. To analyze the trends and pattern of

behavior of Indian firms towards paid search marketing.

5. Research Design and Methodology

To examine the dynamics of paid search marketing in India, the present position of the paid search marketing and its contribution to the growth of the business industry and the economy have been analyzed by the researcher.

5.1 Scope of the Study

The study has been conducted considering the dynamics of paid search marketing in India. The study has focused on the marketers' opportunities and challenges by using paid search marketing to promote their brands. Being a conceptual paper in nature, the researcher has analyzed the present scenario of paid search marketing under the umbrella of digital marketing and its benefits and challenges. So, keeping this dimension of the study, the study period has been from 2006-2019.

5.2 Sources of Data

Data is gathered from secondary sources. The data has been mainly collected from the Websites of the respective companies under study, eMarketer, GroupM, Statista, Dentsu AEGIS network, Ministry of MSME, Yahoo Finance, Google Finance, websites of the various Government agencies and their annual reports.

5.3 Tools for Data Analysis

The secondary data that has been obtained from various sources was analyzed using the descriptive analysis and bar diagram so that a meaningful conclusion could be drawn out of it.

6. Data Analysis and Interpretation

Being an emerging country, India sees a rapid change in the economy regarding its growth and development. The fact that there are now various modes of advertising and marketing the companies' product and services, therefore, the companies are following the traditional way of advertising and looking for the opportunity of advertising with the help of

digital mode. With the rapid growth in internet users in India in the past decade, the companies are now tapping digital channels of advertising more than the traditional way of print and media

advertising. Below is the data about the amount of money spent by the Indian companies on digital and other modes.

Table 1: Total Advertising Industry and Digital Advertising Industry

Year	Advertising Industry (in US \$ Bn)	Digital Advertising Industry (in US \$ Bn)
2019	9.64	1.93
2022F	13.37	3.98
2025F	18.86	8.25

F- Forecast Figure Source: Dentsu AEGIS network

As per table-1, it is evident that in the year 2019 total advertising industry worth US \$9.64 billion and out of this amount, US \$1.93 billion is earmarked for the digital advertising industry (almost 20% of the entire advertising industry). It is expected that the digital advertising industry will have its share in the total

advertising industry worth more around 30% by the end of the year 2022. Moreover, by the end of 2025, it will have more than 43% share in the entire advertising industry. This data shows that the digital advertising industry will proliferate in the future, and the digital world will influence more to the consumer than physical space.

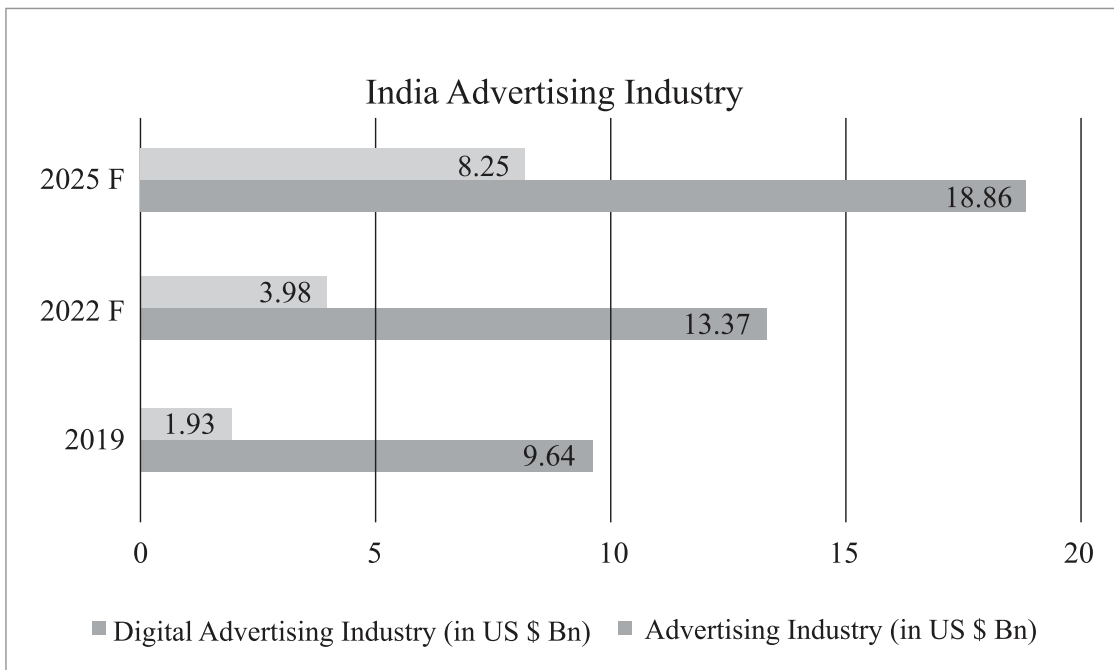


Figure 3: India Advertising Industry

The facts that have been reported in the table have been presented in the form of a bar diagram (figure-3). It is obvious that the digital

advertising industry will claim more share in India's entire advertising industry.

Table 2: Digital Advertising Revenue in India
(estimated figure Source : Statista)

Year	Digital Advertising Revenue in India (in billion Indian rupees)
FY 2014	32.5
FY 2015	47
FY 2016	65
FY 2017	86
FY 2018	116
FY 2019	160
FY 2020*	210
FY 2021*	266
FY 2022*	333
FY 2023*	423
FY 2024*	539

Table-2 reports India's digital advertising revenue from the financial year 2014 to the financial year 2024 (estimated data). It is apparent that in the financial year 2014, the revenue from digital advertising was 32.5

billion Indian rupees. However, every year the revenue from digital advertising increases, and it was reported to be 160 billion rupees by the end of 2019. It is estimated that it will surpass the 539 billion rupees mark by the end of 2024.

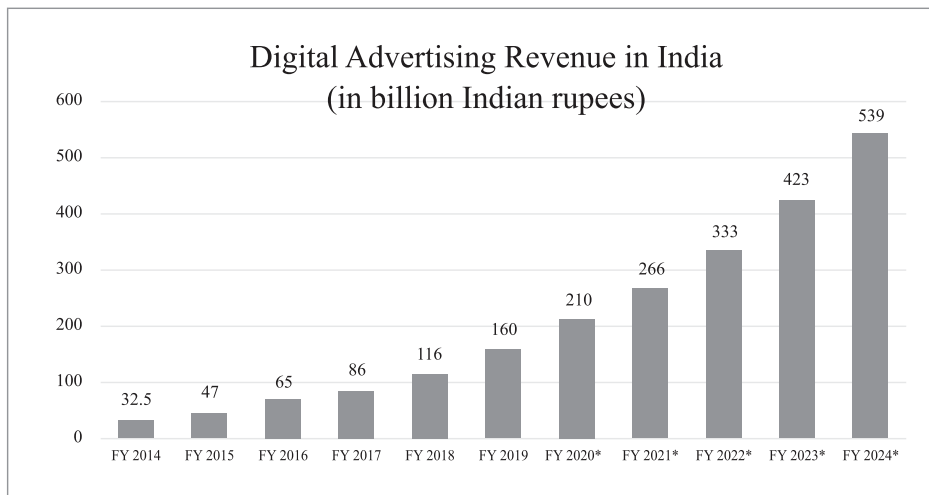


Figure 4: Digital Advertising Revenue in India
(Source : Statista)

Figure-4 shows the same fact that has been reported in the table-2. It is observed that digital advertising revenue in India is growing

exponentially rather than at a linear rate and offers many opportunities to India's digital marketers.

Table 3: Total Ad Spending and Spending on Digital Media

Year	Total Media and Ad Spending (In USD Billion)	Digital Ad Spending (In USD Billion)
2011	4.57	0.30
2012	4.89	0.34
2013	5.12	0.41
2014	5.56	0.57
2015	6.11	0.74
2016	6.4	0.94
2017	7.03	1.17
2018	7.49	1.46
2019*	7.94	1.78

*Estimated Figure (Source : eMarketer)

Table-3 is reporting total media and ad spending and digital ad spending (in USD billion). It is observed that in the year 2011, the digital ad spending was around 6% of the total media and

ad spending. However, it was around 20% by the end of year 2018. So, a giant leap has also been observed here.

Table 4: Year on Year Growth in Digital Marketing (in %)

Year	Year on Year Growth (in %)
2006	91
2007	54
2008	33
2009	21
2010	33
2011	30
2012	28
2013	30
2014	35
2015	45
2016	47
2017	52
2018	57
2019	63

(Source : GroupM Estimates)

From 2006 to 2019, digital marketing's average growth rate has been more than 45%. The year-on-year growth rate has been more in the year 2006 (91%), and it was lowest in the year 2009 (21%), but the fact is that every year the rate of

growth of digital marketing has been increasing. It could be because of the number of internet users, more specifically the search engine users, which are increasing every year to look for the required content.

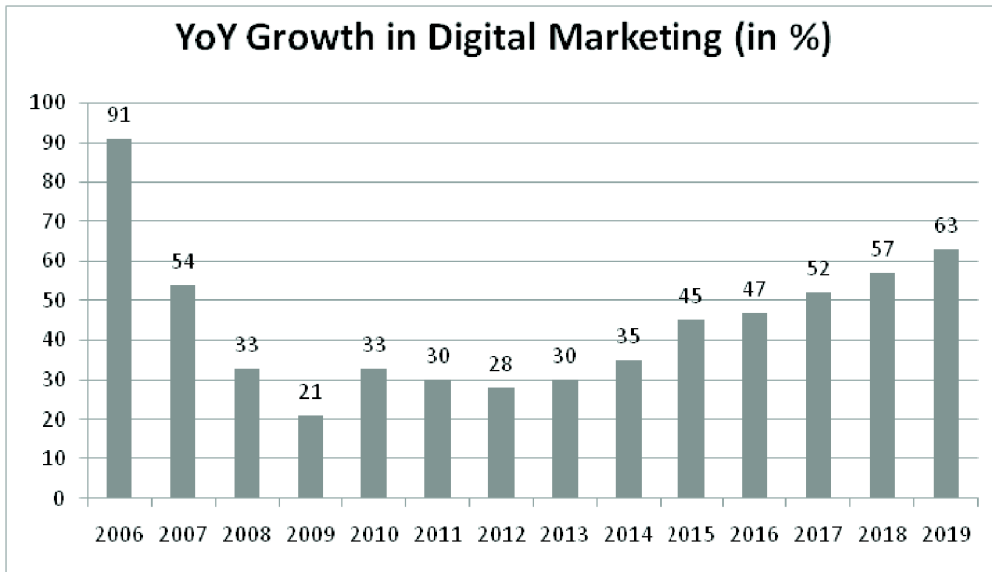


Figure 5: YoY Growth in Digital Marketing (in %)

Figure-5 presents a picture that although growth in digital marketing on a year-on-year basis was fluctuating from 2006 to 2012 but after 2012, it has moved in an upward direction only.

Thus, from the data above, it has been analyzed that the Indian economy, especially the companies, are tapping more of the Digital

mode of advertising. The use of paid search ad mode has been increasing with the increase in the number of internet users and the users who use search engines for searching a particular product or service, and they end up buying the product which has been advertising with the help of paid search ad media.

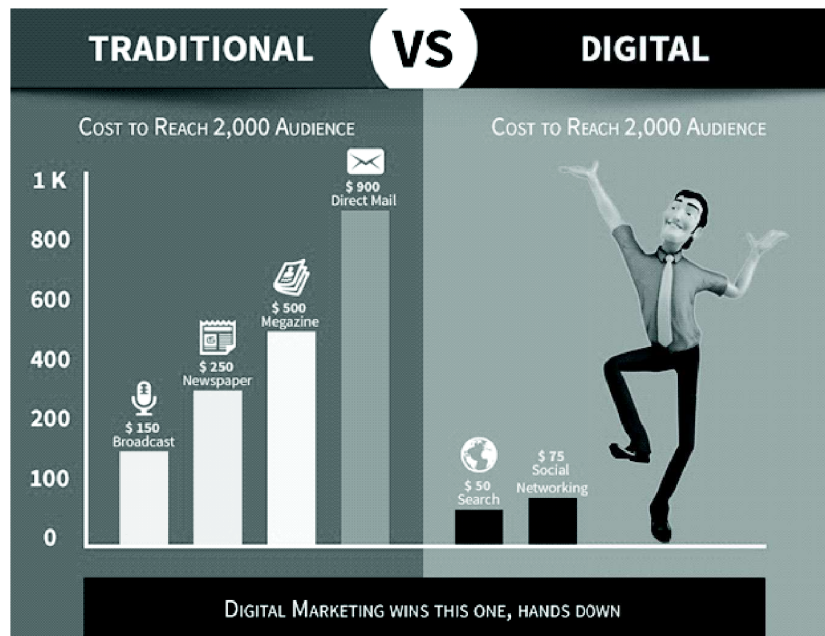


Figure 6: Comparison of traditional and digital marketing
(Source: www.redalkemi.com)

The analysis reaches a point of understanding that the traditional way of covering the people for tapping them as their potential consumers in the future is now losing its charm as the corporates are now tapping more of digital marketing for marketing the product (Ref. Fig. 6). The same is primarily the cost of reaching per potential customer, which is very low in the case of digital mode of marketing.

7. Conclusion and Suggestion

The Indian advertising industry has evolved from being a small-scale business to a full-fledged industry. The advertising industry is projected to be the second-fastest-growing advertising market in Asia after China. It is estimated that by 2020, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.50 percent.

The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies, resulting in a more favorable business environment. Also, proposed licenses for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 percent, whereas TV contributes 38.2 percent, and digital contributes 11 percent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 percent. India's digital advertisement market is expected to grow at a compound annual growth rate (CAGR) of 33.5 percent to cross the Rs 25,500 crore (US\$ 3.8 billion) mark by 2020. The internet's share in total advertising revenue is anticipated to grow twofold from eight percent in 2013 to 16 percent in 2018. Online advertising, which was estimated at Rs 2,900 crore (US\$ 435 million) in 2013, could jump threefold to Rs 10,000 crore (US\$ 1.5 billion) in five years, increasing at a compound annual rate of 28 percent.

As per GroupM, the ad spending in 2019 was Rs. 62,671 crores, and it will cross Rs. 85,000 crore by 2022. Even though the year

began on a very optimistic note, the overall Ad expenditure took a downturn due to lower than expected ad spend growth from sectors like FMCG, traditional retail, telecom and sporadic spending in categories like E-commerce. Furthermore, demonetization in the last quarter of 2016-17 negatively impacted about 2% on the total Ad expenditure in 2016. Advertising expenditure in India is expected to grow at 10% to reach Rs. 72,204 crore in 2019 over 2016, according to a forecast by WPP-owned media agency GroupM.

The advertising and marketing sector in India is expected to enjoy a good run. Growth is expected in retail advertisement because several players are entering the food and beverages segment, e-commerce gains more popularity in the country, and domestic companies test out the waters. The rural region is a potentially promising target. For instance, in the automobile sector, two-wheelers' focus in rural areas could mean more launches and more advertising. The telecom sector could see growth as well, driven by better smartphone penetration and service providers cutting down on prices.

There are various benefits associated with the paid search campaigns. These are listed below:

Extremely Targeted: Whether the goal is to increase awareness of a new service, sell more products, or expand an email-marketing list, paid search can play an essential role in accomplishing business goals.

Quick to Execute: Compared with the other modes of digital marketing, this is quick to execute and gives the best results quickly.

Flexibility to Optimize: Another great advantage of paid search is the flexibility to make optimizations. Every aspect of the ad can be controlled: keywords, ad copy, ad extensions, and the landing page used for the ad.

Cost-Effective: With Adwords, we will pay only when someone clicks on our ad, which means no wasted money spent on impressions for users who will not engage with our ad. Another great benefit of paid search is that there is no minimum spending requirement, unlike some other digital advertising platforms.

Measurable Results: One of my favorite things about digital marketing is delivering the data to back up our efforts. Google Adwords is no exception to this, as it allows us to measure results for each ad, each keyword, and even each user. Connecting our campaigns with a Google Analytics account helps determine working and not working in a search campaign.

Although there are various benefits associated with the use of paid search marketing but at the same time, various challenges also pop up when marketers use this mode of marketing. It is a problem of predictive spending, reach/Lack of inventory of AdWords, standing out in a crowd by continually finding the unique keywords, complex products/services keywords (which are a big challenge), brand building, and small budgets high-cost terms.

From 2006 to 2019, digital marketing's average growth rate has been more than 45%. The year-on-year growth rate has been more in the year 2006 (91%), and it was lowest in the year 2009 (21%), but the fact is that every year the rate of growth of digital marketing has been increasing. It could be just because of the number of internet users, more specifically the search engine users, which are increasing every year to look for the required content. The analysis reaches a point of understanding that the traditional way of covering the people for tapping them as their potential consumers in the future is now losing its charm as the corporates are now tapping more of digital marketing for marketing the product. The same is primarily the cost of reaching per potential customer, which is very low in the case of digital mode of marketing.

It has also been observed that 48% of the companies already had an integrated digital marketing strategy in 2019. 72% of marketers believe that the traditional marketing model is no longer sufficient, which will make the company revenue increase by 42% by the end of 2019. In 2020, 80% of businesses will increase their digital marketing budget, surpassing the IT budget. Only the illiterates could not access digital marketing potentials because of the accessibility to computing devices and

computer education. Many of the people in this category still do not trust online payment methods, and they lack training in English Language and other foreign languages to market online in global markets.

So, Paid Search Advertising can bring many benefits to your business. Paid search leads into various other Paid Advertising areas such as Remarketing and Display Advertising, but is most commonly associated with Pay Per Click (PPC.) At its core, Paid Search Advertising benefits your business because it allows you to get to the top of the front page of Google. Being first on the Search Engine Results Page (SERP) means more people will see your ad and are far more likely to click on it. Paid search works well because it can instantly have you at the top of the SERPs, whereas using SEO might take you months; it might even be impossible depending

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