



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35.

An Autonomous Institution

COURSE NAME : 19CS0404

FUNDAMENTALS OF DIGITAL MARKETING

IV YEAR/ VII SEMESTER

UNIT – I

1.2 DIGITAL VS REAL MARKETING AND INTERNET USERS AND USES



DIGITAL VS REAL MARKETING

Digital Marketing

- Cost-effective
- A large number of audience
- Variety of sources
- Higher conversion rate
- Measurable results
- Immediate communication



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Traditional Marketing

- Expensive
- Limited audience
- Non-versatile
- Low conversion rate
- Results cannot be measured
- Delayed communication





INTERNET USERS- PENTRATION & KIND OF INTERNET USE





CONT...

- ▶ In India, its 35% population (462 million out of 1.3 Billion) is already on the Internet.
- ▶ 79% of India's population is already on mobile, and soon they will be on the internet with the disruption taking place in the telecom industry.
- ▶ An Internet-connected Indian is spending much more time on a digitally connected device (PC/tablet: 480 minutes, Mobile: 202 minutes) instead of TV (only 111 minutes).
- ▶ 28% of Internet-connected Indians (137 Million) have purchased something online.



Thank You!