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Digital Marketing: Vocal for Local

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Abstract

The idea of 'Vocal for Local' stems from the Swadeshi movement, which began in 1905 as part of the Indian independence struggle. It aided the development of Indian nationalism at the time as an economic strategy. Major brands aren't the only ones making a loud local effort. The campaign highlights India's desire for independence and self-sufficiency, which can be seen in businesses of all kinds, including start-ups. Entrepreneurs were the ones who drove supply when the COVID-19 pandemic forced India into uncharted territory. The goal of campaigning for local products is to promote Indian goods rather than to replace imported ones. Local businesses can utilize digital marketing tools and analytics to identify and target consumers who are most likely to want their products or services, allowing them to concentrate their efforts on the demographics where they will add the most value It is one of the most effective ways for a small business to reach out to potential clients. It is the only method to establish yourself as the leading provider of goods or services. With the help of digital marketing, you can enhance audience trust, attract more customers, raise ROI, and grow your business. With the help of digital marketing, you can enhance audience trust, attract more customers, raise ROI, and grow your business. Most countries have become "Atmanirbhar" as a result of the COVID-19 epidemic. Businesses across the board have began to work on it in response to the nation's Prime Minister's address by "Vocal for Local." Almost all of the world's leading brands gained support only when locals began using and promoting them. The Prime Minister promoted the same approach to globalising local goods. The seriousness of the COVID-19 problem has accelerated the creation, promotion, and distribution of local products. After 2016, digital marketing in India saw considerable increase. Small vendors, manufacturers, and industries who were unable to digitally sell their products via a technological method have experimented with WhatsApp Customised and Personalized Marketing. As the number of smartphone and Internet users in India grows, the post-COVID market landscape will force local producers to pursue digital marketing in order to increase the reach of "Make in India" products. This paper primarily focuses on a conceptual understanding of digital marketing, how it benefits local businesses and provides convenience and comfort to people.

Keywords: Marketing, Economy, Globalization, Promotion, Entrepreneurship.

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INTRODUCTION

Businesses can engage and market to their target audience using social media networks. Companies are free to set up a page for their business, make updates, and share product. Another free digital marketing approach available to organizations is search engine optimization (SEO) [1]. In today's society, the value of digital marketing cannot be overstated. Unlike traditional marketing, it concentrates on narrow markets with global reach and delivers significant revenues with low investment. It is conversion-driven and easy to understand. Overall, digital marketing can be an effective way to promote and support local

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businesses as part of the Vocal for Local campaign, helping to boost their visibility and attract more customers in an increasingly competitive market [2].

" Small business digital marketing focuses on numerous levers that do not demand a lot of money but do take time and persistence."

What Is the Importance of Digital Marketing for Small Businesses?

Small Enterprises Have an Equal Opportunity

Digital marketing may benefit all organizations, regardless of size. It is not just possible for global corporations with significant finances to achieve.

- *Choosing the correct audience:* Digital marketing has come a long way since the days when advertising were shown to as many internet users as technology would allow. Every social media network and search engine now has the ability to develop pools of potential buyers that are interested in your offering. This conserves resources by eliminating the need to budget for a huge audience with low results [3].
- *Cost-efficient:* The risk-reward ratio of launching a business is already slightly too high to justify an investment in traditional marketing. Using digital marketing instead of printed leaflets, renting a billboard, or displaying banners can help you save money on advertising.
- *Increases brand recognition:* It helps customers become acquainted with your items and create a liking for them. It also helps your brand become the first thought that users think of when looking for a specific product or plan to purchase. It is also responsible for our recall of a brand's colours, logo, and general vibe [4]. Because the purpose of brand recognition is to correlate it with everyday events, it can also assist individuals in emotionally connecting with your business.

Marketing Advantages

- The ability to communicate with prospects and learn exactly what they want, i.e. a greater understanding of your customers.
- Because digital has no geographical borders, you can reach out to everyone and anywhere.
- Because you can target the correct audience at the right moment, digital marketing makes personalization easier.
- Maintain contact with your prospects throughout the purchasing process.
- Spend less money to reach more people.
- To establish brand loyalty, learn about your target demographic and encourage involvement. Consider the effectiveness of consumer loyalty programs.
- Track and monitor reactions to your marketing activities quickly and easily.

Why Digital Marketing?

1. It costs less than common marketing tactics.
2. Allows you to interact with your audience and vice versa, which aids in the development of brand loyalty.
3. Allows you to measure the efficacy of your marketing efforts.
4. Boosts conversion rate.
5. Allows you to gain a competitive advantage by analysing your competitors' online campaigns and digital marketing efforts [5].
6. Gives you access to the global market.
7. It is the medium through which people can showcase their talent easily.
8. Influence youth for startups or to become entrepreneur.
9. It has increase employment rate in women as well as PM said,

"If we only use local products, there will be no unemployment for our people in the next 25 years."

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What Distinguishes Digital Marketing from Traditional Marketing

- Traditional marketing has a limited targeted audience/consumers because it is limited to local customers/consumers, whereas digital marketing captures the attention of customers or consumers from all over the world, allowing companies to reach a greater number of consumers/buyers/customers than traditional marketing. Furthermore, digital marketing involves two-way communication, which allows for efficient customer service [6].
- Digital marketing provides quick and real-time marketing outcomes, allowing businesses to optimize and streamline marketing campaigns for maximum revenue and profit. This is one of the primary reasons why businesses are moving to digital marketing platforms.
- Because it eliminates the need for paper, digital marketing is both cost-effective and environmentally beneficial. Marketers and customers can connect via various social media platforms that do not charge a single penny, and documentation is in the form of soft copies maintained on websites that can be accessed at any time and from any location [7].

Here are some platforms that support India in becoming Atmanirbhar :

Trade India

It is a B2B online market by giving local buyers and sellers a solid platform for finding reliable business partners, it is supporting the "Vocal for Local" agenda. Trade India's mobile app has also been updated in six vernacular languages, including Hindi, Punjabi, Gujarati, Telugu, Marathi, and Odia, making it a perfect forum for enterprises from throughout the country.. Businesses can use the app to communicate and interact with one another in order to run smoothly, securely, and effectively [8].

Shop Clues

The online marketplace Shop clues has created a 'Atmanirbhar' section to its platform, which contains locally made products in categories such as fashion, footwear, home and kitchen, electronics, jewelry and watches, and consumables.

Crofarm

Agritech startup recently debuted OTIPY, a social commerce platform, with the goal of revolutionizing the Indian fresh produce supply chain. In order to meet end-user demand, OTIPY closely collaborates with female reseller partners and supports contact less fresh produce doorstep delivery [9].

AgriBazaar

AgriBazaar, a Delhi-based Agritech firm, is supporting the "Local for Vocal" initiative by working closely with farmers, state governments, and procurement agencies to facilitate trading from the comfort of their own homes.

Local people may face several problems while using these apps, depending on factors such as the app's language, usability, functionality, and compatibility. Here are some of the common problems that local people may face while using apps:

- *Language barriers:* Many apps are available only in English or other major languages, which may pose a problem for users who are not comfortable with those languages. Local people may prefer apps that are available in their native language, which can make it easier for them to understand and use the app [10].
- *Usability issues:* Apps that are not user-friendly or have a complex interface can be challenging for local people to use. This is especially true for the elderly or those who are unfamiliar with cellphones or apps.
- *Limited functionality:* Some apps may not have all the features that local people need or expect. This may limit the app's functionality and make it less desirable to local companies.

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Overall, local people may face several challenges while using apps, but many of these problems can be addressed by app developers through reaching to the root cause of the day-to-day problems faced by the local businesses.

A good digital marketing app should possess many factors including pro-active approach, user-friendly, convenient design. It should also consist of local language as the major user base will be of secular men. This will help in promoting the idea of 'Vocal for Local'.

Shortcomings

- Despite the widespread use of digital marketing channels, there are still many people who do not use the internet or social media. This means that digital marketing strategies may not reach some members of the local community who could benefit from the "Vocal for Local" message.
- Local businesses are competing with larger, more established brands that have bigger marketing budgets and larger online followings. Smaller local businesses may find it difficult to stand out and get noticed in the competitive online marketplace.
- Digital marketing strategies require access to and proficiency with technology. Some local businesses may not have the necessary skills, resources, or infrastructure to implement effective digital marketing campaigns.
- There is a risk that digital marketing campaigns may be perceived as insincere or opportunistic if they are not genuinely committed to supporting the local community. This could undermine the effectiveness of the "Vocal for Local" message and damage the reputation of the businesses involved.
- Local businesses often have limited resources, both in terms of time and money. This can make it difficult to implement and sustain digital marketing campaigns over the long term, especially if they require significant investment in technology, content creation, or advertising.

CONCLUSION

In Finally, internet marketing has emerged as a great tool for supporting India's 'Vocal for Local' campaign. By leveraging various digital channels such as social media, search engines, and online marketplaces, local businesses can effectively reach out to their target audience and promote their products and services. Additionally, the use of innovative digital marketing strategies such as influencer marketing and video marketing can further amplify the reach and impact of the 'Vocal for Local' message.

However, it is important to note that digital marketing is not a one-size-fits-all solution and requires a tailored approach based on the unique needs and characteristics of each local business. Local businesses need to carefully plan and execute their digital marketing strategies, keeping in mind their budget, target audience, and marketing goals.

Overall, digital marketing has immense potential to support the 'Vocal for Local' campaign and help local businesses thrive in the digital age. With the right digital marketing strategies in place, local businesses can effectively compete with global brands and achieve long-term success.

“India cannot afford to remain stagnant today. Whether we are awake or asleep, we can’t continue to remain where we are. The global situation is such that the world is thinking on how to become ‘Atmanirbhar’,” said by prime minister Mr. Narendra Modi

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