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## DIGITAL MARKETING IN INDIAN REGIONAL LANGUAGES: AN OVERVIEW

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### **Abstract:**

Today's age is digital marketing. It is a reliable means to reach implied customers. Digital marketing is certainly a boundless part of today's marketing span. Localization is the grit of any marketing. There is a variety of components that marketers look forward to and language is one of them. India is a country with 121 languages and 270 mother tongues. Most Indians prefer to read, write and communicate in their regional language. English is however invincible language in various fields. But now day's consumers are extensively discrete. Regional language use in online content can help brands acquire an enhanced amount of user commitment and response. It is needed to confine content for accumulation embracing in digital marketing. With local language advertising, brands get a chance to attain the utmost consumers at a reasonably less significant price. 9 out of 10 new internet users in India over the next 5 years are likely to be Indian language users.

**Keywords:** digital marketing, regional language, social media, internet

### **Introduction:**

Digital marketing is one of the most important parts of the marketing spectrum today. Digital marketing has ample scope, but the language is the primary blemish in it. The English language is especially used on the internet. According to Comscore data, from March 2020 to March 2021, there have been nearly around 62 million new internet users from the regional markets of India. Reasonable mobile phones with cost-effective data plans and the easiness of using local language keyboards are some of the factors that are foremost to this upsurge and along with it, the growth of regional or Indian language content consumption. Making use of regional language in digital marketing will benefit companies and brands to get an exceptional amount of consumer feedback. India is a country of different religions, great heritage, and a varied assortment of languages like Hindi, Tamil, Telugu, Marathi, Malayalam, Gujarati, Sindhi, and

Urdu. The internet users in India are increasing gradually. Smartphone users are also rising in India's rural areas and that is the cause of digital marketing acquiring importance in regional languages. Nowadays, different brands acquire the market using the proper regional language marketing. In digital marketing Regional language helps to engage customers emotionally attached. Different components of digital marketing like Search Engine Optimization (SEO), Content marketing, and Social media are taking advantage of the regional language marketing and catching the customers. Today it is essential to focus on the customers consistent with locations with regional digital content.

### **Objectives of the Study:**

The objective of this study is:

1. To analyze the impact of regional languages in digital marketing
2. To study the use and importance of Indian regional languages in digital marketing

### **Methodology:**

This research paper is expressive and entirely based on secondary data. The essential data is collected from the different published articles, websites, national and international journals, government reports, books, newspapers, and blogs.

### **The exploration of the domain of vernaculars from the digital marketing perspective:**

#### **Digital Marketing advantage: High rate of consumer response & engagement:**

“If you talk to a man in a language he understood, that goes to his head. If you talk to him in his language, that goes to his heart”- Nelson Mandela. In digital marketing the most important thing is to target the consumer. Language is one of the primary components of digital marketing to upsurge it. The English language is virtuous on a worldwide basis, but it comes to India it is fairly challenging. Most digital marketing websites are indeed in English. But it is necessary to make use of regional language to reach out to more consumers. India is a country with diversity and rich cultural traditions. The amount of

digital content in a regional language is barely comparable to its consumers. With native language advertising, brands have the opportunity to reach a maximum audience at a comparatively lower cost.

### **Use of regional language in Digital marketing:**

#### **Google Search Engine Optimization (SEO):**

According to research with CSA's "Can't Read Won't Buy", 68 % of internet users found to prefer the regional language in digital content as more reliable. And 88% of users retort to a digital advertisement in their regional language. Google search engine supports the nine Indian languages Hindi, Tamil, Telugu, Bengali, Gujarati, Marathi, Kannada, Malayalam, and Punjabi. It is also possible to hear results in the Indian language. The business will successfully grow, capture the local market, and get benefited via technical SEO strategy.

#### **Adoption of Regional language by Social Media:**

Ultimate popular social Media like Facebook, WhatsApp, Twitter, Instagram, and YouTube are started to adopt this digital marketing strategy. This will fetch further stroke in the future. The early endorser brands will have a first-mover advantage, but the dawdlers may never take off.

#### **Facebook:**

Facebook also enables internet users to use the language of their choice. Users can choose any one Indian language and create content using it and run campaigns on Facebook. This approach will help to get extra freight to the business site and get more sales.

#### **YouTube**

At present, there are 467 million YouTube users in India. Video consumption and use of Indian regional languages on the YouTube platform is also sighted increasing numbers of content creators and viewers including languages like Hindi, Tamil, and Bengali. Some regional language YouTube stars such as Nisha Madhulikas is a chief and started nishamadhulika Hindi language YouTube channel, at present having 12.6 million subscribers and approximately 2.5 crores annual income, Madhura Bachal is also a chief and started Madhuras recipes Marathi language YouTube channel in 2016 and till

6.2 million subscribers with 1.5 crores annual revenue. Sandeep Maheshwari is a motivational speaker in the Hindi language on YouTube has 22.4 million subscribers and around 30 crores annual income.

**Instagram:**

Instagram is one of the key social networks in digital marketing. It currently supports the Bengali, Gujarati, Hindi, Kannada, Malayalam, Marathi, Punjabi, Tamil, and Telugu languages of India. It is possible to promote personal brands, small businesses, and large organizations.

**Twitter:**

Manish Maheshwari as Twitter India head, the microblogging network has now restructured its website to help users localize content in seven Indian languages Marathi, Hindi, Gujarati, Urdu, Tamil, Bengali, and Kannada. So Indian people can join and connect people in their language.

**The Secret of Success: Brands benefited from advertising in regional languages:**

In India, the use of regional languages has been a crucial part of a brand's social consequence and consumer response. Language usage growing in popularity online and benefit to set up language first digital brand campaigns at scale.

Following are some successive brands stories promoted advertising in regional language:

**Policy Bazaar:**

It is India's leading online insurance marketplace. Policy Bazaar uses the Google trends such as Jivan Bima Plan (life insurance plan), sabse sasta term plan (the cheapest term plan), and tailored creative messaging around search interest for these terms. This strategy leads Policy Bazaar's cost per lead to be 18% lower, leading to a 4% increase in incremental leads, and an 11% increase in clicks through local-language keywords in comparison to the English language advertisement.

**Kotak Mahindra Bank:**

Kotak Mahindra Bank: Kotak 811 is a brand new instant bank financial savings account presented with the aid of using Kotak Mahindra Bank that lets

customers open financial savings account through their app or online. The brand sought to improve the profitability of the accounts opened by increasing the number of new accounts while maintaining its cost per account opening.

### **#smarthotohrapido: Rapido Bike-Taxis**

This advertisement is most popular in the Telugu language to show how the bike is for quick, comfortable rides at a low cost. Rapido is the first and fastest-developing Bike taxi application in India and at present runs operations in more than 100 cities. Bike taxi platform, Rapido has introduced the release of its new 360-degree advertising campaign 'Go Ohh with Rapido', highlighting the advantages of the use of the Rapido service.

### **Toofan wahi jo sab # PalatDe**

As India steps into the 100th anniversary of the Olympic Games, the digital marketing campaign welcomes and celebrates Thumps up Heroes with a new advertisement. "Toofan Wahi jo sab palat de" is a new campaign, that encourages the people and the whole kingdom closer to the Olympics. The story of adaptability and strength ruled the social media platforms for ample likes and views.

### **Conclusion:**

India, with a population of 136.6 crores in 2021 has witnessed a huge 179.8 percent boom in its social media consumer base since the beginning of the Digital India Campaign, launched in 2015. It is expected to grow its consumer base by 12 percent through 2023. So there is a need to grow business with a regional language. Brands need to develop their digital marketing strategies. Customers prefer to involve further with the content in their local language and this enhances the element of consistency along with personalized experience. With the growth in digital literacy and smartphone adoption, especially in rural India, adapting regional content and communication will play a key role in driving growth in India.

### **Suggestions:**

Currently, 54.9% of the top 10 million websites are in English. Hindi-language sites account for only 0.1% of all websites. That is expected to change soon.

Indian consumers cannot only be reached through English. In India, the demand for regional languages will increase as more users go online. The language diversity in India makes it necessary to develop a multilingual Indian SEO strategy to maximize the potential of the Indian market. It's a challenge that's worth the effort.

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