



SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS

III YEAR/ VI SEMESTER

UNIT – 1 INTRODUCTION TO DIGITAL MARKETING

Topic: Internet Users: Penetration and Kind of Internet Use

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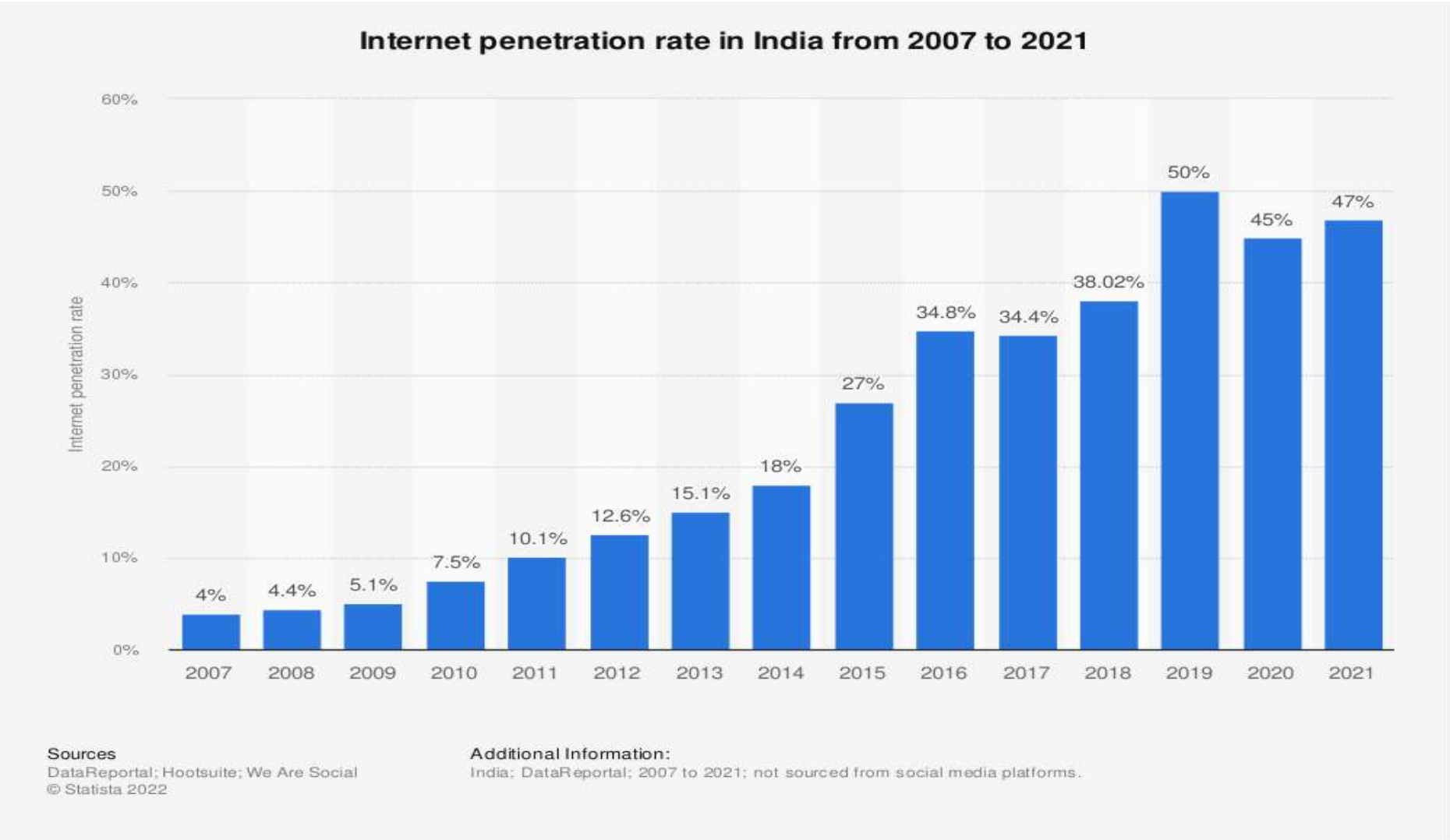
Syllabus - Unit 1



- Introduction, Origin and Development of Digital Marketing
- **Internet Users: Penetration and Kind of Internet Use**
- Digital Marketing Strategy
- Digital Advertising Market in India
- Digital Marketing Plan
- Ethical and Legal Framework of Digital Marketing
- Skills Required in Digital Marketing
- Careers in Digital Marketing
- Lessons from Mistakes in Digital Marketing.



INTERNET USERS- PENTRATION





INDIA 2ND LARGEST AFTER CHINA

227m
Rural
India

205m
Urban
India

71m kids aged between
5-11 also go online using
adults' devices



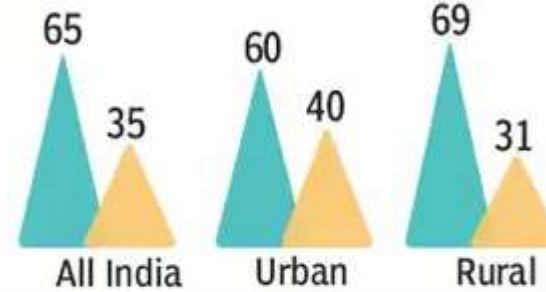
503m
India

850m China

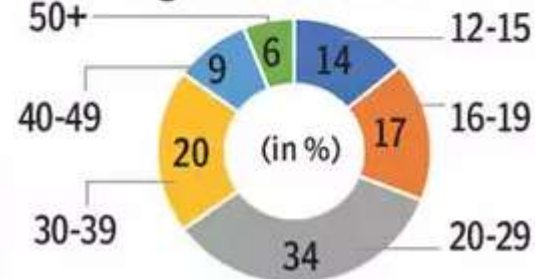
Source: IAMAI/Nielsen

Gender Distribution

(as %)



Age Distribution



TOI

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KIND OF INTERNET USE





- 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

