

## Trends in Digital Marketing with Mr. Arjun Chatterjee



*Mr. Arjun Chatterjee at Institute of Management Technology, Nagpur*

Institute of Management Technology, Nagpur had the privilege of hosting an interactive and informative session on digital marketing by Mr. Arjun Chatterjee, Chief Executive Officer (CEO) at Runtime Solutions Pvt. Ltd. on 15<sup>th</sup> December 2016. He addressed the student managers on the basics of digital marketing and enlightened them about the opportunities in the field.

Here is an excerpt from his interview:

**Q1.** India is more inclined towards traditional methods of marketing, how well do you feel companies will show congruency towards new-age digital methods of marketing?

Ans. Traditional media like television work better in rural regions where people are able to connect with the personalities they often see on television. Digital methods on the other hand tend to be more successful in urban areas because the people are well aware and have prior knowledge of its prevalence. Many companies try to understand the needs of their prospective customers by analysing their activities on social media platforms, so the approach of the companies is usually very subjective. It is important for them to know their target audience to understand the right method to adopt. Moreover, your choice of the marketing platform also depends on your product. For example: if you want to advertise a brand of detergent, you would rather do it on a channel like Star Plus rather than channels like Net Geo, Vh1 etc. So, it's better to adopt what works best.

**Q2.** What it takes to be an Entrepreneur, especially in Digital Marketing?

Ans. Being an entrepreneur is only worth if you are sure about what you want to do. And entrepreneur in general needs to be patient, positive and determined to get what they want. It takes time for the business to start yielding sufficient returns and in the interim a lot of costs are involved such as rent, salaries, bills, loan interests etc. Luckily, I am very stubborn which worked well for me. Speaking of Digital Marketing in particular, there is a lot of competition prevailing in the market. There are hundreds of media and consulting agencies, but you have to maintain a USP that differentiates you from the rest. Your customer base should be rich in quality than in quantity. It is better to have a hundred customers whose needs are well known to you, than to have a thousand customers whom you cannot cater to properly. Your customers must value your work,

and that is how you will be able to build a strong customer base. So the bottom line is to know yourself before knowing your customers.

**Q3.** What is your opinion about Amazon Go? How do you think it will affect others in market?

**Ans.** I personally feel that Amazon is a huge innovation driver, their warehouse working is completely automated. They are also the kind of company that invests a lot and go deep into the entire thing, so it actually becomes a business for them. If Amazon Go works in the same direction then it will grow at a rapid pace. As we are moving towards a paperless economy in India, this is a great step towards doing things efficiently with less wastage. I believe it is a disruptive move by Amazon and rest depends on the kind of exposure they get.

**Q4.** How has your experience been at IMT, Nagpur and with the past interns?

**Ans.** I love IMT, Nagpur. This is the fourth batch of interns that we have hired and I am very impressed with the quality of work. The students, committees and faculty are really open to interaction, and I love the entrepreneurship spirit dwelling in the student managers. So, it has always been a pleasure being here.