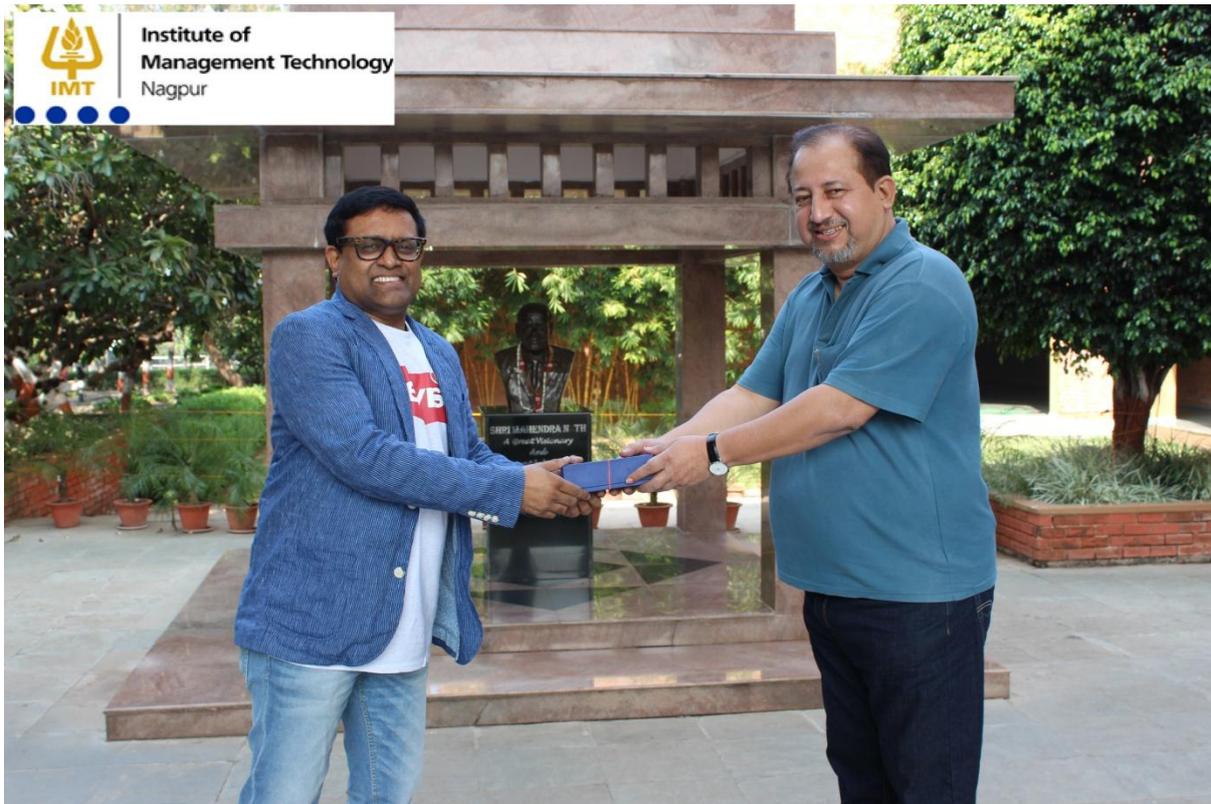


Digital Marketing with Mr. Subhobroto Chakroborty



Mr Subhobroto Chakroborty with Professor Pradeep Mazumder on his recent visit to IMT, Nagpur

Institute of Management Technology, Nagpur had the privilege of hosting an interactive and informative session on digital marketing by Mr Subhobroto Chakroborty, Chief Digital Officer of 'The Digital Fellow' on 12th and 13th November, 2016.

Here is an excerpt from his interview:

Q1. A recent study by the World Health Organisation suggested that digital marketing has negative persuasive impact on children, and there is a dire need of rules and regulations to monitor and control the same. What is your take on this?

Ans. Anything new takes time in getting accustomed to various other things. When ATM was introduced, people used to keep their cards locked. When facebook came, everyone could see and like anything on your profile, now there are privacy policies. Initially, anyone and everyone used to mail anything, now google sorts your mail as junk if you do not know the sender. Anything that comes to the world is not full-proof; after it is launched, it evolves. Same thing will happen to Digital Marketing. It is at an evolving stage. Anything which comes takes time, at least some years(rules, regulations and policies etc.)to evolve fully. Each thing that is introduced eventually gets modified and rectified.

Q2. Many Indian pharmaceutical companies are adopting new age digital marketing techniques to look into the issues existing in their industry. To what extent do you feel this would benefit the industry?

Ans. Pharmaceutical industry is a very tricky industry. There are so many drugs which you cannot market but which can draw a lot of data about your health. So these pharmaceutical companies can be benefitted if they tie up with the health related apps. They can actually figure out the number of people who are at risk healthwise. For example, take Nagpur city- we can actually figure out how many people are obese, what is their heart rate, the obesity percentage, the number of men and women facing obesity, so on and so forth. The moment they tie up with these health apps, you can actually figure out the exact data of the city. Also, we can ask them to use specific drugs or medicine or some weight loss programme. So you can actually get benefitted provided we use this data (which was not even available a few years back). Last week, in Delhi, I saw people buying masks that 3M had introduced, because of pollution issues. This didn't happen because of marketing. This happened because people were posting pictures on facebook with that mask on. So pharmaceutical companies can actually use social media and use big data understanding of the consumer needs.

Q3. The Indian market is more inclined towards traditional marketing. Do you feel companies would show congruency towards digital marketing?

Ans. There are two types of companies, one are digitally rich and the others are digitally poor. These digitally poor companies are the companies which are not using data in a homogeneous manner. For example, many banks still use excel to store their data which means that the credit card department has a separate excel sheet, home loans department has a separate excel sheet and personal accounts have separate excel sheets. A person who has defaulted in credit card payments would be the same person who receives a call from the same bank for a loan offer. In big companies, one data should be used which means that using your E-mail address and phone number, I can identify that how many departments of my company have already targeted you and what was your behaviour. Based on that, I would offer you services. For example I will not offer you a credit card because you've already defaulted or I can offer you one because you have been paying your loan installments on time. I believe using digital means will take India another ten to fifteen years' time because most of the websites are outdated. To get to an evolved stage, it requires metal temperament, mentality and acceptance to change because many companies are not finding customers as they are not looking into customers' changing behaviour. They have to keep up the pace with customer requirements.

Q4. What would be your word of advice for student managers seeking career opportunities in digital marketing?

Ans. In Digital market you have to figure out which department or what kind of job you fit in. One has to understand what is it that comes to you naturally, what is it that you love doing. If you are good at analytics, take that up as your job, if you are good at sales and marketing, pick that as your profession. If you pick digital marketing, it is likely that you will move up the ladder faster because it will be too much effort and you will always learn but if you are digitally challenged and you do not know much of the digital world, I would suggest not to rush while getting into it. You should join a company in a profile you like, gradually build up your knowledge and eventually step into a digital company. You also have to figure out whether the company is a new company or an old one and how they are behaving digitally. For that, you must observe website, social media, and blogs etc. which would give you a hint if they are actually digital companies or not. You have to research and find whether that company fits your personal goals or not. Everybody does not need to join digital marketing but knowing about it is important.

Q5. How has your experience been at IMT, Nagpur?

Ans. This is my second time at IMT and I spent a good time here yet again. I took two batches and taught somewhere around two hundred student managers. There are so many students who are thinking digitally. They are learning more about digital marketing but there is always scope for improvement.