

METHODS AND CHALLENGES OF DIGITAL MARKETING IN INDIA

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Abstract

Digitalisation has played a crucial role in the fast advancement of global economy. Digital marketing accounts a new way to promote products thereby wholesale and retail industry are largely affected with its implementation. The growth patterns are impressive for India's digital e-commerce, which has exponentially increased in recent years. It is desirable that the marketer should also measure the effectiveness of digital marketing, and in the face of results, obtained make qualitative changes in his marketing programme.

Keywords: digital marketing, internet

Introduction

Introduction of internet has changed the rules and marketing practioner's has no way but to adhere to it. In fact marketing is just one of numerous fields have been substantially revolutionized by internet-based technological innovations. Information and communication technology, as it is now known, has come to play a key role in all elements of the marketing mix, and the new term recognizes the importance of communication in the interface between a business and its customers.

Definition of marketing as explained by Dr Philip Kotler, states it as "Satisfying needs and wants through an exchange process", the marketing is the broader way to reach customer which involves selling as the prime cause been influenced through different steps like need understanding, brand recognition and thereby completing element of sales and purchase.

It is desirable that the marketer should also measure the effectiveness of digital marketing, and in the face of results, obtained make qualitative changes in his marketing programme. The appraisal of marketing programmes should result in the business becoming economically viable. But, the degree of its effectiveness vis-à-vis the amount spent on digital marketing cannot be measured directly as put rather helplessly by Wanamaker. The potential buyers make the buying decisions not only due to the digital marketing they see but also due to many other economic and social factors. The effectiveness of digital marketing is a function of several variables. The problem is that the organization cannot measure the impact of one variable alone.

Since digital marketing is widely accepted as a significant marketing strategy, it is necessary to design digital advertisements in new forms and formats to make them more effective and accessible through popular media like e-mails, advertisements through social sites like Facebook.

Objectives of the study

- To study the digital marketing concept
- To study the methods and challenges of digital marketing

Digital marketing

Digital marketing is a non-conventional virtual platform basically on Internet for promoting products, services, connecting customers, identifying and understanding needs of user using digital technologies and devices. It is one of most effective and prominent strategy to promote business online for brand awareness and business development. The base line of digital marketing is to have individual Website or App through which different promotion and tools are linked and used. Digital marketing is the best approach to reach target audience in cost effective manner and is easier to scale the business on faster rate. In current scenario average user with internet spends 3 h on internet platform daily and it makes it biggest platform to promote any brands to eye catch user or buyer. The young generation even kids are now tech savvy and since very early stage they know to operate smart devices and are fond of accepting technology.

Different methods of digital marketing

Online marketing which is also called internet marketing and e-marketing includes several methods and techniques which are introduced briefly as follows:

Online Advertising

The most known technique of online marketing is online advertising. In this method virtual space is used to put marketing messages on websites to attract internet users. Just similar to methods offline marketing and other types of online marketing, the major objective of online advertising is to increase sales and build brand awareness. Online advertising involves using of internet for displaying promotional messages on the computer screens and refers to "deliberate messages placed on third-party websites search engines and directories available through Internet access"

Email-marketing

E-mail marketing, using e-mail for sending promotional messages to internet users, has been considered one of the more effective methods of online marketing. Several researchers have shed light upon privileges of conducting online marketing this way. In this method recipients are asked for their permission to receive marketing messages from the commercial marketers. So unless the recipients have not expressed their consent, they will not send commercial emails.

Search Engine Optimization (SEP)

The importance of search engine optimization lies in the fact that customers most of the time use engines as a major gate to get around in the internet. So some marketing techniques have been developed to enhance the rank of intended business websites in the search engine results. The purpose of SEO strategies is to place a given website among highly listed entries returned by search engines which in its turn produces more traffic. So, "Web site owners, webmasters and online marketers want search engines to send traffic to their site. Therefore, they need to make sure that their sites are relevant and important in both the eyes of the search engines and the users."

Social Media Marketing

Social media has changed every aspect of our life dramatically. In fact it has become "the method of statement in the 21't century, enabling us to express our belief, ideas and manner in an absolute new way ". Beyond changing our way of conducting social life, social media provides world of marketing with unprecedented opportunities and "also have a huge impact on corporation, where they have realize that without a correct plan and social media strategy they have no chance to stand out in the rapidly changing digital freedom".

Viral Marketing

Another method of conducting online marketing which overlaps remarkably with social media marketing, due to centrality of "word of mouth" to it, is called Viral Marketing. Viral marketing, in fact, is "a form of word of mouth marketing which aims to result in a message spreading exponentially. It takes its name from a virus, because of the similarities that marketers aim to emulate: It is easily passed on. The number of people who have been infectedll grows exponentially".

Challenges of Digital Marketing

Digital Marketing is an expansion tool for the businesses but it is facing some challenges or hindrances. Some of these challenges are:

Limitation of Internet Access

The Digital marketing is closely reliant on internet. In some areas, internet facility may not be accessible to the consumers or with poor internet connections. The Digital Marketing can be unsuccessful in those areas having no or limited internet accessibility.

Limited Consumer Link and Conversation

As digital marketing is highly dependent on internet, so the marketers may find it hard to make their advertisements more comprehensive and start a conversation with their consumers about the company brand image or products.

High Competition of Brands

Digital Marketing has a drawback when a customer searches for a specific product of a specific company on internet, many competing goods, and services having same marketing strategies appear on the customer's home page. This conflicts the customers and provides an alternative option to choose cheaper and better quality product of another company. As a result, some customers lack the trust on a lot of advertisements that appear on a website or social media and consider it as fraud and look like a dishonest brand.

Risk of Hacking Strategies

The risk of hacking promotion strategies of a company always rests on digital channels (internet) that is one of the drawbacks of digital marketing. The hackers or competitors can easily track and copy the valuable promotional strategies of a well renowned company and can utilize for their purposes.

Advertisement for Limited Products

Another practical drawback of Digital Marketing is that it is only beneficial for consumer goods. The industrial goods and pharmaceutical products cannot be marketed through digital channels. The aforementioned information may help digital marketers to understand the strengths and weaknesses of Digital Marketing. To learn more about digital marketing, visit the links under related posts.

Conclusion

Digital activities are an increasingly important part of any marketing and sales strategy. There is a paradigm of shift in how business is conducted from traditional model to E-commerce model. Today, most companies are either thinking about or pressing ahead with digital change initiatives. Every company has a website, and few marketing strategies are signed off without incorporating social media. Certainly, social media is a critical component of any digital strategy, but a holistic response to the digital shift must go much further.

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