



A Study on Opportunities and Challenges of Digital Marketing in India

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ABSTRACT

Digital Marketing has become more famous after involvement of latest technologies in businesses. It has completely changed the old marketing methods and compelled marketers to stay connected with their buyers or customers via internet for selling their products and services. Consequently, the marketers must consider and analyse both advantages and disadvantages of digital marketing while planning the best marketing and setting business goals. Due to high efficiency and effectiveness, Digital Marketing has been recognized by all business entities and now it is growing faster with every passing day. Soon, it will become easier for small businesses to compete their large scale competitors at the same platform. So digital marketing has become a crucial need of small as well as large scale businesses in today's digital environment. Digital marketing is a paid form of promotion of products and services through an identified sponsor using a digital medium. Digital marketing is that element of promotion mix, which is often considered prominent in the overall marketing matrix. Its high visibility and pervasiveness has made it an important commercial medium in Indian society. It is a means of influencing the consumer to buy products or services through visual or audio persuasion. A product or service is primarily advertised to create awareness of its utility in the minds of potential buyers. As a result of globalization and the consequent changes in consumer buying patterns, the advertising industry has undergone significant transformation in past few years. The current article highlights the scenario of digital marketing challenges and ways to overcome it.

Key words: Digital marketing, Online marketing, Internet marketing, Opportunities, and Challenges.

1. Introduction

Digital marketing is often confused with online marketing. Digital marketing is the process of promoting a brand, service or product on the internet. Put simply, Digital marketing differs from traditional marketing in that it involves the use of online channels and methods that enable businesses and organisations to monitor the success of their marketing campaigns, often in real time, to better understand what does and doesn't work. The 21st century has witnessed the developing a web presence in most companies. E-mail was commonplace and there was technology allowing people to manage this fairly easily. Customer relationship management (CRM) systems had been in place for some time to manage databases. Some companies were placing banners on websites with a similar approach to press advertising. Forward-thinking companies were working on their search engine strategy and even working with some affiliates. All of this was online marketing and, in time, online marketing teams and specialists would begin to appear. (Kingsnorth, 2016). The most common form of digital marketing is the website of the organisation and the epicentre of all its online activities. In order to drive qualified traffic to a website, or encourage repeat visitors and sales, savvy marketers include a combination of email marketing, search engine optimisation (SEO), pay-per-click (PPC) advertising and social media in their strategy.

2. Meaning of Digital Marketing

Digital Marketing is the process of building and maintaining customer relationships through online activities to facilitate the exchange of the ideas, products and services that satisfy the goals of both parties. It is the promotion of product all brand by a one or more forms of electronic media promoting through Internet, E-mail, Mobile, Radio, Google, Search engine marketing etc.

3. Definition of digital marketing

"Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etc (Kotler and Armstrong, 2009)."

"The internet has upended how consumers engage with brands. It is transforming the economics of marketing and making obsolete many of the function's traditional strategies and structures. For marketers, the old way of doing business is unsustainable (Edelman, 2010)."

"It facilitates many-to-many communications due to its high level of connectivity and is usually executed to promote products or services in a timely, relevant, personal and cost-effective manner (Bains et al., 2011)."

4. Opportunities of Digital Marketing

Digital Marketing can be successful and opportunities after utilizing different tools and techniques. These tools help marketers to get maximum benefits of digital marketing such as:

- a. **Easy Consumer Reach:** Digital marketing is an effective way of communication for companies to target a large number of potential consumers at the same time. Using the internet channel for marketing

is a quick approach to target a number of potential consumers and prospects at same time all over the world. Social media marketing has also revolutionized these marketing activities on different social media platforms such as face book, twitter, linked in, pinterest etc.

- b. **Direct Advertising:** Digital Marketing enables direct advertising and creates awareness about a product or a brand. Now the companies can easily show their advertisements for products and services on different digital channels. But a good online advertising strategy and promotional tools can help digital marketers to perform well in highly competitive marketing environment.
- c. **Perpetually Displaying Ads:** Digital Marketing makes advertisements more accessible to target customers at any time or any place. There is no time and place limit action for the prospects to visit any website and view ads. The perpetually displayed ads attract the prospects to get in touch with you and find the products and services of their need. But these ads should be managed efficiently to display on a web page. See the four-step process to display Ads on a web page as well.
- d. **Global Advertisements:** This is one of the most effective benefits of Digital Marketing that enables the companies to make advertisements internationally and expand their customer reach to other countries across geographical boundaries.
- e. **Brand Coverage and Development:** Online marketing helps to spread the brand across the globe, ignoring the national boundaries and making the product accessible to the scattered customers via internet.
- f. **Benefits of Viral Coverage:** Using social media by pressing share buttons on your website the message is shared quickly and to larger audience. The likes on one advertisement make the brand popular with no additional cost and gets popularity to the brand.
- g. **Greater engagement:** The digital marketing encourages prospects to take action. It helps directing the purchases, provides them with choices, enables consumers to choose among different modes of payment and finally gets the product delivered across to consumers place with no additional cost.
- h. **Convenience to customers:** Online marketing is accessible 24X7 and 365 days. The customers can buy from comfort of their homes from variety of offerings to choose from. The transaction can be completed quickly as well.

5. Challenges in Digital Marketing

No doubt, Digital Marketing is an expansion tool for the businesses but it is facing some challenges or hindrances. Some of these challenges are:

- a. **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.
- b. **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.

- c. **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.
- d. **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.
- e. **Anti-Brand Activities (Doppelganger) :** Another drawback of digital marketing is that even a person or group of persons can harm the image of a recognized brand through 'Doppelganger'. Anti-brand activists, bloggers, and opinion leaders spread the term 'Doppelganger' to disapprove the image of a certain brand.
- f. **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.

6. Conclusion

Internet has revolutionized every aspect of life including economy and marketing. Introducing major techniques and methods of online marketing, this study has shed light upon opportunities and challenges of Internet. The major advantages internet has are its Empowering effect, Elimination of geographic barriers, 24 hours / seven days availability, Cost-effectively, Track ability, and Personalization. However, implementation of Internet in the field of marketing involves special disadvantages such as Problem of integrity, Lack of face to-face contact, Security and Privacy, Lack of trust. Unless these dual characteristic of Internet have not been taken into consideration, it cannot be deployed to its full advantage. An online marketing framework informed by insights from such a consideration would guarantee its financial objectives.

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