

DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES IN RECENT TIMES

Sourav Basu

B.Tech , MBA,PGC in HR (Australia)

Senior Lecturer

Norbuling Rigter College,

Royal University of Bhutan, Bhutan.

Abstract: In the recent times, every organization is looking towards digital marketing of its products and services. In such a situation it is very essential to understand and have an insight in to various digital marketing tools and its essentials. Along with it, a marketer must understand the opportunities and challenges ahead of digital marketing in present times. This paper is a conceptual paper dealing with the digital marketing at a glance. This paper will allow even a lay man understand about the digital marketing, tools and its essentials along with opportunities and challenges in digital era. The objective of this paper is to find out the response from the respondents about opportunities and challenges of digital marketing in terms of digital marketing tools and essentials and way ahead. It is an exploratory research based on primary data collected from respondents on convenience based sampling.

IndexTerms - Digital Marketing, Opportunities, Challenges, Essentials & Tools.

I. Introduction

In the modern digital age, Most of the transactions are conducted on the net including B2B, C2C, B2C and even e-governance and these e-transactions are contributing a lot to the economic system. Digital Marketing is increasing and stretching its arms every day because of its speed, convenience, cost leadership, instant service, common platform and personalization. The given advantages provides a smooth way to digital marketing in modern times and the role and contribution of digital marketing will keep on its pace in most of the economies of the world. Digital Marketing applies internet, online digital techniques with the help of personal computers, laptops, mobilephone, tablets and other digital media and results in to promotion of products and services in front of target potential buyers. Finally it can also lead to an exchange process between seller and buyer.

II. Review of literature: Digital Marketing and its concept

It is the use of internet, mobile devices; social media search engines other channels to reach consumers. Some marketing experts consider digital marketing to be entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compare to traditional marketing. Social media as a term is interchangeably with web 2.0 and social software (3). Marketers endorsement by consumers in the form of friend, following, subscribing validates their efforts and activates channels of distribution (9). Social media and its impact on consumer behavior well observed even in travel and tourism sector (4). It is term that deals with all marketing methods and channels one can use to promote products and services also on electronic devices like TV, mobile or other electronics instruments. According to Persons A.J., Zeisserm Waitmanr - It can be used to create channels to reach potential receipts in order to achieve the enterprise's goal through more effective fulfillment of consumer needs. It is a digital identity of a company through which it represents itself to the virtual world. There is a possibility of expressing oneself on internet, sharing your opinion and experience and creation of product or services what causes a great possibility that their needs will be fulfilled (1). The digital marketing ecosystem includes Content, personalization, CRM, Managed properly, enormous number of data on preferences about digital marketing (7). It is term that deals with all marketing methods and channels one can use to promote products and services also on electronic devices like TV, Mobile or other electronics instruments. A consumer can sort product or services as per price, quality, delivery, cost and reviews (8). Digital media engages and integrates person in to such campaign (1).

III. Digital Marketing: Tools and Its Essentials

1. **Direct Mail Advertising-** Any created and designed advertising material sent through the mail directly to target customers to get their attention.
2. **Yahoo-** A search engine identical to Google.
3. **Face book-** The largest social network connecting people with friends, family, and businesses. It enables users to share images, videos and updates.
4. **Google+-** It allows users to create and share content with friends, family, and businesses. **Google-** It is the most popular and accepted search engine, although there are other search engines are available.
5. **Instagram-**Users can share photos and videos on this social media.
6. **Internet marketing-**allows you to connect people or customers to a company online in most effective and efficient way.
7. **Twitter -** A social network site allowing posting messages in 140 characters.
8. **Mobile App-** A mobile application tool works on smart phones and tablets, such as Railway app or WhatsApp or Wechat.
9. **Website-** An online content consisting of number of web pages.
10. **YouTube-**The largest and most popular video sharing social network owned by Google.

IV. Opportunities in Digital Marketing

1. **Comment-** A response or reaction on a social media post.
2. **Content-** It includes message, pictures, videos, blog posts or links or anything that can be consumed on the internet by users.
3. **Content Management System/CMS -**A term widely used in digital marketing to collect, deliver, retrieve and overall management of content in any format. As Word Press is a common and popular CMS.
4. **Content Marketing-** It is all aboutCreating and distributing content to raise awareness about the products and services of the company online.
5. **Display Ad-** It is a sponsored image advertisements that appear on Webpages while browsing the net.
6. **Affiliate-** In affiliate, parentcompany pays to third-party publishers to generate traffic or leads for the sales of products and services (5).
7. **Keyword List-** Multiple words or phrases relevant to a subject.
8. **Like-** It enables users to show like for someone's post or business page in Facebook.
9. **Paid Links-** It means paying to acquire Back links.
10. **Paid Media-** It is sponsored or paid advertising to circulate your marketing messages in mass.
11. **Panda-** It means promoting excellent written and official content over poorly written content.
12. **Social Media-** Online based platform allows users to engage in conversation and share content directly with other people.
13. **Social Network-** One can create a Personal profile and get connected online with people, and share content – such as Facebook or Twitter.
14. **Social Platform -**A similar or synonym of Social Network.
15. **Social Post-** Social network user shares content on a social network or media.
16. **Social Profile-** Creation of profile page on a social network, controlled display by an individual or a company.
17. **Social Share-** Social network user sharing content on a social network.
18. **Viral-** A term used for widely shared web content generates huge interest levels among users.
19. **Vanity URL-** It is a customized URL branded for marketing to remember.

V. Challenges in Digital Marketing

1. **Engagement-** It means users interacting with a social media post, commonly in the form of a “like”, ”comment” or “share.”
2. **Engagement Rate-**The percentage of users who interacted with a social post after seeing it.
3. **Exit Rate-**The percentage of users left your website on a specific page.
4. **Insertion Order-** It is a written instruction from the advertiser or agency to authorize about cost per ad and size of advertisement.
5. **Page Load Speed-** It is all about loading duration of WebPages.
6. **Page Rank-** Google’s algorithms are applied to rank web pages in its search results.
7. **Pages Per Visit-** On an average how many users are browsing your WebPages or your website.
8. **Pay Per Click/PPC-** Paying for each click on your online advertisement.
9. **Penguin-** Penguin as a section of Google’s search algorithm promotes web pages with high quality back links, as well track spam back links.
10. **Re-gram-** It is done by Instagram users through sharing another user’s image or video on Instagram.
11. **Reviews-** Online feedback of your company or products or services including Facebook, Google Plus, and Yellow pages.
12. **Social Signal-** Social network signals like, comment, or share.
13. **SPAM-** Non desired e-mail marketing messages are called spam.
14. **Spam Trigger Word-** It filters to determine whether an email is SPAM or not.
15. **Unsubscribe-**It means permanently removing from email database (5).

VI. Research Methodology and Data Interpretation

The data collected from 330 respondents through questionnaire in convenience sampling mode mainly regarding opportunities and challenges in digital marketing. The average age group of the respondents is 25 years and represented 51% male and 49% female. The Pearson correlation test shows weak positive relationship between opportunities and challenges that is .0754 and not significant .692106 $P < .05$. Apart from it around 80% of respondents believe that they will buy online as well 75% of respondents will give reference to other known people to buy online. The above result shows that the buyers do have more inclination towards opportunities than challenges. It means the marketers do put more emphasis on the digital marketing to win the game of competition in market place.

VII. Conclusion

The present era of digitalization will actually increase the process of digital marketing and as well drive the marketing companies with high pace towards digitalization because of its huge acceptance among buyers. Apart from it, the current role of digital marketing and exchanges indicate that the future is in digital transaction oriented economy. It has compelled even an illiterate to use digital way of transaction because of its speed, convenience, cost leadership, instant service, common platform and customization. The above stated part reflects the trend towards grabbing more opportunities than challenges. The same rationality can be observed behind the sharp rise in the digital platform in most of the developing economies of the world.

VIII. References

1. Aggarwal, V.G. Ventakesh (2019), Indinanbusinessline.com (Feb. 20, 2019.).
2. A.K. Pradeep, Buying Brain Secret of Selling to Sub Conscious Mind, Wily, 2010.
3. Dabbagh N & Kilsant A. (2011) “Internet & higher education personal learning environment Academy Journal George Mason University.
4. Leon, sabastian, 2014 the impact of social media on consumer behaviour towards travel planning, National Chengchi University.
5. Pareek, S., 2019 Marketing Ato Z with Digital Marketing, Avon Publication, New Delhi.

6. Persons A.J. Zeisserm, Waitmanr-Organizing for digital marketing current research, the Mckinsey quarterly 1996.
7. Nair H.V. Digital Marketing- A phenoman that rules the modern world, Reflections Journal of Management Vol 6 Jan 2016.
8. Ward Handson principles of internet marketing,(1999)South Westwen College publishing.
9. Walker,R ,(2009) Social Media ad Matters definitions
10. Wind J. MahajanV Digital Marketing Symmphonya Emerging Issues in Management, 2002.

