



DIGITAL MARKETING STRATEGIES IN RESPECT OF E -COMMERCE AND ITS CONTEMPORARY ISSUES

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ABSTRACT

Purpose: This study explores the study of digital marketing in respect of e commerce, e commerce means buying and selling process with help of internet and new digital gadgets using the internet facility. While using the internet and using new technology there arises various types of difficulties, to overcome these difficulties business strategies maker takes certain decision to overcome from these issues

Design: this paper focus on the digital marketing for business and consumer using online marketing this paper is about information gathered from literature review using google scholar, Shodh ganga journals many other. Digital marketing can give opportunities with the help of digital aspects like online selling of products many companies introduce environment products are sold in retail market and online market

Finding: companies are following strategies in respect of the e commerce strategies will help to reduce cost and strategies adapted to meet customer demand and satisfaction while using the E commerce. It is very difficult to implement but it can contribute to increase profitability of business

Originality /value: Now a days current issues related to the digital market makes business to implement strategies which will help to reduce problems related to e-commerce many strategies will enhance profit customer satisfaction.

Key words: Digital marketing, products, E commerce contemporary issues technology

1)INTRODUCTION

Today we are using technology for the production ,sales, business , based on the companies need the strategies adapted may differ from each companies but some basic strategies are followed by every companies there is a need to study strategies implemented This paper focus on the strategies implemented by the firm .strategies like SEO services , pay-per -click advertising , social media marketing, social media advertising, Email marketing content marketing, video marketing content marketing , video marketing influencer marketing these strategies are introduced in firm to have better profitability and incur policies in the firm .

2) RELATED RESEARCH WORK

Table 1 related publication on Sustainable marketing for business and consumer under the framework of digital marketing

Sl no	Focus/ area	contribution	References
01	The empirical study of digital marketing strategy and performance in small and medium sized business	Digital marketing channels convince customers to purchase a product on different digital platform this study develop	D Botella, et al,2024
02	The Role of E commerce for MSME s as a digital marketing strategy in facing industrial Revolution 4.0	This study aims to investigate of e commerce adoption by MSME in facing changes in global business dynamics	BH sugiharto,2024
03	Online marketing strategies in Facebook marketplace as a digital marketing tool	This study focuses on to find out how the Facebook marketplace as a digital marketing tool and how to use different market strategies on Facebook marketplace	DR Parinda, etal,20
04	Digital market strategies in promoting product	This study aims to know the role and strategy of various digital marketing channels including website, Facebook etc	ID Christelina, etal,20
05	Digital Marketing: five stages Maturity Model for Digital Marketing strategy implementation	This study focus on the implementation of strategies in various stages of a product life cycle.	M Boufim, et, al,2021
06	Digital marketing strategy and the management of digital marketing	This study focus on the online business and their strategies involved to improve the sale	Eric M Olson ,Et,al,20
07	Digital Marketing strategies to increase sales conversion on E commerce platforms	This focuses on the study of digital marketing strategies that involved in sales increasing competition will lead to adapt strategies to overcome from the competition companies makes decision to lead the business	Y J purnomo, etal,2023
08	The effect of digital marketing strategy on customer and organizational outcomes	This study indicate the study of customer need in the organizational outcomes changing needs require many strategies	Fathima laheen ,et,al 2022
09	A digital marketing strategies using social media marketing to increase consumer purchase decisions mediated by brand perception	The strategies used to produce the product implementation of social media for selling products how to improve brand perception what are the strategies adapted can be get from this study	Safrinn hannan ,et,al,2023
10	Digital Marketing strategy to increase brand awareness in industry	This focus on the strategies included in brand awareness and to improve brand knowledge business can gain competitive advantage like consistency in the production expand market reach building customer loyalty achieve sustainable growth	A B Dhanurdhara ,et,al,2024

3) RESEARCH OBJECTIVE

This research focus on the digital marketing strategies that are followed by every company different steps are adapted to implement policies it can reduce cost e commerce has contributed to increase employment opportunity and it can resolve contemporary issues regarding the sale of products

4) RESEARCH METHODOLOGY

This paper contains the frame work through the formulation of model in available data and existing literature this is evaluated using SWOC analysis strengths weakness opportunities and challenges in order to conduct this study data from secondary sources will be collected from different sources including websites journals literature review e paper's used this through google scholar website

5) IMPACT OF DIGITAL MARKETING STRATEGIES IN E COMMERCE

Digital marketing strategies will follow certain steps to make policies and strategies these strategies are made by analysing the current issues in the markets some of the steps are as follows

- Determining to whom the business is targeting it means focus group

- Identify the competitor
- Determining the strategies that company want to adapt
- Determining what company needs according to that company can adapt strategies

If company adapt strategies company can achieve with its ecommerce marketing

By creating visualization of the product can sell more product , strategies by investing in chat marketing also lead increase in the sales chat market strategies include email, message, campaign these include to have trading activities some customer will prefer chat some customer will prefer click through some by sending deals like coupon gifts scratch cards which will attract customer to buy products 5th strategies is to make conversational adds buy conversational advertisement can influence customer it will make customer to buy the products ,7th strategies build community around the brand by doing networking among the people this will help to create customer community references for product will help to enhance demand for product include automation strategies will collect customer satisfaction by feedback it will lead to take necessary steps to improve quality of the product

FINDINGS

This paper focuses on the strategies involved in the e commerce and issues related to online marketing like privacy violation, website spoofing, online piracy, email spamming, security, fraud, shipping and delivery, customer service, competition, regulatory compliance these are issues that are focused and need to be taken certain decision to overcome from these problems

SUGGESTIONS

Customer can purchase their needy product anywhere so if well-established platform of e commerce will make customer to buy the product strategies will lead to increased sales by reaching wider audience, offering more products and simplifying the purchasing procedures. Companies' strategies will help to reduce cost and to increase sales will lead to the wealth maximization profit maximization.

CONCLUSION

Today we are in digital era every customer depends on online marketing the new technology they use in the business opportunity can enhance productivity and selling strategies are adapted to overcome from issues will make customer satisfaction, improvement in sales makes company profitable. as the customer need online marketing there arises issues like security, packaging transportation deliver of goods with in time. these issues are solved by making strategies policies .it is better to have such policy it can enhance company's goodwill.

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