

Opportunities and Challenges of Digital Marketing

JV'n Uma Yadav, JV'n Ankita Singh

JV'n Ms. Neha Mehra, Assistant Professor

Jayoti Vidyapeeth Women's University, Jaipur, Rajasthan

E-mail : Uma40108@gmail.com

ABSTRACT :

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. This paper mainly focuses on conceptual understanding of digital marketing, how digital marketing helps today's business and some cases in the form of examples.

KEYWORDS : media, key performance indicators, mail, search engines, consumers

INTRODUCTION :

Digital marketing demand is increasing very aggressively. To find out the services, promotion of the products, connect with the targeted customers, and figure out the expectations and wishes of customers, digital marketing is playing a role of a platform. Digital marketing is the promotion of an organization's products or services using the internet, phone calls, or even advertising, such as search engine marketing and social media marketing. The Internet is the fastest-growing digital media platform for marketing or advertising. When compared to other forms of advertising, Internet advertising is growing at a rapid pace. However, as compared to other media, Internet advertising investment is still quite low. Even though Internet advertising is still a minor player, its influence grows every year as big marketers allocate a larger amount of their promotional budget to this channel. The Internet can precisely target an advertising message and measure user response to the advertiser's message. These are two important reasons for this trend. Many advertising alternatives are available on the Internet, with messages sent via websites or email. In today's highly competitive environment, digital marketing is extremely important. This pandemic harmed too many peoples and countries in the entire world but it has raised the level of digitalization of market and advertisement ever before. Moreover, every country initiated advertising places through TV channels, YouTube ads, and mobile apps for shopping. The consumer is diverted to online shopping after the pandemic.

Review of Literature :

Literature review on digital marketing: Digitalization and Digital Marketing : Digitalization, which hastens the process of digitalizing company activities, is about using innovative approaches to challenges and developing new business models. In order to optimize the current value chain, it is not

enough to merely automate or integrate technology into existing processes (digitalization). To go even further, a new and improved method of providing customer value is produced by altering the business model, rearranging the value chain, and creating a new supply of goods and services (caused by the well-before integration of digital technologies into goods and services). New business prospects have been produced as a result of data-driven, continual technological advancement. Digitalization is also essential for improving product processes across a range of industries, which makes it essential for creating effective production and network plans and controls. In contrast, publications on data-driven innovations have raised the level of competition in the corporate environment (Flores et al., 2021). Santos (2020) lists one benefit of digital marketing as being that it is inexpensive but effective at drawing customers throughout the day and night. The act of promoting and selling goods and services online using digital and virtual environments is known as online marketing. Additionally, online marketing for online business sellers has both benefits and drawbacks. Its advantages include the removal of the need for online stores because social media may serve as their marketing platform, the simplicity with which they can reach customers via internet access, and the capacity for two-way conversations at their own pace. Its drawbacks include the fact that some consumers still favor in-person product or service inspection and viewing, as well as their reluctance to make financial commitments. A further factor that has no influence on the benefits and difficulties experienced by online company sellers is the business profile (years in operation, monthly net revenue, and online marketing training). Similar to this, the rewards and difficulties faced have little to do with training in online marketing and the many forms of online enterprises (product-, service-, and product-and-service-based). Due to the substantial influence that internet businesses have on economic growth, digital marketing and economic stability are intertwined. Online sales could very well have an impact on the expansion and stability of our economy. The way people shop online has a big impact on e-commerce. E-commerce is expected to keep growing in popularity due to how convenient it is. Local industries should accept this new reality rather than fight it. They can create a website and advertising campaigns that will bring them in front of their t (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being practica visibility in terms of marketing. Social media, with an extraordinary example Facebook, has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using communication strategies to engage the customers and enhancing their experience (Mangold, 2009).

Marketing professionals must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics worldwide are changing about the young audience 'achieving marketing objectives by applying digital technologies' (Chaffey et al., 2009). Digital marketing is the use of technologies to help shopping activities to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. For businesses to be successful, they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, et al., 1996). The introduction of new technologies has to create new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani,

1998). Online advertising is a powerful medium to succeed (Song, 2001). Expectations in producing results and measuring success for measuring ROI on an advertisement (Pepelnjak, 2008). Today, monotonous advertising and marketing techniques have given way to digital marketing. Also, it is so powerful that it can help revive the market and can create (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being practical.

Literature review on digital marketing

Digitalization and Digital Marketing

Digitalization, which hastens the process of digitalizing company activities, is about using innovative approaches to challenges and developing new business models. In order to optimize the current value chain, it is not enough to merely automate or integrate technology into existing processes (digitalization). To go even further, a new and improved method of providing customer value is produced by altering the business model, rearranging the value chain, and creating a new supply of goods and services (caused by the well-before integration of digital technologies into goods and services). New business prospects have been produced as a result of data-driven, continual technological advancement. Digitalization is also essential for improving product processes across a range of industries, which makes it essential for creating effective production and network plans and controls. In contrast, publications on data-driven innovations have raised the level of competition in the corporate environment (Flores et al., 2021). Santos (2020) lists one benefit of digital marketing as being that it is inexpensive but effective at drawing customers throughout the day and night. The act of promoting and selling goods and services online using digital and virtual environments is known as online marketing. Additionally, online marketing for online business sellers has both benefits and drawbacks. Its advantages include the removal of the need for online stores because social media may serve as their marketing platform, the simplicity with which they can reach customers via internet access, and the capacity for two-way conversations at their own pace. Its drawbacks include the fact that some consumers still favor in-person product or service inspection and viewing, as well as their reluctance to make financial commitments. A further factor that has no influence on the benefits and difficulties experienced by online company sellers is the business profile (years in operation, monthly net revenue, and online marketing training). Similar to this, the rewards and difficulties faced have little to do with training in online marketing and the many forms of online enterprises (product-, service-, and product-and-service-based). Due to the substantial influence that internet businesses have on economic growth, digital marketing and economic stability are intertwined. Online sales could very well have an impact on the expansion and stability of our economy. The way people shop online has a big impact on e-commerce. E-commerce is expected to keep growing in popularity due to how convenient it is. Local industries should accept this new reality rather than fight it. They can create a website and advertising campaigns that will bring them in front of their target audiences through digital marketing. Taking on large corporations is not difficult. It merely requires a capable digital marketing company and a well-thought-out web plan (Aque et al., 2021).

'achieving marketing objectives by applying digital technologies' (Chaffey et al., 2009). Digital marketing is the use of technologies to help shopping activities to improve customer knowledge by

matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. For businesses to be successful, they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, et al., 1996). The introduction of new technologies has to create new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998). Online advertising is a powerful to succeed (Song, 2001). Expectations in producing results and measuring success for adv for measuring ROI on an advertisement (Pepelnjak, 2008). Today, monotonous advertising and marketing techniques have given way to digital marketing. Also, it is so powerful that it can help revive the market and can create (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being p

OBJECTIVE :

To the digital marketing tips during the crisis

Objectives :

Act quickly and be strategic

Success is not only seen in those who respond faster, but also those who know how to adapt to any situation. So it is important to learn to manage and analyze the big picture and make the best decision.

A well-monitored brand can detect a crisis earlier.

If you don't use Social Media Listening with your brand constantly, you may have a storm over your heads before we can detect it, so it is important not only to monitor your brand but also what happens to your followers. Marketing strategy in times of crisis plays a key factor, so you must establish general parameters.

To know the opportunities in digital marketing.

1. **Lucrative Career Option :** Digital marketing's promising future has attracted many Job seekers faster than any field ever. Thus, many young aspirants have been looking for career options in digital marketing.

In India, Digital Marketing Jobs are flourishing an ample amount of major job roles. These roles might be Digital Marketing Manager, SEO Executive/Expert, Content marketer, or social media marketer, etc.

2. **Changing corporate working style :** Like any other corporate job, Digital marketing jobs stood out in terms of the working atmosphere. Ever since people get to know more about career options in digital marketing, they understood the flexibility of the workplace.

CONCEPT OF DIGITAL MARKETING :

This chapter will describe the basic elements of digital marketing and it looks at how to grasp digital marketing concepts and ideas, as well as tactics, technology, and consumer involvement in general.

Definition of digital marketing

Digital marketing is a modern business idea. Digital marketing is a type of web-based or online marketing accomplished by companies. The "digital world," a period of rapid information and communication innovation, has altered how all firms and sectors market. New digital communication

trends that are included in the marketing strategy might provide businesses with a competitive edge. Professionals must have a sufficient understanding of digital technology and how it affects marketing communication. Online marketing, internet marketing, or web marketing are simple terms used to represent digital marketing. (Mankad 2019, 6.) The Internet, other digital media, and technology are used in digital marketing to support "modern marketing" and accomplish marketing goals. Digital platforms include desktop, mobile, tablet, and other digital technologies.

Digital marketing strategies

Early digital advertising began with the simple distribution of labor and goods by computerized means, progressing from the issuing of orders to the delivery of goods to achieving connection between businesses and customers over the Internet. Modern digital marketing did not develop overnight. The idea of digital marketing got off the ground in the 1960s and 1970s. The majority of Nepalese are familiar with e-commerce throughout the epidemic. Since the 1990s, computerized marketing has been around, and the advancement of data innovation is directly related to its growth. Businesses require a digital marketing strategy because they utilize it to determine the strategies and subsequent stages in digital marketing that are for their organizations. ?

Application of digital marketing

marketing to traditional marketing, Digital media contributes to the process of promoting goods and services. Technology and digital media can be used for several things. At first, advertising media were the promotional tools of companies where it reaches to publicly accessible websites and social media platforms. Secondly, direct-response media assist companies in increasing website traffic when clients search for terms relating to their goods and services.

OPPORTUNITIES AND CHALLENGES OF DIGITAL MARKETING

In this chapter, the opportunities that a digitalization has provided and the practice being in worldwide and the challenges faced by the same market of digital marketing will be discussed.

Opportunities for digital marketing

Opportunities that are created by this digitalization are First, multiplying effect applies to the customer, reaching the new customer and sustaining the relationship for the longest time, along with this it also helps in ranking the ads in increasing values. Second, controlling the market through its digital channels regarding the product, time, offers, and news can have direct access to the customer. Third, accurate targeting or hitting the bulls' eyes which means the digital market also helps in focusing the area, place, where they have few businesses, it also helps in R&D of the area. Forth, wide reach of the product, accessing or approaching the goods, services, and products to the needy customer all over the world. The opportunities nowadays are growing day by day in every sector of markets due to digitalization. As the report says, 7.7% of internet user is increased by 2022 Jan from the year 2021. Out of the 29.67 million population, 11.51 million are internet users. E-commerce sales or internet sales reach \$12 trillion by the end of 2019 and are expected to reach \$24.3 trillion at the end of 2025 globally. So, it means the ratio of digitalization is increasing daily. As per the report and analysis, 34% of business ventures invest half of their budgets in the digital market. Technology is also blended into the products which are also nowadays enhancing the products and market.

Challenges of Digital Marketing

Along with the opportunities, there are many challenges for digital marketing in today market. Knowing the customer needs of different countries, religions, climates, tastes, and many other factors.

IMPLICATIONS :

According to Lockett (2018) to enable small retail business owners to improve derived sales through the use of digital marketing, they must hire the right people, utilize successful advertising methods, and carefully select explicit content online.

Additionally, corporate leaders developed direct contacts with the community to raise brand awareness, accelerate growth, & ensure long-term viability. Business executives utilize a variety of communication platforms to create and promote products and services in the retail business, as well as to improve their organization's performance.

Social media is a tool for communication. Digital marketing, an Internet phenomenon, enables small retail shop owners to incorporate Internet communication into their business strategy and has evolved into a platform for advertising (Cant & Wiid, 2016). Small retail business owners lack the resources necessary to improve technology to capitalize on rising prospects on the Internet. Without the appropriate tools, small retail enterprises face obstacles that limit their digital marketing prospects. Often, a business's talents dictate its success (Ragab, 2016).

Ibrahim et al., (2018) due to a shift in consumer purchase behavior, digital marketers are being drawn to social media advertising. According to social media surveys, the average consumer spends 37 minutes per day on prominent social media channels such as Facebook and Twitter, and 10% of internet users spend time on social media sites. Consider the potential market share gains that social media marketing might provide for internet marketers. In 2013, over 53% of digital marketers had already established a social media presence for their companies, and by 2014, social advertising spending would continue to expand.

CONCLUSION :

Digital marketing has superseded traditional marketing and communication methods. Social, cultural, religious, technological, and economic variables all influence the digital marketing skills gap. Advertisements on the internet are becoming commonplace. The perceived benefits and aims of digital marketing by firms can be categorized. Customers like Wonderful Bali's digital marketing strategy. Online marketing is using the internet to market. Digital marketing leverages digital technologies to give marketing channels. A solid online presence is vital to a company's success. To address client needs while utilizing digital marketing platforms, an integrated strategy is essential. To penetrate this new market successfully, corporations must first understand their customers' lifestyles. Cut flower businesses should embrace digital marketing to stay competitive and market leaders. Digital marketing has evolved

REFERENCES :

- Alghizzawi, M. (2019). The role of digital marketing in consumer behavior: A survey. *Int. J. Inf. Technol. Lang. Stud.*, 3(1), 24-31.
- Aque, A. J. A., Madronero, I. M., Nabasca, R. B., Edig, M. M. N., & Buladaco, M. V. M. (2021). Relationship between Digital Marketing and Economic Stability of Online Sellers in Panabo City. *International Journal of Scientific Research and Engineering Development*, 4(1), 805-815.
- Arreola, R. S. (2020, July 28). The "new normal" of increased online business transactions, and revisiting revenue memorandum circular no. 55-2013. R.G. Manabat & Co

Tips for Digital Marketing

1. Be strategic and act shortly Success is no longer only viewed in those who reply faster, however also in those who comprehend how to adapt to any situation. So it is important to <http://www.shanlaxjournals.co> Shanlax International Journal of Management sha n l a x #SINCE1990 research to manipulate and analyze the vast photo and make a good decision.
2. A well-monitored manufacturer can detect a crisis earlier If it doesn't use Social Media Listening with the company always, it may additionally have a storm over the heads earlier than it can realize, so it is necessary now not only to reveal the company but also what takes place to the followers.
3. Make a generic evaluation of communication To automate processes, we often streng period. However, it is necessary to do a full review when coping with a crisis in social networks to know if we have to make any changes.
4. Respond any time Depending on the brand, on many occasions, the customers may additionally want a nearly immediate response, either to buy a product or service, as properly as to respond to the general popularity of the brand, it is vital to have a response model and continuous verbal exchange for letting users understand that the manufacturer is there for them.
5. Prepare messages through analyzing one-of-a-kind scenarios Remember that in the course of a disaster, there are many altering situations, so it is essential that to put together with the group for all the occasions that might also occur and how they will work on Digital Marketing Strategies for disaster management.