

Digital Marketing: A Study of Opportunities and Challenges in Indian Perspective

Mamta Arora

Assistant professor in Commerce and Management, DAV College Amritsar

Abstract

Marketers have long used electronic resources, but the internet and other forms of information technology have brought in a slew of modern and exciting ways to deliver value to customers. The more the cyber technology becomes integrated into conventional industry, the more creativity and progress it generates. Digital marketing is the newest of the membership growth strategies, having only been in use for a little more than two decades. Digital marketing is conventional marketing with a twist, using electronic technology. New business models emerge as a result of the marketing revolution, which add value to customers, strengthen consumer relationships, and increase company profitability. As a result, a global virtual market for real goods was developed. The growth and challenges of Digital marketing is the subject of this paper.

Key Words: Development and challenges, Digital marketing, growth, technology

INTRODUCTION

In India, Digital marketing is a potent blend of technology and marketing know-how. Today's marketing has a new direction thanks to the Internet age. All conventional business models have become redundant as a result of the Internet, which has opened up incredible new business opportunities. Digital marketing, also known as internet marketing, is the use of the Internet to advertise and sell services and goods. It's a combination of brand knowledge and technological advancements.

Web marketing, digital marketing, internet marketing, and online marketing are all concepts that are used interchangeably to describe E-Marketing. It refers to the use of the technology to sell goods or services. E-mails and wireless marketing are also included in the e-marketing category.

It links consumers and companies through a range of technologies and media. Digital marketing has become a critical component of many companies' marketing strategies, especially in this technological age. Digital marketing includes search engine marketing, including search engine optimization, article marketing, blog marketing, pay-per-click advertisements, and e-mail marketing. Companies have moved their conventional business strategies to online marketing and have grown into full-fledged service providers capable of offering a full range of e-commerce goods to meet consumer needs and desires at any time. When opposed to all other marketing methods, online marketing is both cost-effective and observable. Customers and advertisers profit from it at the same time. Companies can connect with consumers to learn more about their needs, create positive consumer relationships, boost productivity and cut costs, and gain easy access to national and foreign markets. It takes a lot of trial and error, as well as daily tracking of the website traffic and referral rate per click, to become a good online trader. The way hospitality and travel companies do business is rapidly evolving thanks to electronic marketing. Internet marketing is sometimes referred to as "Digital marketing." E-mails and CD-ROMs with Internet hyperlinks are two of the media for direct marketing. Internet marketing collects data that is fed into the firm's database; the database is used to create profiles and lists that enable the firm to run successful direct marketing campaigns; and the database is used to create profiles and lists that enable the firm to run successful direct marketing campaigns. Digitalization and networking are two phenomena that underpin electronic commerce. Converting text, data, sounds, and images into a stream of bits that can be transmitted from one place to another at unprecedented speeds is known as digitalization. Connectivity entails the development of networks and expresses the fact that much of the world's trade is conducted through networks that connect people and businesses. When these networks connect people within a company, they're called intranets; when they connect a company with its suppliers and consumers, they're called extranets; and when they connect users to an extremely broad information superhighway, they're called the Internet.

Digital Marketing Characteristics: The following are some of the main features:

- **Traditional marketing is more costly than Digital marketing:** As compared to conventional marketing media such as newspaper advertising and billboards, it is much less costly and more successful. With very little resources, you can meet a large number of citizens.
- **Return on Investment (ROI):** With the aid of Infusion soft, small business owners can now monitor their turnover rate or "action taken." It measures a range of variables, including the number of video views, the number of emails opened, and the number of times a connection

is clicked. Most significantly, it reveals how much money the company has made thanks to e-marketing.

- **Eliminate Failure to Follow-Up:** The absence of follow-up failure is the biggest secret of small business success. It is achieved by entering your company statistics into Infusion soft, which will then provide you with custom-tailored details about your business, including which areas to develop and which products to discontinue.

Advantages of Digital Marketing

There are two sides to any coin: a positive and a negative side. The following are some of the most noticeable benefits of Digital marketing:

- **Immediate response:** Internet marketing has an immediate response rate; for example, you upload something and it goes viral. Then it will hit millions of people in a matter of hours.
- **Cost effective:** It is much less costly than other types of advertisement. If you use the free methods, you can spend almost no money.
- **It's less risky:** What one has to lose when the cost is zero and the instant rate is high? There is no threat at all.
- **Enhanced data collection:** As a result, you'll be able to gather a lot of details about your clients. This customer details can be used in the future.
- **It is interactive:** One of the most critical characteristics of digital marketing is how immersive it is. People can leave comments, which will provide you with input from your target market.
- **Ensures a wider customer reach:** Physical boundaries do not apply to an online company. If you have a product or service to sell, you can do so without opening a physical store or outlet by selling it online to everyone in the country or around the world.
- **Ensures instant quantifiable results:** Online marketing allows a company to produce quantifiable results in a short period of time. We say this because online marketing metrics like transactions, clicks, sign-ups, and visits enable you to monitor your every move.
- **Assists you in keeping track of customer needs, both current and prospective:** You can keep track of previous sales as well as the customer's tastes through online marketing. It will assist companies in tailoring their products to the needs and choices of their consumers.
- **Aids in the creation of customer relationships :** Online companies aid in the development of good customer relationships in real time. Sending follow-up emails about programmes, deals, and new products will also help you establish and maintain a long-term relationship with your customers.
- **It is more convenient for consumers:** With an online company; you won't have to think about working hours. Furthermore, the consumer can order the items they want at any time during the day, thanks to the company's online presence. As a result, there is no need to go to a physical store.

Digital Marketing's Drawbacks

Digital marketing is not without its drawbacks, which include the following:

- **Dependent on technology:** Digital marketing is entirely reliant on technology and the internet; even a small outage will jeopardize your entire operation.
- **Global Rivalry:** Since your product is available from anywhere, you will face global competition when you launch it online.
- **Privacy and Security Issues:** Since your data is open to everyone, privacy and security concerns are high; as a result, one must be highly careful about what they share online.

- **Market Competitiveness and Greater Accountability:** When privacy and security concerns are high, being open requires a substantial investment. With more openness, there is even more market competition.
- **The cost of repairs:** You must continuously adapt with the speed of technology in today's fast-changing technological climate, and maintenance costs are very high.
- **There's a chance you'll be a victim of an internet scam.** – In Digital marketing there's a chance you'll be a victim of an internet scam. You may encounter a fraudulent or unethical activity in online marketing. It may be difficult to keep track of counterfeit logos and trademarks. This might further tarnish the company's brand.
- **Ad placement** – It may appear cluttered if the advertisements are not correctly placed or if there are too many ads on the page. As a consequence, customers could be turned away.
- **Requires experience** – A organization must understand advertising techniques, search engine technology, quality control when producing content, and the logic that underpins internet marketing, in addition to the basics of marketing.
- **Online businesses aren't available in rural areas** – Online businesses aren't available in rural areas. Furthermore, illiterate and elderly people are rarely able to profit from online shopping.
- **Negative product feedback or reviews on the internet** – If a competitor uses the internet to reject your company, they can post negative product feedback or reviews.

The Various Forms of Digital Marketing

- **Email marketing:** When it comes to digital and email marketing, there are many forms and strategies of e-marketing to consider. since you already have a database of your target client, email marketing is considered very powerful and reliable. Sending emails about your product or service to a particular target market is now not only inexpensive but also highly successful.
- **Marketing on Social Media:** Social networking is an effective way to connect directly with your consumers and raise product awareness. Any or all of the social media sites, such as LinkedIn, Facebook, Instagram Twitter, Google, and YouTube, may be included. The following are some of the most significant benefits of social media: Increased product recognition and reputation contributes to increased sales.
- **Video Promotion:** An image is said to be worth a thousand words, and a video is said to be worth thousands of images. Showing a video clip about your product or service to your target market will capture their attention and emotions. If the right message is delivered to the right audience, video marketing can be very successful.
- **Article Promotion:** Quality content that engages your target market by offering useful knowledge that people are searching for on the internet to solve a problem? It's a continuous method of offering high-quality content to your readers. It's not only about selling; you're also informing and assisting your audience by bringing value to their lives.
- **Affiliate marketing:** It is a form of marketing in which you. It is the method of endorsing some brands' goods while receiving a profit on each sale. It helps everyone; it's a win-win scenario. Today, online marketing is a powerful tool for companies. It aids the organization in rapidly disseminating knowledge about its goods, services, or any other pertinent information. Furthermore, the advantage of online marketing is that it helps you to disseminate information at any time and from any place. Have you ever wondered why you should do online marketing for your company?

There are three key reasons why Digital marketing is relevant.

1. To capture and hold the audience's attention.
2. To encourage or persuade visitors to the company's website to take action. This action has the potential to be advantageous to your business.

3. Delivering high-quality goods and services to your target audience in order to foster a sense of confidence.

Online Business Marketing's Effect

Almost every company has a website these days, and they are all working hard to reach out to their current and future customers. The key explanation for this is that the internet is now open from anywhere on the planet. More than 80% of the world's population accesses information through the internet. As a result, the internet plays an increasingly important role in ensuring the company's customer footprint grows exponentially.

There are a slew of online businesses or e-commerce outlets that have exploded in popularity in recent years. Online shopping is the latest craze these days. Not only companies, but also consumers, profit from using the online marketing platform. Sarah, who provides do my paper services, claims that the effect of online marketing can be determined by the increasingly emerging technology and resources used to provide the required assistance to consumers or monitor the company's progress. Today, most corporations spend billions of dollars purely on internet marketing and advertisement. This is an outstanding example of the effect of internet marketing on companies. Furthermore, the result is obvious because companies and advertisers benefit handsomely from the channel.

The Digital Marketing Industry in India

In India, the e marketing industry has expanded to almost every business field. Shopping and order monitoring, online banking, payment systems, and content management are all examples of Digital Marketing applications. Digital marketing's power eliminates geophysical obstacles, rendering both consumers and companies on the planet potential buyers and suppliers. It is well-known for allowing companies to connect and execute transactions from anywhere and at any time. The Digital marketing industry in India is currently flourishing. In a country with a rapidly rising economy, a career in digital marketing is expected to develop at a rapid pace. The rise of Digital marketing trends has had a major influence on marketing and advertising. India's e marketing industry is at its height right now, and it's still rising. This expansion is due to a number of reasons. The way people interact has changed significantly in the last year. No one ever dreamed that a trustworthy offer could be found on the internet. The presumption was that online information is misleading virtual information. Nobody could hear any online advertising, let alone buy groceries, furniture, or clothing. The plot has moved drastically. Anything can be done online, from ads to sales. This is attributable to the re-establishment of faith in online communication in India. This has been highly helpful to the marketing activities. The information industries are pushing the revolution. Low-cost handsets are now affordable, enabling India to have millions internet users, offering a fascinating market opportunity to sell to an increasing population. Furthermore, the evolution of India's digital marketing industry can be seen in the change in marketing from anonymity to identity. In comparison to the anonymity of identity in the past, Internet contact now tends to be more physical. Often, marketing data is going in the same direction as entertainment. India's people needed an energizing spirit at all times. This piques their interest in the promotional content. Several factors have been described as contributing to India's digital marketing growth. Prior to now, only the rich could afford to use the internet. The middle-class lifestyle has changed drastically in recent years. In India, the vast majority now have internet access. For both customers and advertisers, the Internet and 3G penetration revolutionized the marketing scenario. Changes in lifestyle and standard of living were discovered to have increased the level of consumption, as well as the quality and pattern of consumption. In India's urban centers, the quality of usage is excellent. This is due to the fact that the majority of people do not have time to shop. Apart from the struggle to make money, people want to be able to do other things at their leisure.

Difficulties in the Area OF Digital Marketing

Clients often inform us that navigating the online marketing landscape is challenging. They look to us for direction and clarity so they can make the best business decisions possible. Businesses face unique challenges in the online world due to the rapid adoption of technology. A lack of adaptability is a big challenge in the Indian online market. Creating an active audience through email campaigns and social media is another obstacle, as most Indians use social media to share motivational quotes and their moods and images. The Indian industry is yet to accept the use of these networks for business purposes. There are only a few people who are aware of how to use company emails for marketing purposes.

Some of the issues and concerns are as follows:

1. Concerns about protection and privacy: Both e-commerce users and websites are concerned about privacy – the ability to control one's personal data – and data security – unauthorized access to data. Consumers would not visit or shop at a site unless both are taken into account and sites cannot function effectively unless both are taken into account.
2. Infrastructure issues: Infrastructure should be designed so that delivery responses, problem solving, and order placement can all be completed quickly enough to please customers. Infrastructure is extremely important in e-commerce.
3. Cybercrime: E-commerce is at risk from cybercrime. Cyber stalking, fraud and identity theft, and phishing scams are only a few examples. Information warfare is a term used to describe the use of information
4. Shipping charges: Many online retailers, for example, levy shipping charges on their orders. If a customer purchases products worth less than Rs 1000 on myntra.com, a shipping fee of Rs 100 is added, which is inconvenient for the customer.

CONCLUSION

This paper looked at the growth and challenges in the ever-expanding field of e marketing. Continuous education is needed in this field. It is impossible to ignore the fact that it is a technology-driven strategy. It is important to stay up to date with the latest developments in the fields of computer science and information technology. Mistrust between clients and advertisers grow as a result of poorly designed and implemented programmes. Spam, identity theft, intrusive ads, technological difficulties, non-compliance with contract / agreement terms, and a discrepancy between ordered goods and actual deliveries have all contributed to widespread e-marketing distrust. As a result, the growth of e-marketing is also dependent on the development of business ethics on one side and consumer protection laws on the other. In other words, the importance of 'credibility' in business in general and e marketing in particular, is enormous, and it can be tackled by information technology capability growth.

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