ABSTRACT

Technological innovations have confronted considerable changes during recent years which pave the way for digital marketing era. It has changed the way the business utilize its technology for marketing. The entire outlook of traditional marketing was replaced by digital marketing. The purpose of the study was to investigate the challenges and opportunities of digital marketing. The study also deals with the marketing mix concerned with digital marketing. The study also extends on search engine optimization, content marketing and Internet of Things. Marketing is the only field which is often first in line to lead digital transformation. Digital marketing has become more complex as it requires a new approach to marketing activities and it is always one step ahead of current strategies.

INTRODUCTION

The world is moving very fast than ever before.In point of fact technological mutiny have brought mammoth quake on product, service and marketing strategies. This has led to the development of Digital Marketing, one of the latest notions in the field of marketing. Digital marketing is the process of communicating, promoting and selling products and services through digital channel which expedite customer relationships. It is a subset of E-business that bestow digital medium such as social media, mobileapps, e-mail, search engines and websites. Digital marketing is a broader term that chronicles any marketing activity emoted through digital technologies. This can be clearly understood by the definition given by KOTLER &ARMSTRONG in 2009

“Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like e-mails, website, online forums & newsgroups, interactive television, mobile communications etc.”

Over the era the traditional marketing techniques was magnificently used to acquaint to customers. But the advent of ICT has made radical changes in the field of marketing which popularized digital marketing activities.

OBJECTIVES OF THE STUDY

1. To understand about digital marketing.
2. To study the challenges and opportunities of digital marketing.

REVIEW OF LITERATURE

1. Andrew T. Stephen (Oct 2015) “The Role of Digital And Social Media Marketing In Consumer Behavior” The researcher focused on the following themes to understand the role of digital and social media marketing in consumer behavior such as consumer digital culture, response to digital advertising, effects of digital environment on consumer behavior, mobile environments and online word-of-mouth (WOM).The study also reveals how the consumers are being influenced by the digital environment. The researcher concluded stating that digital marketing era is moving fast.

2. Belk, Russell W (Oct2013) “Extended Self In A Digital World” The study focused on consumer digital culture, quite deeply the digital environments in which consumers are situated. The study also focused in understanding how consumer’s identities and self concepts extend into digital world.

3. Narikiniemi, Johanna(2013) “Using Digital Marketing To Develop A Modern Marketing Strategy For A Startup: Case Study: Design With Benefits” The study focused to discover how digital marketing can promote a newly launched startup’s business in the US market. The study also focused on defining the market where company is operating, to identify its main challenges and find ways to build stronger brand equity and how to engage the target customers. The study concluded by stating that the future of marketing is in digital marketing and companies are quickly moving towards it because consumers are spending increasing amounts of time online.

4. Zhang (2013) “Impact Of Blogs On Sales Revenue” The study reveals how blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses online reviews have worked really well as part of their overall marketing strategy.

5. Clarke B, Svanaes. S (May 2012) “Digital Marketing And Advertising To Children: A Literature Review” The researcher’s looks at children’s use of digital devices on a global scale and in particular considers in-depth the available literature that has focused on digital marketing and advertising to children. The study concluded stating that research on digital marketing to children still has significant gaps, but it is no doubt an area of increasing interest. It is also suggested that digital marketing challenges previously established, research on children’s understanding of advertising, as it is argued that the techniques employed in digital marketing will prove more difficult for children to critically understand, compared to traditional advertising.

6. A munshi(2012) “Digital Marketing: A New Buzz Word” The study reveals that monotonous advertising and marketing techniques have given way to digital marketing. He further stated that it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner.

7. Javier A Silva, Pavel Vassiljov (May 2011) “International Companies Perception Of Digital Marketing Strategies And Their Implementation” The study reveals how well international companies have adapted to the digital world and the impact of digital revolution on the brand. The study also focused on the reasons behind implementing digital marketing strategies. The study concluded stating that digital marketing is a constantly evolving area that cannot be fully examined.

WHY DIGITAL MARKETING STRATEGY…?

Why the companies opt for digital marketing? Why do they need a digital marketing strategy? Vamping a digital marketing strategy broadens the scope available to marketers to facilitate their opportunities and to widen their transactions across geographic boundaries. However it is an imperative notch for each and every company in knowing how they can relate their business to evolving digital marketing era, which also pose numerous questions regarding customer relationship, branding and product

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promotion. However it would be fairly safe for the company to
vestibule into digital marketing arena to serve their prospects and
to locate new customers. One successful digital media campaign
was by Pizza Hut, which created an app that allowed customers to
create their own pizza by dragging their chosen toppings onto a
graphical pizza base. The iPhone would then determine which of
the chain’s thousands of locations the customer happened to be
nearest. The organization promoted the new application on the
web, in print, and on TV notwithstanding winning a position in
Apple’s own particular iPhone business. Within two weeks, the
Pizza Hut app was downloaded 100,000 times and within three
months iPhone users ordered $1m worth of pizza. The app now
includes millions of users across the iPhone, iPad and android platforms.
Companies adopting digital marketing strategy as a marketing
tool must possess some degree of consciousness regarding the
nature of business dealt with, type of customers handled and
nature of competition etc. Apart from the above factors due
attention must be reimbursed in deciding the marketing mix that
they should supersede. Managing 4P’s of marketing mix which are
the basic building block of a marketing programme constitute the
core of a company’s marketing system.

Of course the confusion arises how the 4P’s corresponds to digital
marketing strategy. **Product** the basic element is what is offered
by a firm to the market. A product that satisfy the needs and
requirements of the consumers adds to a unique value to the
company. Hence every company must lay a foundation on
choosing a sound product to fabricate a sustainable digital
marketing system. Having made decisions about products the next
step is to decide upon the pricing strategy. **Price**, the exchange
value of goods and services is critical online. Pricing must be done
taking into consideration the competitors pricing policy. Products
are priced with the intention of driving its competitors out of
business. However the pricing strategy varies from stage to stage
depending upon the market conditions, competitive level also and
with other various internal and external factors. **Place** another
basic building block of marketing mix which is incontestably the
internet that connects billions of customers who are spread over
general areas. So conducting business on the internet is
growing at a prodigious rate. **Promotion** is another element of
marketing mix that determines the success of marketing efforts.
There are many alternatives for promoting the product which
includes advertisement, public relation, personal selling and sales
promotion. Apart from the above offline promotional techniques
online promotional strategies are also available to make the
product reach out to the customers which includes Search Engine
Optimization (SEO), Social media, Content marketing, Mobile
marketing, E-mail marketing, Customer Relationship Management, Interactive-TV, Kiosks etc.

**CHALLENGES & OPPORTUNITIES:**

**CHALLENGES**

With the advent of various innovations in the technology Digital
Marketing has become more complex in new marketing efforts.
Proliferation in digital channel is one of the biggest challenges for
the marketer’s. Marketer’s find difficulty to adapt to new
environment in accordance to the changes in technological
environment. Understanding and adopting a new system to the
business is a challenging task for every marketer’s as it involves
heavy expenses as well as it is a time consuming process also. They
must also try to follow a new approach to marketing system based
on changes in the consumer behavior, which is also a biggest
challenge for the digital marketer’s.

The challenge of security problem associated with online purchase
pose a big question to the business evolving digitally. One of the
biggest example is the Global ransomware virus “wannacy” that
found prowing in Indian cyberspace. A huge extortion cyber
attack had hit dozens of nations holding computer data for
ransom at hospitals, telecommunication firms and other
companies. Increased security risk is always found to be a top
challenge for every online business transactions.

Digital marketing also find it challenging to center the
needs of the customer. It’s not enough to create a foundation for
the customers, instead a specific platform must be made to make
them feel that they are treated like kings. Even though this is not
found to be a biggest challenge, there are many ways to overcome
this barrier. For example CodeFuel offers In-tag that helps the
customers to reach out with what they really want.

Finding a place for the business in today’s competitive world is
quite a challenging task. Simply advertising a product through
traditional media won’t benefit the company in any manner. Here
comes the role of social media marketing. For a business to expand
it’s market share social media engagement is inevitable. Every
company must try to find a tactic to conquer a place in social media
which envisages product popularity, brand awareness and also to
know the changing consumer behavior in accordance with the
changing technological environment.

Since social media is an integral part of content marketing it is also
a very big challenge for the digital marketing system. Every
company wishes to have a unique place in the minds of customers
and to be successful every company is trying to adopt content
marketing that involves the creation of videos, blogs, social
media posts that distinguishes their brands from rival companies
and spreading across wide area networks that is intended to
stimulate interest for their products or services. The main purpose
behind content marketing is to create brand loyalty and to make
aware of a particular brand to attract new prospects and to retain
existing customers. As a marketer it is great task to win the
competition as well as minds of the people.

**OPPORTUNITIES**

Digital marketing put forward many opportunities for its
purveyor’s. As already stated Social media marketing opens a
door for Digital marketing to flourish and to gain attention via social
media sites. However it is a great opportunity for the digital
marketer’s to seek the attention of readers and to share across
other social networks. Social media is considered to be an effective
marketing tool to promote the business.

Using Search Engine Optimization (SEO) techniques is also a
biggest opportunity for the Digital marketer’s. Every business must
pay due consideration while designing a framework for their
website. The overall architecture of website is governed by various
factors like easy accessibility, user friendliness and focuses on the
customer needs they are looking for.

Digital marketing also find great opportunity with the
development of Internet of Things (IoT). In 2013 the Global
Standards Initiative on IoT-GSI defined the IoT as “a global
infrastructure for the information society, enabling advanced
services by interconnecting (physical & virtual) things based on
existing and evolving interoperable information and
communication technologies” and for these purposes a thing is an
object of the physical world (physical things) or the information
world (virtual things), which is capable of being identified and
integrated into communication networks. In short IoT is the
integration of both physical things and information system. Thus
the development of such interconnected network infrastructure
will form an integral part of the digital marketing system in our
following suggestions have been recommended to overcome the challenges in digital marketing.

1. Marketers must try to update regularly, digital channels of communication to overcome the security problem and also to reduce the risk associated with it.
2. The compatibility of digital content with different digital devices held by the customer's have to be ensured by the marketer's to serve them satisfactorily.
3. Marketers must try to identify the most preferred digital channels of communication and leverage the same to better market the product.
4. Marketer's must try to share exciting digital content via myriad digital channels available today which helps in improving the relationship with the customers.
5. Marketers must try to make digital content as interactive as possible, so that greater details can be obtained about target customers who can be targeted more precisely.

CONCLUSION

Technological revolution has brought about tremendous impact in the Digital marketing arena. New trend, challenges and opportunities are evolving day by day which poses a threat for every digital marketer's. To be a successful marketer a well planned marketing strategy is needed to cope up with this technological development and steps must be taken to adapt to changing technological environment. By near future further development in technologies provides a platform for digital marketing system and ample of opportunities for business growth.

REFERENCE

10. Internet of Things http://en.m.wikipedia.org/wiki/IoT
11. Content marketing http://en.m.wikipedia.org/wiki/contentmarketing