



ORIGINAL RESEARCH PAPER

Commerce

DIGITAL MARKETING: CHALLENGES & OPPORTUNITIES

KEY WORDS:

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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, services 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. **Narikiemi, 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 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 Vassiljev (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 a 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

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 has 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 and also 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 geographical areas. So conducting business on the internet is growing at an 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, I-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 "wannacry" that found prowling 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 conceter on 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 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 a 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

near future.

SUGGESTIONS

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.

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