

Digital Marketing: Opportunities and Challenges

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Abstract:

The presence of digitalization is being witnessed in all types of sectors such as retailing, manufacturing, banking, insurance, tourism, telecommunication, airlines etc. around 43% of world's population makes use of digital communication and in India 30% population are internet user. According to a study India will have over 500 million internet users by 2017 and 80% of these user (i.e. 400M) will go online through a mobile phones. India took over 10 years to move from 10m to 100M internet users. It took 3 years to grow from 100 M to 200M and just 1 year to grow from 200M to 300M. Face book alone has over 110M users in India. India has already surpassed US to become 2nd largest Smartphone marketing; moreover, number of Smartphone owners has already overtaken desktop/ laptop users in India.

1. Introduction

The fastest growing channels for communicating and selling directly to customers are digital. The internet provides marketers and consumers opportunities for much greater interaction and individualization. Digital marketing involves online, social media and mobile marketing activities and programmes designed to engage customers or prospects and directly or indirectly raise awareness, improve image or elicit sales of products and services. Mobile marketing is a special form of online marketing that places communications on consumer's cell phones, smart phones or tablets. According to a research around 1.5 lakhs jobs are expected to be created in India in 2017 in the area of digital marketing. The main areas of online marketing communications are websites, search ads, display ads, email, social media, blogs, viral marketing and mobile marketing. The variety of online options means company can offer or send tailored information or message that engages consumers by reflecting their special interests and behavior. Globally and in India also digital marketing is showing much rapid growth as compared to the traditional media.

Importance and objectives of the study

The new digital era enables brands to selectively

target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender and interests of whom they would like their targeted post to be seen by. Furthermore based on a customer's recent search history they can be follow on the internet so they see advertisements from similar brands products and services. This allows business to target the specific customers that they know and feel will most benefit from their products or service, something that had limited capabilities up until the digital era.

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Objectives:

1. To study the opportunities and challenges in digital marketing.
2. To offer valid suggestion and conclusion for effective digital marketing strategies

Research methodology

The study is descriptive in nature. Secondary data used for this present study through various published sources from online and offline.

DIGITAL MARKETING TOOL/PLATFORM

Digital marketing offers plethora of career option in different kinds of organizations. The kind of work and variety of job profiles make online marketing career even a bigger opportunities.

There are some common and latest marketing vehicles available to advertisers. While this list provides a brief introduction to each opportunity it does not represent the hundreds of marketing placements that could be used in an interactive marketing campaign such as Google, LinkedIn, Facebook, Adobe, Twitter, YouTube etc.

Search Engine Optimization (SEO)

SEO is a form of online advertising. The task of SEO is to improve the ranking of web pages and their visibility on various search engines such as Google, Yahoo, Bing etc. Optimizing webpages is a very vital aspect of digital marketing.

Search Engine Marketing (SEM)

To increase the visibility of webpages is through sponsored placements and advertising. SEM involves purchasing sponsored links for certain search engine keywords. As user searches for a purchased keyword or phrase an additional listing displaying a marketing message is displayed above or to the side of the regular or nature's search results while SEM advertising

campaigns feature several benefits. It can be an expensive for a small marketing budget.

Social Media Marketing (SMM)

Social media allow companies to establish to public voice and presence online. There are three main platforms for social media

- Online communities and forums
- Blogs
- Social networking such as, Facebook, Twitter, LinkedIn, Pinterest and others

Popular blogs help in creating influential opinion leaders. A good digital marketer should know how to harness the power of social media to market the brand image of the company.

Email Marketing

Email allows marketers to inform and communicate with customers at a fraction of the cost of a direct mail campaign. Emails are very productive selling tools. As it is important to engage customers and leads with the brand, many organizations send periodic newsletters, email campaigns, auto responders to its subscribers in order to keep them updated with new products services added or anything worth sharing. Since emails have to be time targeted and relevant companies hire personal for this purpose.

Mobile Marketing

More and more people are nowadays using smart phones among all age groups. Mobile marketing provides instant updates promo offers and information of customer's interest. Mobile apps nowadays can perform useful functions such as adding convenience, social value, incentives and entertainment,

CHALLENGES IN DIGITAL MARKETING

a) Customer services

Building relationship with current customers is one of the most important things any company can do, but it's also one of the most neglected. Social media offers a solution in providing faster customer service to customers so companies can maintain their relationships and ensure repeat

purchases. Customer service can be improved.

b) Technical and Service Support

Most customers do not like calling a number when they have a problem with your products. In fact, customers expect that they will be put on hold, they will be ushered through a few customer service reps who will tell them their problem can't be solved to their liking, and then they will finally have to get angry and force the customer service reps to speak to someone who allows them to put in a special ticket that will take 7-10 days to be approved. This can be solved with the help of social media by having a separate account for customer service on twitter. The benefit of using a separate account is that you don't have to bore your followers with support answers. Some companies get around this by answering only the more unusual support requests publicity from their main account, and answering the general support requests via a direct message or via email.

c) Reputation Management

Customer's service is just part of the

bigger issue of reputation management. Two components of reputation management are monitoring your company's reputation so you can proactively respond to situations and also so you can deal with any bad publicity your company or products may receive.

CONCLUSION

As the world moves faster with technological advancement, the corporate sector needs to make the best possible use of the same in all manner possible way. Even though use of technology has been an age old practice in business world, it was hardly used for promotional activities. The birth and the swift growth of digital marketing has surely opened a new window for businessmen as far as marketing is concerned. Its fast reach and low cost is making digital marketing as a better option compared to many other traditional media used for promotions over the years. Thus it has become inevitable for business community to find out innovative ways of using social media and to reap the benefits of this revolution.

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