

## A Study on Digital Marketing- Challenges and Opportunities

<sup>a</sup>P.Kanchana Devi, <sup>b</sup>T.S.Veena

<sup>a</sup>Assistant Professor in Commerce, Department of commerce, Government Arts College, Coimbatore-641018, India

<sup>b</sup>Research scholar, Department of commerce, Government Arts College, Coimbatore-641018, India

### Abstract

This analysis the notion of digital marketing challenges and opportunities ahead. Information technology has malformed the way number of people work. Electronic commerce has unbridled till now another revolution which is changing the method in which business buy and sell products and services. The digital marketing has given a helping hand to e-commerce. Digital marketing, which is also called internet marketing or online, involves the use of interactive, virtual spaces for the sale of promoting and selling goods and services. In fact, new synchronous, internet-based communication knowledge has contributed to the restructuring of major economic sectors including marketing. Being cost-effective, fast flexible and enjoying an exceptional global reach, digital marketing has brought about different businesses strange gains. However, this effective, new technical also embroils its special disadvantages, e.g. lack of personal contact, privacy and security etc which should be taken account for. The study continues with challenges and opportunities, such as problems of security, privacy etc developing in the area of digital marketing

**KEYWORDS:** Digital marketing, challenges, opportunities, social media

### 1. Introduction:

Digital marketing is a wide term which refers to the brands or promotion via one or more forms of electronic media. For example, advertising mediums that capacity be used as part of the digital marketing policy of a business could include publicity efforts made via the internet, mobile phones, social media and electronic billboards, in addition to digital, television and radio channels.

Digital marketing understandings include search engine marketing, content marketing, search engine optimization, influencer marketing, campaign marketing, content automation, social media marketing, e-mail direct marketing, social media optimization, e-books, optical disks, display advertising, other games, and any other figure of digital media. It also encompasses non-internet channels that provide digital media, such as mobile phones, on-hold mobile ring tones and call back.

### 2. Review of Literature:

**Baker (2016)** stated the consumers are learning brands via digital marketing.

**Harridge and Quinton (2012)** estimated that consumers generated more than 700 billion imitation about products and services through social media in 2011, around one-quarter of the number of imitation created via all forms of online advertising. Those earned media impressions help people learn about products.

Thirty papers considered for literature evaluate to increase consciousness about digital marketing, from the 10 papers eliminated from indication due to inadequate in turn for the concern study .**Elisabeth loanals et al; (2014)** studied the force of social media on consumer behavior with 118 respondents through planned opinion poll. His findings revealed their social media has impact on performance changes of consumers.

### **3. Objectives of the study:-**

1. To emphasize the digital marketing.
2. To study on the challenges and opportunities of digital marketing.

### **4. Methodology:-**

The study focuses on extensive study of secondary data collected from various books, National & International Journals, government reports, publications from various websites which focused on various aspects of challenges and opportunities of digital marketing.

### **5. Digital marketing services need for:**

Digital marketing is most important in all the sectors. People use to take the appointment from the online whatever they need. Cine celebrities and political leaders are need digital marketing services to increase their popularity. Not only is that even Business man also need to increase their brand promotions. Mostly the small business owners have to use digital marketing strategies. Without digital marketing strategy we will miss opportunities and lose our Business. Investing our time and talents in developing our business, the Internet will provide us with a much better understanding and giving knowledge of new marketing techniques, which in turn will help us to make more learned decisions about our marketing strategy and how we can include different media channels, and ensure that our marketing efforts are focused only on the elements which are most relevant to our business growth. Formulating our digital marketing strategy is the first step towards sympathetic how your business can get benefit from new marketing techniques, how it can impact on the relationship between our business and our customers, and help us to reach new customers online.

### **6. How to know about digital marketing?**

Many Training institutes are providing digital marketing courses in Hyderabad. The most Learning slot training institute is better for small business owners. education lot providing us the best digital marketing training in various modules like SEM,PPC,SEO marketing, content web analytics, Email marketing, Online Reputation management, social media marketing etc... with the help of well experienced faculty.

### **The wide challenges and opportunities in digital marketing today:**

#### **7. Challenges of digital marketing:-**

##### **1. Finding and keeping the people who can digitally transform a company:**

Someone needs to build all those great user experiences that make the difference to customer's lives. But its very difficult to finding and keeping. The most excellent people will naturally be drawn to companies that do cutting edge stuff and interesting.

## **2. Local SEO / local listing:**

The world of SEO is always changing, particularly when it comes to local listings, mobile optimization and Google maps. Local citations are a key factor of ranking algorithms in Google. But it's not sufficient to just claim your listing, you also need to recognize and clean up duplicate listings that could be causing confusion among your customer base, and ensure all your listing in sequence is up to date.

## **3. Meeting expectations of customer in the digital age:**

The mobile, constantly –on generation expects very different experiences from organizations, companies, including public administration. US corporate executives said that customers' potential of their company were "fairly" (57%) or "much" (45%) higher than they were three years ago. no one wants to wait in line for services anymore. instead ,they need to arrange their life in online.

## **4. Social media engagement:**

Thanks to faster internet and the ubiquity of mobile devices, live video-streaming is predicted to be one of the most popular social media tractics for 2017. If the business is brand fresh however meaningful where to get started –or even where to build an occupied audience on social media-can be a challenge.

## **5. Big data:**

It is presenting companies with latest opportunities to study more about their customers, enabling them not only to personalize products and services, but also to change their product development process to reveal what people really want. However, companies are still harassed with getting consumer is turned off by hyper-personalized offers that seem to occupy their personal space.

## **6. Managing the Omni-channel reality:**

In consumer side, the division is nothing we can change: on the rather, it will only get inferior. Lot, new divices, in-car entertainment, wifi on airplanes, the apple watch....all add together to make a division of channels. The companies need to standardize on the inside with a digital business stage, so they can keep track of what is happening across all these channels. But today the reality is many companies have division system in-house, instead of a single stage to rule them all.

## **8. Opportunities of digital marketing:-**

### **1. Digital disruption:**

It is the term of game, with sound players being patiently displaced by newcomers. If you can't beat them, join them at their own game.exicting companies want to disrupt themselves, like Steve jobs did when he stopped making their wonderful –selling iPod to launching a newer version.

### **2. Show-Rooming is a big challenge for retailers, as consumers continue to increase their online shopping.**

The big challenge for retailers is show-rooming.But lately, there is also been a float towards web rooming, with people checking out items online before buying them in the store. If the customers came to shop, retailers have the opportunity and should be keep them and up sell. Using the beacons and lot provides opportunities here.

### **3. Digital workforces and new ways of working:**

We can startups those days with small in-house teams, the technology and web to create team per project by using big boys. In this type of work should be give very fulfilling because the employees are should not get any stuck in a company, but should be give more attention in project work, and where their passion make a few difference to the outcome.

#### **4. The internet of things (IoT):**

For using oculus and beacons solutions to improve customer experiences. The IoT is connecting devices and people with each other in an extraordinary way, it's providing a great opportunity for consumer engagement. Timing is very essential here; if you completed soon you could fail, and if you are late, you may lose your place in the industry, and ultimately fail. Companies have to consider how the devices can provide more value to customers and more savings for them.

#### **5. Micro moments:**

Nowadays the consumers need everything here and now. The consumers are easy to get everything through mobile. Google presently mortar shops and urged bricks to invest more attention on micro moments, when consumers think 'I want to go'. According to Google, there's been a detonation in people conducting 'near me' searches. Even more interestingly, 60% of consumers who carry out a local search on their smart phone visit a shop within a day, and nearly 1 in 5 of those searches lead to a purchase within a day. Business people need to utilize these micro moments across channels.

#### **9. Conclusion:**

This paper explained about the challenges and opportunities in the ever expanding area of digital marketing. This field needs persistent learning. One cannot over see the fact that it is technology determined approach. There is a dreadful need to keep abreast of the latest developments of digital marketing. Poorly created and executed programs create mistrust amongst consumer and retailers. Spam, Identify theft, technical snags, agreements/not keeping terms with contract, gap between product and services. the digital marketing depends also on the growth of business ethics on the one hand and consumer satisfaction is in another hand. It is giving more opportunities and challenges to consumer and business peoples.

#### **References:**

1. Toffler A (1980) The third wave. New York: Bantam Books
2. Kotler P (1986) The Prosumer Movement: a new change for marketers. NA-Advances in consumer research, 13:510–513
3. Shultz C, Holbrook M (1999) Marketing and the tragedy of the commons: a synthesis, commentary, and analysis for action. J Public Policy Marke 18(2): 218–229
4. Kotler P (1967) Marketing management: analysis, planning, and control. New Jersey: Pearson Prentice Hall
5. Rust RT, Lemon K N, Zeithaml VA (2004) Return on marketing: using customer equity to focus marketing strategy. J mark 68(1):109–127