

## DIGITAL MARKETING: CHALLENGES AND OPPORTUNITIES

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### ABSTRACT

*Digital Marketing refers to the medium of buying and selling of goods and services using internet. It includes the management and execution of marketing using electronic media such as the web, e-mail, interactive TV, wireless media in conjunction with digital data about customers buying behavior. Scope of digital marketing is increasing day-by-day, because it saves time and money, making it more efficient than traditional marketing. This research paper states about challenges and opportunities of digital marketing.*

**KEYWORDS:** *Digital Marketing, Online Marketing, Challenges, Opportunities, E - Commerce.*

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### Introduction

Digital Marketing is the Marketing of various products and services through means like internet, cell-phone, digital spaces and other forms of media.

Digital Marketing can be broadly categorized into six types which are as follows:

- E-mail marketing
- Mobile marketing
- Internet marketing
- Social media marketing
- Radio advertisements
- Television advertisements

In recent times, the process of digital marketing has changed drastically because of extreme change in following areas namely- (customer satisfaction, change an expansion of global economy, new outlets of media to name a few among others). The importance of Digital Marketing is increasing everyday for the reason that it is consumer friendly as it saves time and money, provide easier access to different kinds of services which were inaccessible to the average consumer in the past, it also helps in achieving marketing goals faster. Digital Marketing has made a massive impact on various industries, such as travel, food, education, etc. Digital Marketing has had a positive effect on developing countries like India by opening new avenues not only to the consumer(s), but also to the producers or manufacturers of the goods and service providers, which in absence of digital marketing had not been possible. If, we talk about digital marketing in India, especially since 2015 onwards, the Government too has tried to make policies like "Digital India" which has given a push to digital marketing resulting in penetrating various digital marketing tools to rural India, thus, connecting them with goods manufacturers and service providers, which was negligible just a few years ago, which has helped in expansion of the Indian Economy.

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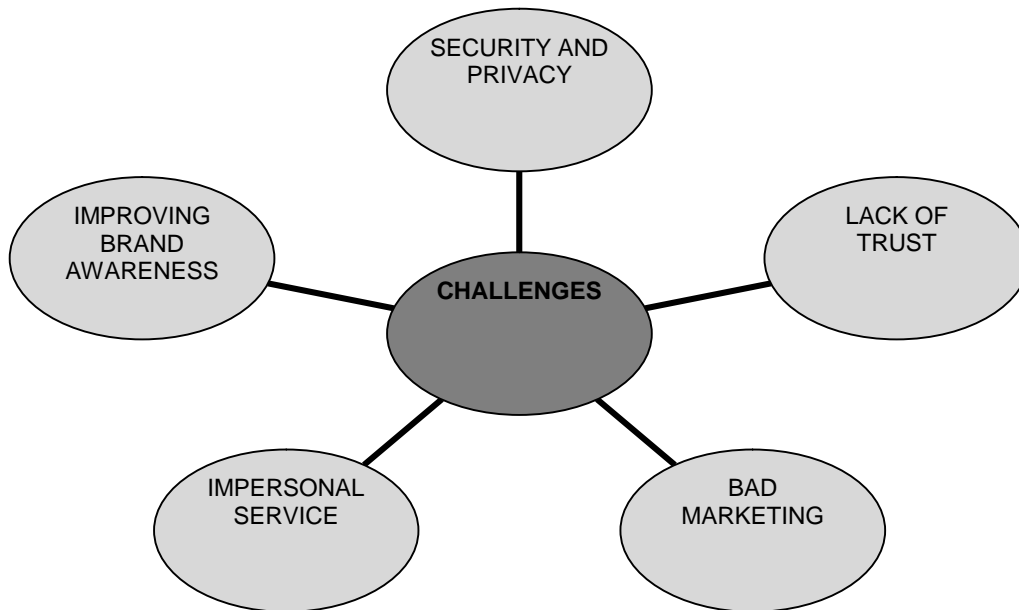
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"According to WEF 2016 report, around 33% of our countries population is functionally illiterate rank 95. Thus, 33% of young population of India doesn't attend Secondary Education (ranked 103). It has not only benefitted the consumers, but digital marketing has helped in creation of jobs, giving a further boost to the Indian economy an economy in general. Today, India has the largest population of young persons below the age of 35 years; most of them are technologically proficient which makes it the largest population to be using various Digital Marketing tools. This fact entices the researchers towards India for studying consumer behavior's, Digital Marketing trends, etc including challenges and opportunities.

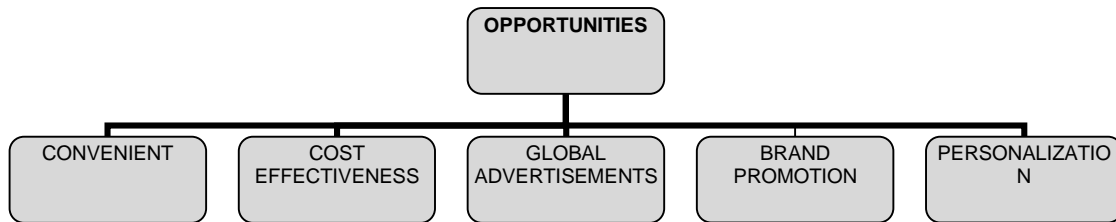
**Objectives of the Study**

- To find out the impact of Digital Marketing on the World Economy.
- To emphasize on the challenges and opportunities of Digital Marketing.

**Challenges of Digital Marketing**



**Opportunities of the Digital Marketing**



- Convenient- Digital marketing provides 24\*7 services to the consumers without worrying about the opening and closing hours. So, there is no need to go out to malls for shopping with the help of digital marketing consumers can buy in one click from their home only, at their convenient time. Hence, digital marketing has provided new opportunities, which were not available in the recent past to the consumers and providers of goods and services.
- Cost effectiveness- E- Marketing is one of the best cost effective ways of advertising because marketing of products and services on the internet is less expensive in comparison to traditional forms of marketing, because there is no need to open physical outlet/showrooms. Hence, there is no need to display the stocks, so in digital marketing expenditure is minimal.

- Global Advertisements- With the use Digital Marketing, companies can make advertisements nationally and internationally. So, there are no geographical boundaries.
- Brand Promotion- Digital Marketing makes easy brand promotion with the use of internet and communicates their consumers easily.
- Personalization- By building a profile of their purchasing history and preferences, digital marketing will help a business to personalize offers for consumers. It has increased opportunities to sell goods on an individual level without making too much effort on researching about the taste and preferences of the consumers, the same is true for the consumers as well.

### **Conclusion**

From the above discussions, it is clearly revealed that digital marketing, in the last few years has grown exponentially, eliminating the distance between a consumer and a producer of goods and services. Before development of digital marketing both the consumer and the producer were restrained from interacting with each other freely but now with the advent of new digital tools and techniques of marketing both of them can easily buy and sell through cyber space. Digital Marketing has provided various opportunities like one-to-one marketing, personalization, increasing sales, etc as discussed above. In India, the present Governments has focused on digitization which has also made a positive impact digital marketing and has provided various opportunities to buyers and sellers of goods and services. But, this has rapid growth of digital marketing has brought a number of challenges with like Privacy and security concerns, online frauds, online scams, etc and if, all of us try to eliminate these few problems Digital Marketing will give a massive boost to the Indian as well as the world economy.

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