
DIGITAL MARKETING: ELEMENTS, CHALLENGES AND OPPORTUNITIES FOR PRESENT TIME

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Abstract

Digital marketing, at its most basic level, is advertising distributed through digital channels like as search engines, websites, social media, email, and mobile apps. Digital marketing is the process of organisations endorsing goods, services, and brands through the use of these online media channels. In marketing, the digital channel has become an important aspect of many organisations' strategies. Even small business owners can now sell their products or services in a highly cost-effective and efficient manner. There are no limits to digital marketing. All companies have recognised the value of digital marketing, and it is currently growing at a quicker rate with each passing day. Small firms will soon be able to compete with large-scale competitors on the same platform. As technology advances. Digital marketing, social media marketing, and search engine marketing are all becoming more popular. Digital marketing is a component of the promotion that is frequently overlooked in the overall marketing. Internet users are continuously expanding, and digital marketing has reaped the biggest benefits due to its reliance on the internet.

The buying habits of consumers are evolving, and they are becoming more receptive to digital marketing rather than traditional marketing. The purpose of this research paper is to study the challenges and opportunities of digital marketing in 21st century.

Keywords

Digital Marketing, Opportunities, Challenges, Costumer, Technology.

Introduction

Digital selling or marketing may be a kind of selling that's ordinarily wont to promote product or services and reach resolute customers via digital channels. Digital selling includes retailers that don't need the employment of net the web
<http://www.ijaar.co.in/>

the net additionally to internet selling. Mobile phones (including SMS and MMS), social media selling, show advertising, program selling, and a spread of different digital media area unit all a part of it. Shoppers will get data through digital media at any time and from any location. shoppers will not solely consider suppose deem trust admit accept have confidence have faith in place confidence in what the firm says about their whole, however conjointly on what the media, friends, associations, peers, et al. area unit oral communication regarding it, due to the appearance of digital media. Digital selling may be a broad word that refers to a spread of promotional ways that use digital technologies to succeed in purchasers. additionally to mobile and ancient TV and radio, digital selling encompasses a good vary of service, product, and whole selling ways that primarily leverage the net as a basic promotional channel.

Elements of Digital Marketing

Online Advertising:

The importance of online advertising in digital marketing cannot be overstated. It's also known as online advertising, and it's a way for a firm to spread the word about its products or services. Consumer interests are best served by internet-based advertising, which gives the most relevant content and advertisements. Publishers post information about their products or services on their websites so that customers or users can learn more about them for free.

Email Marketing:

Email marketing is described as sending a message about a product or service to a current or potential customer via email. Direct digital marketing is used to convey advertisements, increase brand and consumer loyalty, increase customer trust, and raise brand exposure. This part of digital marketing allows a company to quickly promote its products and services.

Social Media:

Today, one of the most essential digital marketing channels is social media marketing. It's a computer-based application that lets individuals create,

share, and exchange information and images about a company's products and services. Internet users continue to spend more time on social networking sites than any other category, according to Nielsen. Facebook, Twitter, LinkedIn, and Google+ are examples of social media marketing networks. Companies can use Facebook to promote product and service events, run promotions that adhere to Facebook's guidelines, and explore new prospects. Companies can boost brand awareness and visibility by using Twitter. It is the most effective instrument for promoting a company's goods and services. Professionals create profiles on LinkedIn and share information with others. A company's LinkedIn page can be developed so that professionals can examine and learn more about the company's products and services.

Text Messaging:

It is a method of sending product and service information from cellular and smart phone devices. The company can communicate information in the form of text (SMS), photos, video, or voice utilising phone devices (MMS). Text messages can be used to convey order confirmations and shipping alerts. SMS campaigns yield faster and more significant results. Companies can use this technology to deliver marketing messages to their customers in real time, at any moment, and know that they will be viewed.

Affiliate Marketing:

Affiliate marketing is a type of pay-per-click advertising. A firm rewards affiliates for each visitor or customer they bring to the company through marketing efforts they create on behalf of the company in this sort of marketing. The merchant (also known as "retailer" or "brand"), the network, the publisher (also known as "affiliate"), and the client are the four main participants in the industry. The business has become so sophisticated that a secondary tier of companies has emerged, including affiliate management organisations, super-affiliates, and specialised third-party vendors.

Challenges of Digital Marketing at present time

Digital marketing is a corporate expansion tool, but it faces several obstacles and roadblocks. Few challenges are:

Limited Internet Access

The internet plays an important role in digital marketing. Consumers may not be able to access the internet in some remote places or may have bad internet connections. In locations where there is no or limited internet connectivity, digital marketing may be unsuccessful over there.

Competition

When a consumer searches the internet for a certain product from a specific firm, many competing goods and services with similar marketing methods emerge on the customer's home page. Customers are displeased, and a cheaper and higher-quality product from another company is offered as an alternative. As a result, some customers don't believe a lot of adverts that appear on a website or social media, mistaking them for fraud and making the company appear dishonest.

Advertisement for limited Products

Another disadvantage of digital marketing is that it is only useful for consumer products. Digital channels cannot be used to promote industrial items or pharmaceutical products. The preceding data may aid digital marketers in comprehending the benefits and drawbacks of digital marketing. Visit the links under related posts to learn more about digital marketing.

Risk of Hackers

One of the hazardous disadvantages of digital marketing is that the risk of a company's promotion efforts being hacked always falls on digital channels. Hackers or competitors can simply track and copy a well-known company's valuable promotional methods, which they can then use for their own goals.

Opportunities of Digital Marketing

Digital selling or marketing is fortunate and opportunities when utilizing completely different tools and techniques. These tools facilitate marketers to induce most edges of digital selling such as:

Direct Advertisement

Digital marketing allows for direct advertising and raises product or brand awareness. Companies can now effortlessly display product and service

marketing across various digital media. However, in a highly competitive marketing climate, a smart online advertising strategy and promotional tools can help digital marketers perform successfully.

Easy Promotion

With the advancement of new technology and the widespread use of the internet in business, brands can effectively engage with their customers.

Marketing Activity Accountability

Digital marketing allows businesses to track their marketing actions, such as whether or not digital marketing is working, how much activity is being generated, and how much dialogue is being generated. Digital marketing also aids marketers in evaluating and auditing the quality of their online material.

Ads displayed indefinitely

Advertisements are more available to target customers at any time and from any location thanks to digital marketing. Prospects can visit any website and read ads at any time and from any location. The constantly displayed adverts entice prospects to contact you and learn more about the items and services that they require. However, in order for these adverts to appear on a webpage, they must be successfully managed. Also, take a look at the four-step procedure for displaying ads on a webpage.

Simple customer accessibility

Digital marketing is an effective approach for businesses to communicate with a large number of potential customers at once. Using the internet as a marketing channel is a rapid way to reach out to a large number of potential customers and prospects all around the world at the same time. These marketing operations on social media platforms such as Facebook, Twitter, LinkedIn, and Pinterest have also been transformed by social media marketing.

The Convenience of Online Shopping for Consumers

Customers have found it easier to shop online at any time, whether the stores are over or across borders, as digital marketing has grown in popularity and capability. Digital marketing has given businesses and shops the ability to direct customers to an online store's outlet.

Conclusion

In the last half-decade, digital marketing has become a buzzword. E-commerce has elevated the company notion from the physical part of delivery to the virtual aspects of marketing and selling. Digital marketing and sales activities are becoming a more vital aspect of any marketing and sales plan. From the old approach to the E-commerce model, there has been a fundamental shift in how business is conducted. Products and markets are expanding, and at the same time, obstacles are arising to make players more competitive in the industry. Most businesses are either considering or pursuing digital transformation initiatives nowadays. Every business has a website, and few marketing plans are complete without a mention of social media. While social media is an important part of any digital strategy, a comprehensive reaction to the digital transition requires much more. The world is changing because of digital, and progress is not always linear. In a world where a Smartphone is no longer simply a Smartphone, but a possible revolution, we encourage businesses to consider the implications of digital advancements for themselves and their stakeholders. We agree with executives who see digital as an opportunity to be capitalised on rather than a risk to be avoided. Not every digital endeavour will be successful for every company, so it's critical to assess competence and change readiness before implementing a digital strategy. However, the more comprehensive the initiative, the better the chances of success. We believe that those who take a holistic approach and act quickly will have the most competitive edge.

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