



A STUDY ON DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES

Dr. S. S. Pawar.

Associate Professor & H.O.D., Department of Commerce & Management
Savitribai Phule Mahila Mahavidyalaya, Satara

Corresponding Author - Dr. S. S. Pawar.

Email-arjrao.pawar1666@gmail.com

Abstract:

In today's world everything is online. The internet has made our lives better and we can enjoy many facilities through it only through phone or laptop. In this case, digital marketing becomes important for any company or business. The first attempt was made in the 1980s to establish a digital market but it was not possible. Its name and use finally began in the 1990s. Digital marketing is a simple way to reach new customers. It caters to marketing activities. It can also be called online marketing. So Digital Marketing is a great way to market your products. So that companies can reach their targeted customers in a very short time. If we talk about the last few years, we will find that the nature of advertisements has changed a lot.

In the past, people ran their ads in a place where most people could see them, such as TV commercials, radio, and all sorts of other things. But these things may not work now because nowadays you will find the most crowded somewhere, that place is Social Media or Internet. So if you want your ad to reach millions of people at once, you have to move away from the old traditional marketing fundamentals to digital marketing.

Key words: *Digital Marketing, opportunities, challenges, advantages, business, social media etc.*

Introduction:

Digital marketing is marketing to reach more people in less time. It is a developing area developing technology. Digital marketing allows the producer to reach out to their customers as well as keep an eye on their activities, their needs. What is the trend of the customer, what the customer is wanting, all these can be considered through digital marketing? Simply put, digital marketing is a means of reaching customers through digital technology. We can do many things like online shopping, ticket booking, recharges, bill payments, online transactions etc. through internet.

Because of this trend of Users towards Internet, businesses are adopting digital Marketing. The public can easily get their favorite and essential items through internet as per their convenience. Now people avoid going to the market, so digital marketing helps the business to reach its products and services logo. Digital marketing can show many types of the same item in a short period of time and the consumer can take whatever they like immediately. Through this, the time taken by the consumer to go to the market, to like the goods, to come and go is saved.

Dr. S. S. Pawar.

These have become necessary in the present tense. The trader is also getting help in business. He can also connect with more people in less time and deliver the features of his product to the consumer. Change is the rule of life, you all know that. How much has changed in the past and in today's life and today is the age of internet. People of every caste are connected to the internet today; because of all these it is easy to gather all the people in one place which was not possible in earlier times. Through the internet we can also establish the harmony of all business

Problems of the Study:

Today in India the internet has become easy for everyone and it has become so cheap that the internet is now available to the public at high speed because of this there are many things in India that are done digitally i.e. by the internet like That online shopping, bill payment, recharging your TV and many other things that are done directly through the internet and it has become very easy

Objectives of the Study:

The main objective of the researcher in writing the research paper is to study the opportunities and challenges of digital marketing and some specific objectives are given by the researcher as follows.

1. To Study the opportunities of digital marketing.

Significance of the Study:

The present age is the age of technology. That is why Digital marketing has become so important. Digital marketing helps Indian companies to increase their profits. Although Digital marketing is a costly process, it reaches

Dr. S. S. Pawar.

and customer. The demand for digital marketing is very strong at present. The merchant who is making his goods is easily delivering to the customer. This is promoting digital business. Earlier I had to resort to advertisements. The customer would look at it, then like it, then he would buy it. But now goods can be sent directly to the consumer. Everyone is using Google, Facebook, YouTube, etc., through which the merchant shows his product to the customer. This business is accessible to everyone - traders and consumers alike.

but still if we talk about digital marketing then it is just as prevalent in India. Not as much as it should have been. After all, what are the reasons why digital marketing in India is not working properly yet people in India still know how to do online shopping or how to pay bills online but now India People are not aware that they can grow their business through digital marketing.

2. To Study the Challenges before digital marketing.

3. To suggest the proper guidance for digital marketing.

the customer in less time after the product is created in the company through digital marketing. The digital is a modern way of advertising. The digital is used to promote goods faster. The concept of digital marketing is playing a vital role in bringing this research to the international level, not just in the country. That is why

digital marketing has become so important. This research will benefit every person in the country who uses technology. The research subject of digital Marketing will be of great benefit to the research institutes, research institutes, universities, colleges, schools, etc. in the country. Digital marketing is important from the perspective of every person in the

Importance of the Study:

Today's society is struggling with scarcity of time, so digital marketing has become necessary. Everyone is connected to the internet; they can easily use it everywhere. If you ask someone to meet you they will say I do not have time, but he will not have any problem in talking to you on social site. In view of all these

Scope of the Study:

The digital covers the whole world. You can buy or sell any item in the world very fast. Using technology to advertise any product brings maximum benefits to manufacturing companies. Digital marketing is playing an important role in maximizing the benefits of goods and

Limitations of the Study:

Items can be advertised in other traditional ways, but the limitations of this research topic are that the researcher has chosen the topic of Digital Marketing Opportunities and Challenges to write a

Research Methodology:

The researcher has used secondary resources to write the research paper and also the descriptive analysis method has been chosen for the research.

country who uses modern technology to solve the opportunities and challenges that come with it. This topic will play an important role for every person in the country to solve the problems that come up while doing Digital marketing. This is a very important topic in the study of digital marketing, from traditional tools to modern tools or products.

things, digital marketing is making its place in this era. This is the age of modernity and in this modern time every object has been modernized. In the same order, the internet is also a part of this modernity which is spreading everywhere like wildfire. Digital marketing is able to work through the internet.

services. Digital marketing is one of the fastest growing industries in the world, so the subject of digital marketing is playing its role globally. Ads via Digital Facebook, Instagram, Yahoo, Google, Gmail, Hotmail, Blog, web, phone apps use many other tools.

research paper. The subject of Digital marketing can be studied in many ways but the researcher has chosen only the opportunities and challenges. This is an important limitation of the research.

Data Collection:

Researchers have used secondary research in studying the opportunities and challenges of Digital marketing as follows:

Secondary Data:

Researchers have used a variety of secondary resources to write research

papers, such as Newspapers, Digital Serials, Reference Books, Government Reports, Annual Reports, Research Papers, Research Articles, Reference Books, and Magazines etc.

Results and Discussion:

Researchers have used a number of secondary resources to write research papers. While writing the research paper, the researcher has categorized it with the help of modern digital marketing like cable graph charts. Digital marketing has a very important place as the present age is

Research Method:

The present researcher has been used descriptive analysis method for the study.

the age of technology. Researchers have analyzed the information according to the growing demand of digital marketing in India, the growing growth rate of digital marketing in India as well as the advertisement of digital marketing based on skills in India.

Table No. 1: Highest Demand for Digital Marketing

Country	2020 (%)	2021 (%)	2022 (%)
Canada	75	79	82
India	69	72	75
United States	58	65	70
United Arab Emirates.	49	65	68
Australia	48	60	65
Ireland	45	55	60
Philippines	50	52	57
United Kingdom	39	45	48

Source: Estimated

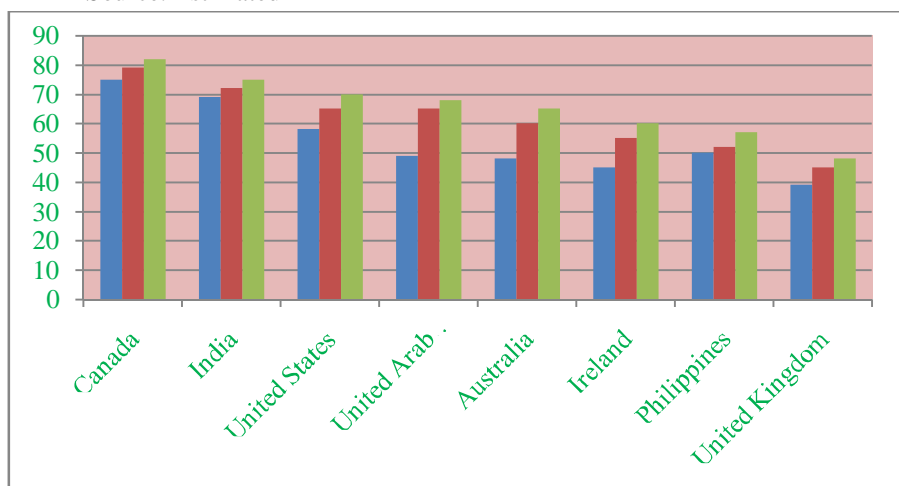


Table no. 1 categorizes digital marketing according to the worldwide demand. In the last three years, Canada has been the largest digital marketer in the world, followed by India. Digital India is followed by Canada, India, United States,

Dr. S. S. Pawar.

Australia, Ireland, and United Kingdom. The researcher has shown the statistics of eight countries in percentage from 2020 to 2022.

Table No. 2: Growth Rate of Digital Marketing in India

Media	2020 (%)	2021 (%)	2022 (%)
Mobile Marketing	82	86	89
Social Media Marketing	62	65	73
Email Marketing	58	67	81
Video Marketing	82	80	89
Radio Marketing	40	59	76
TV Marketing	45	67	71
SMS Marketing	42	58	75

Source: Estimated

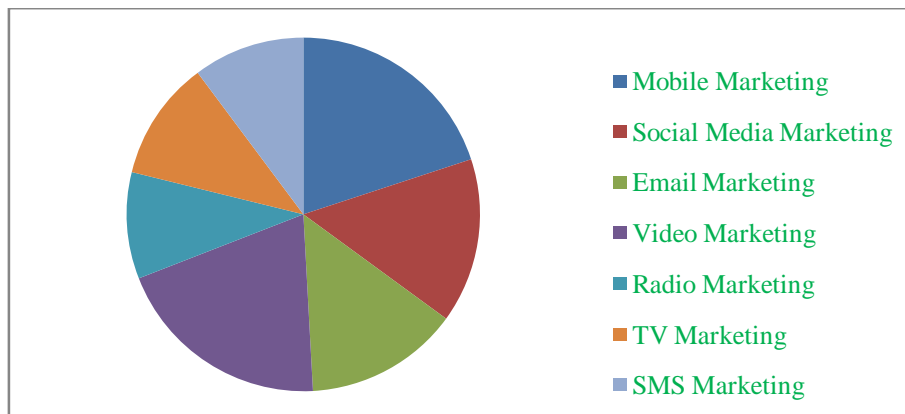


Table no. 2 classifies the growing rate of digital marketing in India according to traditional and modern marketing methods. It shows the percentage of digital marketing in India for a total of 3 years. The table above shows the percentage of online and offline marketing mediums

such as Mobile Marketing Social Media Marketing Email Marketing Video Marketing Radio Marketing TV Marketing. According to researchers, most of the digital marketing through mobile marketing and video marketing is done in India

Table No. 3: Skills of Digital Marketing in India

Skill	Percentage (%)
Marketing Skill	68
Technology Skill	65
Critical Thinking	60
Problem Solving Skill	58
Leadership Skill	52
Ethical Value Skill	56
Communication Skill	80
Collaboration Skill	65
Business Knowledge	86
Independent Thinking	65

Source: Estimated

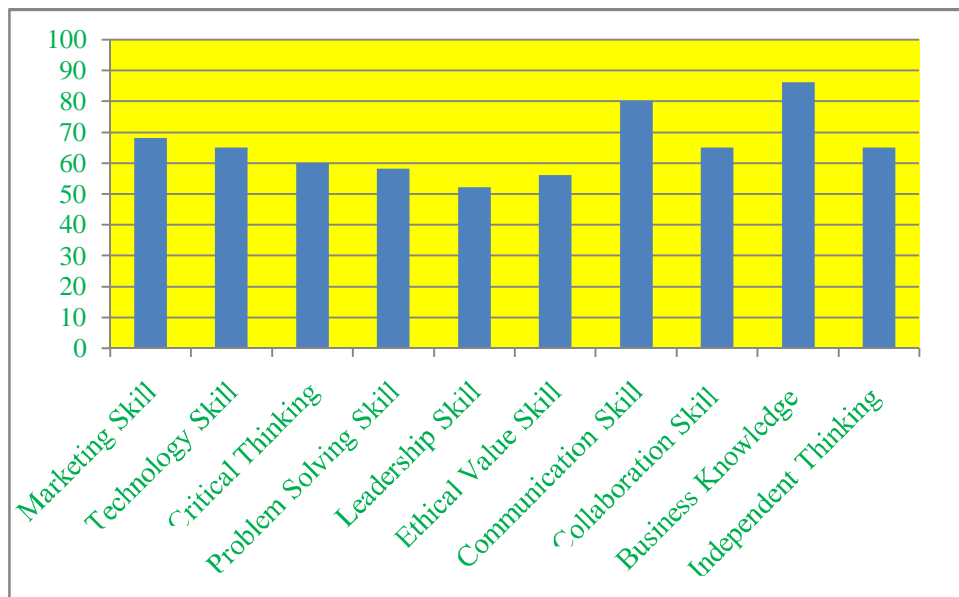


Table no. 3 is categorized according to the skills available in digital marketing in India. Marketing Skills, Technological Skills Critical Thinking Problems Sol Skill Leadership Skill Skill Communication Skill Skill Business Knowledge Digital Marketing in India is categorized

according to different types of skills. Marketing Skill In India Technological Skill Critical Skill sells a large number of products manufactured in the company. Digital marketing is one of the most sought after items in today's world of technology.

Chart No. 1: Advantages of Digital Marketing

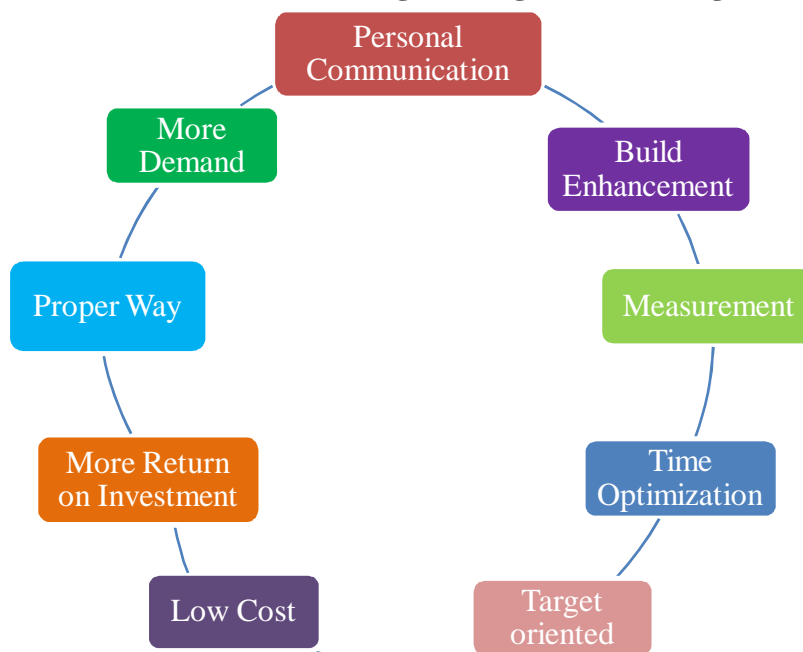


Chart no. 1 shows the benefits of digital marketing and includes components such as parcel communication, measurement,

time optimization, target oriented, low cost investment, etc.

Dr. S. S. Pawar.

Chart No. 2: Media of Digital Marketing (Online Marketing)



Chart No. 2 shows the means of online marketing including social media marketing mobile marketing, video

marketing, email marketing, display marketing affiliate marketing etc.

Chart No. 3: Offline Marketing Channels



Chart no. 3 shows the chain of offline marketing including radio marketing, SMS marketing, banner marketing, billboard

marketing and TV marketing etc. offline marketing chain.

Challenges before Digital Marketing:

Yet many big companies rely only on newspaper, poster advertising whereas better than newspaper today can be easily

given through digital marketing and its profits are also good but people are now fully aware of it. Don't know because people's knowledge and understanding is

Dr. S. S. Pawar.

not so much. There are a lot of people using digital marketing but it is not that every single trader is the one who does not know everything but there are many traders who are aware of all these things and he wants to grow his business. Many also make efforts through digital marketing. When you place your ad in a paper, it is good that your business grows, but because of your ad, print media has a good advantage, but the paper that is used in return is to cut down some or the other tree. The number of people is increasing so much that global warming is increasing.

Opportunities in Digital Marketing:

Digital marketing is the soul of business services and products in the current situation. No matter how great the product or service, advertising is essential to increase its reach. A few years ago it included traditional means of print media or electronics through television radio etc. In a developing country like India, the growing popularity of digital media over the last six years, the growing use of smart phones and the general public's love for tools like social media have given rise to the importance of digital marketing through advertising. The device that causes all of these factors is Smartphone's and the data packs that come from using them, the Internet. Internet users in India were projected to reach 56 crore by 2020, but at present, one in three people in India have a Smartphone and internet in their hands. There is no cost to internet usage other than just buying data packs from internet service providers but still a large number of websites have been created by various international and local groups offering various and useful services like YouTube, Google, Facebook, and Twitter. Digital marketing is a form of marketing

Dr. S. S. Pawar.

However, it is not the case that it is happening only by doing this alone. There is talk of a large number of people who are causing this. If you try to build your business with digital marketing, it will be better because today's time is digital and also accessible to people. We hope you have understood today's article. You will like it. If you have any questions related to, then you are connected to our Facebook page and if you ask us your question by comment, we will answer your questions as soon as possible.

or advertising on technology-based devices using the Internet and online-based digital technology. If a product, service or business is advertised in a traditional medium like print or electronic media, the ad reaches all the readers or viewers of the respective medium. It has composite readers or audiences, that is, readers or audiences of different age groups with diverse tastes in different regions. Digital marketing allows you to reach out to people who are looking for product service or business advertisements that will reflect your expectations. Digital marketing has a number of objectives, including raising awareness about the product service business, reaching out to prospective customers, motivating customers to buy, forcing customers to make the expected purchases, collecting customer information, growing the business locally, and more. The advantages or disadvantages of digital marketing include the opportunity to use a variety of mediums to reach out to prospective customers and reach out to them with the least amount of advertising costs and measurable results.

Suggestions:

There are no limits to this job today. There are millions of companies doing business through the internet and most of them need a digital marketing manager. Companies like tourism; banking, retail, media, hospitality etc. need a digital marketing manager. You also get

Conclusion:

Digital marketing is one of the most challenging industries. To a large extent, digital marketing is no different than traditional marketing; Only marketing methods change. Nowadays the company puts more emphasis on digital marketing, as people today use mobile phones and laptops more. Selling is the most important issue. Emphasis is placed on how to sell your product or services or brand awareness. The skills and work ethic required for digital marketing are different from traditional sales methods. You don't need a special degree to get digital marketing, but doing a certificate or short term course in digital marketing can open up more opportunities. Many courses are available online. Knowledge of basic Word Press blogs, integration of exact code, will also be useful. This is an area

job opportunities in foreign companies. After taking a course in digital marketing, you initially get a package of 4 to 5 lakhs, it increases with experience. Many experienced digital marketing managers earn between Rs 2 lakh and Rs 2.5 lakh per month.

where there is a lot of scope for technology, creative and business people. You can combine these three things to make a difference in this field. Digital marketing is very cheap. The more customers click on your ads, the more you pay. Also you can start with any budget. This allows advertisers or companies to have a small budget for advertising. You can reduce your total marketing costs by reaching out to as many customers as possible within a minimal budget. Digital marketing has become a means by which marketing (business) can be enhanced. Everyone benefits from its use. Creating the best possible balance between consumers and merchants, this harmony can be achieved through digital marketing. Digital marketing is a unique quote from modernity.

References:

1. Rajiv Kaushik (2016) Digital Marketing in Indian Context, p.10.
2. Yogesh Hole (2020), A Critical Review of Digital Marketing with Special Reference to an Indian Market, p.p.5-6.
3. Kishor Kumar (2019), A Study Of The Growth Of Digital Marketing In Indian Scenario
4. Madan Mohan (2017), Role of Digital Marketing Industry in India, p.p.-5-9.
5. Prasanth1 (2018) Digital Marketing in India, pp-3-6.
6. Manas Ranjan (2020), Effectiveness of Digital Marketing: An Organizational Perspective, p.p.-2-6.
7. <https://www.saptahiksakal.com/sakal-saptahik-discussion>
8. <https://wikiejemplos.com/mr/publicidad-en-internet>.
9. <https://www.rinteractives.com/blog/mr/what-is-digital>

Dr. S. S. Pawar.