
MERITS AND DEMERITS OF DIGITALISATION

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Introduction: -

Digital marketing is the used for the targeted, measurable and interactive marketing of products or services using digital technologies to reach the viewers. Digital marketing is called as online marketing is the promotion of brands to connect with potential customer using the internet and other forms of digital communication In the modern world, we are surrounded by digital media. We use our smart phones, computers, tables, TVs and games consoles to access the internet for all kinds of reasons. If you have always faced getting started in digital marketing this is the article for you. In the past, every major company used tools like TV, newspapers, magazines, radio, paper posters and banners o carry out their marketing campaigns, and man companies went from house to house talking about their product. But over time, that is likely to change.

Now the internet has become the largest marketing space in the world. Everybody uses the internet for marketing now big or small. This marketing option is called digital marketing. More than half of the world's people use the internet, and the number is growing. This is why digital marketing is growing so fast.

Key Words :- Current Trend , Business , Internet , Network , Security , IOT , Framework , Technology .

Definition:-

“Digital marketing is the promotion of brands to connect with potential consumer using the internet and other forms of digital communication.”

“Digital marketing is a form of direct marketing which links consumer with sellers electronically using interactive technologies like emails, websites , online forums and news groups , interactive television , mobile communication etc.”

**Objective of study:**

1. Suggest solutions to increase the use of digital marketing.
2. Explain the concept of digital marketing
3. Digital marketing and e-commerce training for adults in dealing with digital marketing online
4. Study of the relationship between digital marketing and consumer.

Methodology of study:-

Digital marketing is the new method of marketing commodities using digital technology, mostly through internet. Digital marketing is built on the internet that can create and convert brand value from producer to the potential customer by various digital networks. In marketing, sales and other business growth methods, methodologies give you guidance to define your goals for growth and the processes to achieve them. They help to fit in everything from departments and individual job roles or tasks all the way to the use of tools and services to achieve those goals.

Objective of digital marketing:-

Digital marketing is important in many states. With digital marketing you can easily tell your customers about your product. Digital marketing is product marketing on the internet using digital marketing. One of the major benefits of digital marketing is that you can get your content or product to people at home with digital marketing you can easily tell your customers about your product. You can create your own brand by bundling your content or product through digital marketing. You can blog emails or comments from your customer's r

consumers. Anyone who uses it can find out the result of your product by reading it.

Importance of digital marketing:-

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Types of digital marketing:-

1. Search Engine Optimizations or SEO:
2. It is a technical medium that puts your website at the top of the search engine results which increases the number of visitors. For this we have to make our website according to the keywords and SEO guidelines.
3. Social Media:
4. Social media is made up of many websites - like face book, twitter, instagram Linked in, etc. One can put ones thoughts in front of thousands of people through social media. You know we visit this site, we see ads on it at regular intervals, and this is an effective and efficient way for advertising.
5. E-mail Marketing:
6. E-mail marketing is when any company deliver its products via-e-mail email marketing is a must have, for any affiliate, promoting any program.
7. Apps Marketing:
8. App marketing is the process of reaching out to people and promoting your product on the internet by creating different apps. This is a very good way of digital marketing. Nowadays a large number of people are using smart phones big companies build their apps and deliver the apps to the people

Need of digital marketing:

In today's world everything is online. The internet has made our daily lives easier. You can enjoy any facilities from internet only through mobile or laptop. Whether they can avail the facility of online shopping, ticket booking, movie ticket, recharge, online transaction, bill payment etc. Through phone or laptop. Everyone is using social media (what's app, face book, instagram, twitter.) If you ask a friend to meet him, he will agree but talk on the same what's app chat day and night , he will never agree. This means that in today's internet age no one has time.

**Merits of digital marketing :-**

1. The great advantage of digital marketing is that you can reach your content or product to the people sitting at home through it.
2. With digital marketing you can easily tell your customers about your products.
3. Through digital marketing, you can create your own brand by branding your content or product.
4. In this you can also make your brand popular through social media.
5. Through digital marketing you can give notification of any of your new product to your customers.
6. In digital marketing you can create your own blog and give time FAQs related to your new product to your customer.
7. Any user can find out about our product by reading its reviews.
8. You stay connected to your client or user via email or blog commenting.

9. Through reviews, you can know the shortcoming of any of your products or content.
10. In digital marketing you can tell your customer or user about yourself through the created page on your website or blog.

Demerits of digital marketing:-

The traditional way of digital marketing cannot go completely. As easy and simple as digital marketing. The biggest disadvantage of this is that it has to be digital i.e. in this marketing you have to be completely dependent on technology. It is through technology that we go to the digital way where we have to do digital marketing of our products if failed then we will not be able to convey our message to the customer. In addition to this, sometime there are issues regarding security and privacy, you cannot bargain the price of the product in digital marketing, you have to pay special attention to the price fluctuations, otherwise your product will lag behind the other, so you complete. You can't depend on digital marketing you have to keep using marketing and other methods.

1. Some people steal your personal data illegally through social media. It falls in the category of a crime.
2. Some social media hackers can hack your social media account, giving them your confidential information so people on social media need to be careful in this regard.
3. Nowadays the craze of social media has increased a lot. He spends a lot of time on social media every day, which has a bad effect on study's.
4. School children's have also become more interested in social media, as they are seen chatting with their friends and uploading pictures throughout the day. A parent needs to take a hard line in situations.
5. Addiction is when you get in to the habit of doing more than you need to. I would not be wrong to say that social media addiction has spread among the youth.
6. Cyber fraud is taking place on social media this type of crime should be reported to the cyber bureau.

7. Privacy is not always kept on social media. on facebook people put a picture on their personal profile .
8. Any anon person can steal your picture with the wrong mind and you can get in trouble so it is important to be careful.

Conclusions:-

In the digital age digital marketing not only allows brands to market their products and services, but also allows online customer support through services at all times to make customers feel supported and valued. Using social media interactions, brands can get positive and negative feedback from their customers. As such digital marketing has become a growing benefit for brands and businesses. It is how common for consumers to respond online to their experience with a product or brand through social media sources, blogs and websites. It has become increasingly popular for businesses to use and encourage these conversations through direct contact with customer and manage the response they receive appropriately.

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