



DIGITAL MARKETING: OPPORTUNITIES & CHALLENGES

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Abstract:

Digital marketing is a non-conventional virtual platform essentially on web for promoting products, services, connecting customers, distinguishing and understanding wants of user victimization digital technologies and devices. It is one of the easiest and outstanding strategies to promote online business for complete exposure and business development. The bottom line of digital marketing is to possess individual web site or App through that completely different promotion and tools are joined and used. Digital marketing is that the best approach to succeed in target market in price effective manner and is simpler to scale the business on quicker rate. This article specifically focuses on the opportunities and challenges in the field of digital marketing.

Keywords: Digital marketing, opportunities, challenges, freelancing

Objectives:

1. To understand the opportunities in the field of digital marketing to sustain the business.
2. To identify challenges of digital marketing to do better success.

Rationale of the Study: If the beginners and each organization overcome the challenges mentioned in this research report considering that the strength of the internet and various digital channels will not diminish in the next day time. This document will be important for every beginner and every organization. The second point is that if the beginners study the challenges very well, then they can grow and promote products and sales digitally and be more successful.

Methodology: This paper is primarily based totally on secondary data. The data is collected from books, websites and journals.

Scope of Study: This paper is related to digital marketing only. This research paper explains the opportunities and challenges in digital marketing.

Opportunities of Digital Marketing:

Digital Marketing can be evergreen, successful and opportunities after implementing different strategies. These strategies helps marketers to get maximum benefits of digital marketing such as:

Apply creative project idea:

Businessperson should try to implements innovative skill set with help of digital marketing channels. Within minimal duration they could be reaching to target audience easily.

Lucrative Career Option to youth:

Digital marketing is a great opportunity for young people. With the boom of net utilization and the explosion of on line media, there are extra possibilities than ever earlier than for the ones inquisitive about marketing. Digital marketing permits you to focus on a worldwide audience quickly and easily. It is a progressively necessary

tool for businesses of all sizes. For young people who are looking to start their careers, digital marketing would be a great and lucrative option.

Web Work through Freelancing:

It is great opportunity in the field of digital marketing to do the web designing, error correction, logo making, and many more projects from a freelancing site. If businessperson has the right service then this is right time to get success, but first of all please understand what the current demand is and follow it.

Open Source Digital Platform:

Supporting digitization, the Prime Minister of India has come up with the idea of digital India. Anybody and anytime can starts as a promotional campaign for digital marketing which resulting in many more job opportunities for youth.

Use of regional Language in Digital advertisement:

The inclusion of vernacular languages and native idiom conjointly helps in driving a stronger connect towards the goods. Folks have loads of pride after they see their language on the app and that they feel the product is their own. It would be a great opportunity to communicate with the consumers their regional language.

Wide scope in the field of Inbound Marketing:

Most of the businesses are looking out for a digital merchandiser as digital marketer helps in promoting their product and conveyance capacity customers. There are several fields in digital advertising and marketing that you may also be successful of pick out for and most essential you may additionally do digital advertising and marketing at any age. There is no ordinance for a digital marketer.

Challenges of Digital Marketing:

No doubt, Digital Marketing is an expansion tool for the businesses but it is facing some challenge so hindrances. The some challenges are as follows:

High Risk of Hacking Plans and Policies:

The risk of hacking promotion strategies of a company always present on digital channels (internet) that is one of the drawbacks of digital marketing. The hackers or competitors can easily track and copy the valuable promotional plans and policies of a well- renowned company and can utilize for their purposes.

Limitation of Internet Access: Due to poor internet connection in some areas lot of consumer may not access facility of internet. That is why digital marketing may be unsuccessful in those areas having restricted internet accessibility.

Inefficient knowledge in Digital Field:

Digital Marketing has a one more drawback is inefficient knowledge in digital field. In fact, to get a career in this field or to learn, need to know some technical things. For example, how to create a website, how to modify the content on it. For this, if Businessperson must have basic knowledge of web development languages like HTML, PHP, Bootstrap, WordPress etc. then it will best.

Budget Concern:

Another reason it's difficult to determine the most effective marketing methods is that companies are struggling with their marketing budget. Without a clear marketing budget, it becomes difficult to set the direction of marketing strategy and deploy limited resources.

Lack of resources: Businesses are perpetually seeking ways in which to deliver quality product and supply glorious client service so as to retain existing customers. Businesses also are troubled to stay up and stand out amongst their competitors within the digital world, however are also seeing a decrease in promoting budget because of lack of shopper expenditure.

Attracting new customers:

To attract new customers and increasing sales could also be tough for several businesses.

Managing various marketing channel to expand brands: Another promoting challenge will be the struggle to manage multiple marketing channels for whole expansion. With such a lot of digital ways to contemplate it's going to leave businesses troubled to know what direction to require with the restricted resources available. Unfortunately, there's no secret formula for deciding marketing success. For this, they would need to do work out on it.

Conclusion:

To summarize, while other brands would be only trying to gain a foothold in the customer's mind-set, it is critical that every businessperson make their own digital marketing business base strong before foraying further. Opting for social media profile, on-line name management, and native search would ensure that you simply don't lose out on digital stigmatization results. Digital selling is not progressing to impede however

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accelerate. Each entrepreneur can implementing effective strategies, best practices, adopting the latest technologies, businessperson can expand your business and gain a competitive edge.

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