

Digital Marketing: Challenges & Opportunities

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ABSTRACT

Digital marketing's development since the 1990s & 2000s has changed the way to stigmatize (i.e. Brand) & businesses utilize technology for marketing as digital platforms are increasingly incorporated into marketing plans & everyday life, & as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent & efficient. It is techniques such as e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, search engine marketing (SEM), content marketing, influencer marketing, content automation, search engine optimization (SEO), campaign marketing, data-driven marketing & e-books, & optical disks, & games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS & MMS), callback, & on-hold mobile ring tones. In this topic, only discuss Digital Marketing Challenges & Opportunities & also its role.

Keywords: Digital Marketing, Display advertising, Email direct Marketing, Display Advertising, E-books etc.

I. INTRODUCTION

DIGITAL MARKETING

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, & any other digital medium.

If marketing creates & satisfies demand, digital marketing drives the creation of demand & using the power of the Internet, & satisfies this demand in new & innovative ways. The Internet is an interactive medium. It allows for the exchange of currency, but more than that, it allows for the exchange of value. A business on the Internet can gain value in the form of time, attention & advocacy from the consumer. For the user, value can be added in the form of entertainment, enlightenment & utility; content marketing is one powerful way to create value. A business on the Internet can gain value in the form of time, attention & advocacy from the consumer. For the user, value can be added in the form of entertainment, enlightenment & utility; content marketing is one powerful way to create value. The reciprocity of the transaction is what's important here – in other words, the exchange is a two-way street that provides benefit to both parties simultaneously.

The Internet has changed the world in which we sell. It is not a new marketing channel; instead, it creates a new paradigm for the way in which consumers connect with brands & with each other. The complete scope of marketing is practised on the Internet – products & services are positioned & promoted, purchased, distributed & serviced. The web provides consumers with more choice, more influence & more power. Brands have new ways of selling, new products & services to sell, & new markets to which they can sell. The roles played by marketing agencies are shifting too. So-called 'traditional' agencies are getting better at digital marketing, while agencies that started out as digital shops are starting to play in the traditional advertising space. More than ever, integrated strategies that speak to an overall brand identity are vital to achieving an organisation's goals. Consumers are increasingly more fluent in their movement across channels & in their use of multiple of channels at once. They expect the same from the brands with which they connect. Anyone still thinking in the old 'traditional versus digital' dichotomy is sorely out of date.

II. OBJECTIVES OF THE DIGITAL MARKETING

1. To analyse the Digital Marketing In India
2. To Study the Digital Marketing Challenges & Opportunities
3. To study the Role of Digital Marketing in India

III. HISTORY OF DIGITAL MARKETING

The term digital marketing was first used in the 1990s, but digital marketing has roots in the mid-1980s when the SoftAd Group, now Channel Net, developed advertising campaigns for automobile companies, wherein people would send in reader reply cards found in magazines & receive in return floppy disks that contained multimedia content promoting various cars & offering free test drives

Digital marketing became more sophisticated in the 2000s & the 2010s, the proliferation of devices' capability access digital media at almost any given time has led to great growth of digital advertising; statistics produced in 2012 & 2013 showed that digital marketing was still a growing field

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing' The term digital marketing has grown in popularity over time, particularly in certain countries In the USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK & worldwide, digital marketing has become the most common term, especially after the year 2013^[13]

Digital media growth is estimated at 45 trillion online ads served annually with digital media spend at 48% growth in 2010 An increasing portion of advertising stems from businesses employing Online Behavioural Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy & data protection

IV. THE IMPORTANCE OF DIGITAL MARKETING

Why is digital marketing so important? Because it is not only a rapidly growing force in the current marketing playing field, it is set to be the future of marketing, & it seems likely that digital media will soon replace more traditional forms altogether While older generations will no doubt lament the demise of paper-based newspapers, books, communication methods & traditional TV & radio broadcasts, those who have grown up with the internet & mobile phones as a God-given right are already embracing the brave new world of digital consumption.

- Websites & SEO content
- Blogs
- Internet banner ads
- Online video content
- Pay-per-click (PPC) advertising
- Email marketing
- Social media marketing (Facebook, Twitter, LinkedIn, etc)
- Mobile marketing (SMS, MMS, etc)

This is far from an exhaustive list, & new forms of digital marketing, such as augmented reality, are arriving all the time

V. TYPES OF DIGITAL MARKETING & WHAT THEY ARE USED FOR

Email Marketing Email marketing is one of the earliest forms of digital marketing Send regular updates to your customer base about your products & services Or be different & send articles that may be of interest to customers that will not be viewed as a direct sales approach Be sure that you do not send unsolicited mails

- **SEO (Search Engine Optimisation)**
SEO is the art of increasing a website's visibility in online search engines such as Google, Bing, Yahoo, Ask & many more By using the search engine's Keyword system, you can increase the ranking of your website & ensure it is visible when customers search for your products & services
- **PPC (Pay Per Click)**
Paid search, also known as PPC, is the management of paid adverts in the search results of a search engine These paid adverts are typically placed above, or to the right of the 'organic' search results & can be quite cost effective Paying per click means you only pay when a prospective customer clicks on your ad You can control your cost by setting a daily budget of say €5 per day
- **Social Media**
Social media management isn't just about sending out tweets or posting on Facebook – it's about managing a brand's image through multiple social channels Social media management has become increasingly complex over the last few years, with greater reporting tools available, & a wider range of social networks Different social media sites to consider:
- **Facebook**
This is the biggest social media channel with over 110 billion people using the site every month

- Facebook can be thought of as the ‘social’ home for your business on the internet It’s a place where people can go to leave a message, browse through business products & photos or chat online It also allows people to share your content, thus giving you an opportunity of expanding your br&reputation at a very fast rate
- **Twitter**
Twitter is meant not so much for friends & family but for people you actually want to communicate with making it a great way of connecting with your customers If you have an unsatisfied customer you will most likely hear them on Twitter, & this is your chance to excel at customer service If you have succeeded in gaining some popularity with your twitter account you will know how viral twitter can be.
- **LinkedIn**
LinkedIn is the largest social media network for business people & professionals but most small business owners still don’t have it on their marketing radar Business owners are now realising the value of this site & the opportunities to build relationships & sales leads Note that LinkedIn is more serious in nature compared to Facebook & Twitter Approach this social media channel more seriously & assume that the users will want serious, professional & informative information Other popular sites to consider are YouTube, Pinterest, Instagram & Foursquare
- **Online Advertising**
Online advertising differs from PPC in that you are advertising on other peoples’ websites For instance, you may want to buy banner space on a specific website, & you would pay the website owner either based on the number of impressions, or the number of clicks the advert receives
- **Blogging, RSS & News Feeds**
Blogging – & ensuring that blogs are visible – involves not just writing blogs, but creating a blogging strategy that brings together SEO, PR, social media & web design A good blog will be one that attracts natural, organic traffic through effective keyword research, as well as social traffic It will be well designed, & it will have a consistent voice that makes it instantly recognisable
- **Viral Marketing**
Viral marketing combines many elements of the marketing mix Some call it ‘content marketing’, as it always involves disseminating an element of content across multiple channels This can include videos on YouTube, blogs, email marketing, as well as traditional elements, but the aim is to ensure that the content captures the imagination of your market, & that the content spreads naturally through online communities

VI. CHALLENGES OF DIGITAL MARKETING

1 Ad fraud is still a big problem

The United States has one of the worst ad fraud rates in the world This year, the rates will cost the industry more than \$7 billion in advertising spend -- up, once again, from the previous year (in this case, 2015) For comparison, other countries like Australia, France, Germany & the United Kingdom all have better rates

2 Marketers are stuck on data collection

Today, more than 92 percent of marketers collect information on customers or prospects Data-driven marketing is the industry standard But we’re still stuck in idle, focusing on data collection Most marketers are just learning how to crawl when it comes to making data actionable at scale; & 2016 didn’t see much progress in that direction

3 Marketing software is too hard to use

During this past year, 2016, technology’s ease of use has become a much bigger focus for the marketing industry This is because of the complexity in the customer journey Scott Brinker, the CTO of ion interactive, said it best when he characterized the funnel as “hundreds of touchpoints” that are “aching to be addressed every month”

4 We’re still under-using location

This past year, 2016, was also the year of Pokémon Go And, despite a fade down the stretch, its overall popularity of 55 million users in its first month out made one thing very clear: Location-based data is still the key to understanding customer context, as mobile becomes the dominant screen

5 Platforms aren’t open enough

More than 50 percent of marketers are using five to 10 technology platforms Another 30 percent use 11 to 16 platforms Even as vendor consolidation occurs in the market, it will take years for these platforms to truly unify This is holding back more integrated marketing strategies

The Role Of Digital Marketing In Today's Business Climate



Today, the world resides online and there is no denying this People are using the internet more than any other mode of communication & digital marketing is truly playing a versatile role in order to connect with the masses & generating successful marketing leads, especially for small &medium businesses

Digital Marketing Defined

Digital marketing is the advertising & promotion of businesses and their brands through digital media channels Digital media, at the moment, includes websites, social media, radio, television, mobile & even forms of traditionally non-digital media such as bill boards & transit signs Essentially any marketing media that is delivered electronically is considered digital marketing

This leaves only various forms of person-to-person (P2P) marketing, print advertising and direct marketing outside of the digital marketing umbrella Even then, printads, direct mail, print directories, bill boards and posters are all starting to connect to their digital counter parts With items like URL landing pages, QR codes, web banner advertising, online directories and text codes, traditional marketing and advertising almost always has a digital marketing connection

Why the Focus on Digital Media

The shift to digital media is being driven by marketing agencies, business owners and consumers alike The ever-increasing demand to show quantifiable results make going digital a dream for the digital marketing agency Most digital media, including websites, social media & mobile advertising is much easier to track than traditional marketing media such as print advertising

VII. DIGITAL MARKETING INDUSTRY IN INDIA

Digital Marketing industry in India is spread to almost all the business sectors Some of the applications of E-Marketing are shopping &order tracking, online banking, payment systems &content management.

Digital marketing industry in India is a booming career today In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career The growth in the digital marketing trends is making a very substantial impact on marketing &advertisement The big picture of Digital Marketing industry in India cannot be complete if short preview of the past digital marketing statistics is not made

Going back to history

Between 1971 &1972, The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory &the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce.

1979: Michael Aldrich demonstrates the first online shopping system

1981: Thomson Holidays UK is first business-to-business online shopping system to be installed

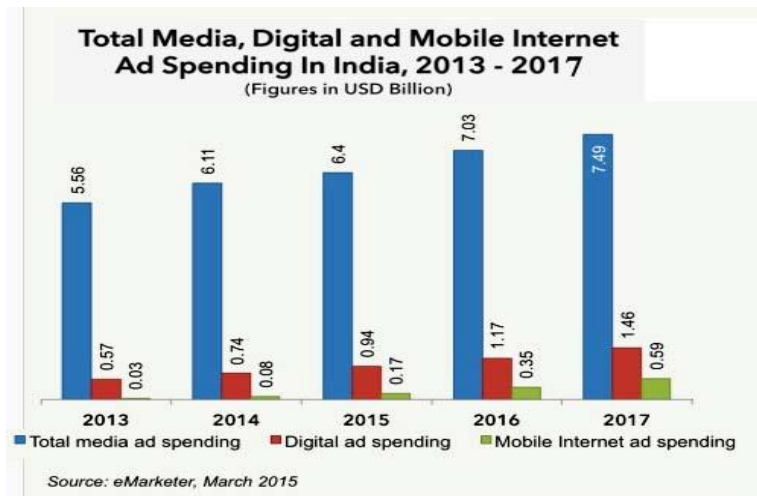
1996: India MART B2B marketplace established in India

2007: Flipkart was established in India Every E-marketing or commercial enterprises uses majorly digital means for their marketing purposes

In 2011, the digital marketing statistics revealed that advertising via the mobile phone &tablets was 200% lower than that of the following years During this year, the net worth was \$2 billion The growth was in a geometric progression as it rose to \$6 billion in 2012 The competitive growth demands for more improvement in the career works &professionals are being added to the field

From 2013 to March 2015, the investment total increase was 15 billion dollars over the preceding years There has been an impressive growth up till this present moment

The report by the International Journal of Advanced Research Foundation revealed that summarized that India is getting to see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities & secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, & Services relating digital marketing



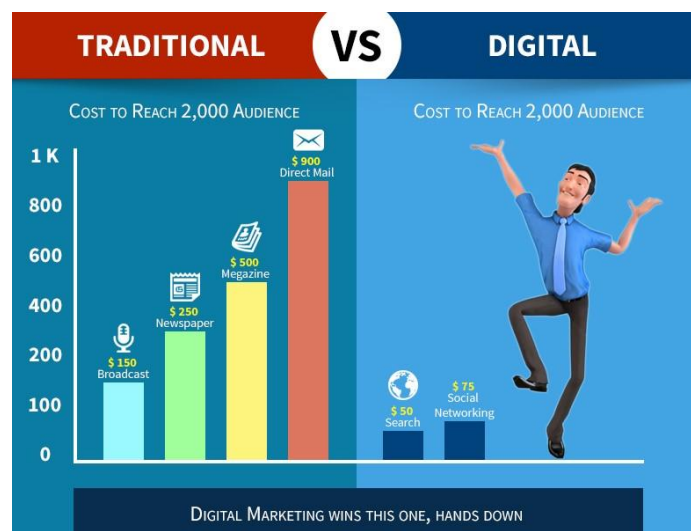
Total Media, Digital & Mobile Internet Ad Spending in India (2013-2017)

Today, digital marketing industry in India is growing at its peak, & is still continuous. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online. The below figure indicates the digital marketing statistics.

Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The very majority now have access to the internet in India. Internet & 3G penetration revolutionized the marketing scenario for both consumers & the marketers. It was discovered that changes in lifestyle & standard of living had increased the level of consumption, quality & also the pattern of consumption. The quality of use in the urban centers of India is on a high side. This is because majority doesn't have time for shopping. Apart from struggles to earn money, people want some other things to be done at their own convenience.

The following survey from people indicates the size of Digital Marketing industry in India:

- 34% of the companies already had an integrated digital marketing strategy in 2016
- 72% marketers believe that traditional model of marketing is no longer sufficient & this will make the company revenue to be increased by 30% by the end of 2017.

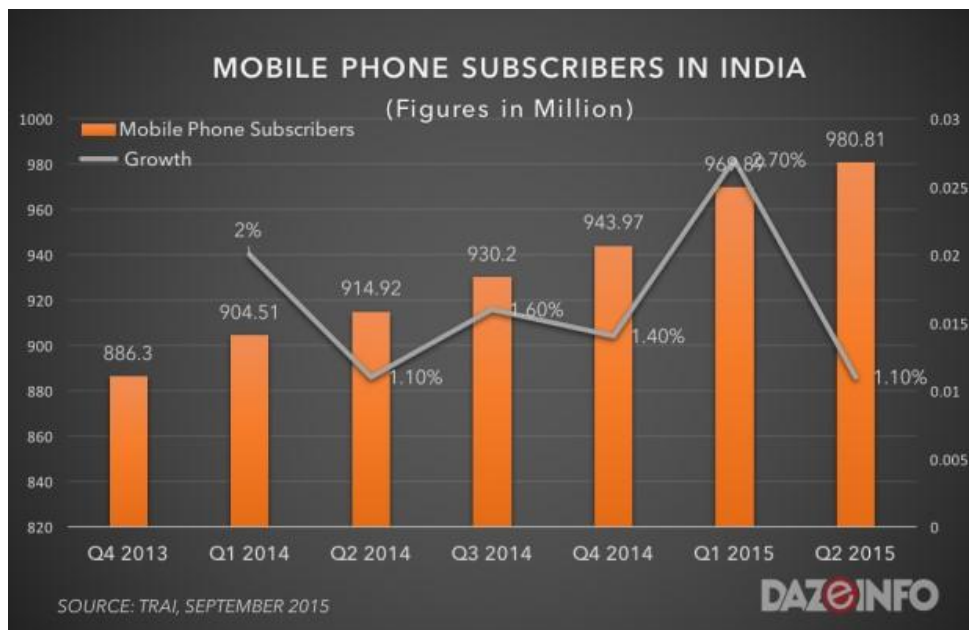


Traditional Marketing vs Digital Marketing

In 2017, 80% businesses will increase their digital marketing budget which may surpass the IT budget Only the illiterates could not access the potentials of the digital marketing because of the accessibility to computing devices & computer education Many of the people in this category still don't trust the method of an online payment & they lack training in English Language & other foreign languages to market online in global markets The following are the channels that are playing an active role in the development of digital marketing industry in India

VIII. MOBILE MARKETING

Digital marketing overview reveals that Social media has been playing a supporting role to marketing Over the years, it has been noticed that 92% of social media users are from the mobile devices This enables the size of digital marketing industries



Mobile Phone Subscribers in India

According to the research made by the Internet & Mobile Association of India (IAMAI, 2008), communication has become a real mass communication tools having about 286 million accounts in 2008 The Indian telecommunications market has tremendous growth opportunities & according to IAMAI is projected to exceed 500 million by 2010 According to TRAI, the numbers of mobile subscriber based in India grew to 98081 million users in the second quarter of 2015

Adoption for the mobile device is getting higher day by day SMS marketing is one of the true mass market media channels across many demographics before the convergence of mobile internet & mobile devices

Video Marketing

Growing need for the visual content has turned video marketing be one of the most appealing trends of digital marketing in 2017

Email Marketing



online marketing Email marketers of some of the most successful marketing agencies claim a return of \$40 for every dollar they invested From the digital marketing overview, it was discovered that well-targeted email marketing will be one of the most effective ways of ensuring conversions in 2017 As shown from the figure below, email is one of the most effective methods for digital marketing as there is a facility to disburse messages to millions of people at a time

While this doesn't have a controlled sample of our free research reports like Managing Digital Marketing, it does canvas opinion widely. Note that these trends aren't necessarily the most important channel by volume of leads or sales, rather it is the tactic which will give the biggest increase in the year ahead, so it shows what is becoming more important. By asking for just one tactic, this helps show the top 3, 5 or 10 top-level trends.

To help the decision on which technique to choose, we expanded upon the short labels you see in the graph to help scope the response more carefully. For example, 'Big Data' is a nebulous term, but when we expanded the definition to include insight & predictive analytics, it shows the value of the specific marketing techniques for Big Data & this helps explain why this is in position number two. Here is the full listing of digital marketing techniques:

- **Big Data** (including market & customer insight & predictive analytics)
- **Content marketing Communities** (Branded niche or vertical communities)
- **Conversion rate optimisation (CRO)** / improving website experiences
- **Display** (Banners on publishers, ad networks social media including retargeting & programmatic)
- **Internet of Things (IoT)** marketing applications
- **Marketing Automation** (incl CRM, behavioural Email marketing & web personalisation)
- **Mobile marketing** (Mobile advertising, site development & apps)
- **Paid search marketing**, eg Google AdWords Pay Per Click
- **Online PR** (including influencer outreach)
- **Partnerships** including affiliate & co-marketing
- **Search Engine Optimisation** (SEO or organic search)
- **Social media marketing** including Social CRM & Social Customer Care
- **Wearables** (eg Apple Watch, activity trackers, augmented reality)

FINDINGS

1. Digital Marketing Industry is Fastest Growing industry with many opportunities for professionals. Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping & order tracking, online banking, payment systems & content management.
2. In today's customer-led world & in the age of data-driven **marketing, marketing** has never had such a perfect **opportunity** to shine. **Marketing** has always been the part of the organisation that is closest to the customer, & is often first in line to lead **digital** transformation & innovative new customer journeys.
3. Today, the world resides online and there is no denying this. People are using the internet more than any other mode of communication & digital marketing is truly playing a versatile role in order to connect with the masses & generating successful marketing leads, especially for small & medium businesses.

SUGGESTION

1. It would be wise not to underestimate the costs associated with marketing on social media. Though the potential to reach a wide audience is both immediate & as simple as opening a Facebook account it should not be undertaken lightly.
2. A serious point to be remembered is the potential for damage to the brand & going viral across the internet. Repairing this damage could cost considerable money & effort.
3. "I think in an ideal state there is a dedicated consumer insights team, but a team that doesn't work in its own little silo. A team that is interactive not only with the marketing team but also the product team, as well as with others who touch the customer technology. They have to understand & the full circle of customers' curiosities so they can put together a real, robust view for those who need it."
4. "Establish 2 to 4 key metrics that will guide all your marketing efforts. Without establishing these benchmarks, your marketing team won't have anything to shoot for individually or collectively. Unfortunately, many marketing departments don't get creative with the metrics that serve as benchmarks for performance; their main metrics usually revolve around leads generated, sales, etc. However, there are usually more telling metrics for measuring your marketing effectiveness. For example: percentage of leads (free trials) vs unique Website visitors; percentage of leads vs conversions (paid customers); monthly recurring revenue."
5. "We have a dedicated team that's focused on content strategy & on creating what I call the content supply chain, mapping out where all the sources of content come from."
6. "Ultimately [integrated planning] is a function that's run through the marketing team. We establish the brand voice & try to create & implement consistency across all of our efforts, all of our communications channels & all of our internal divisions/business units."

7. “Focus on ROI & user retention By measuring the return of each campaign, we’re able to identify which ones are actually working & prioritize those Our ROI has grown from 35% to 200% Now, we have more money to invest in other projects to continue growing”

CONCLUSION

Digital Marketing in India & its **challenges & opportunities** ahead Digital Marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has hitherto been very difficult to achieve via traditional marketing methods The development of Digital-marketing & social media advertising has led to examples of businesses in recent years that appear to little more than categories & filter information relating to products & services on the Internet, taking a small cut from any transaction that may occur as a result

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