

## “Challenges and Opportunities in Digital Marketing”

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**Abstract:** Digital Marketing has become more famous after involvement of latest technologies in businesses. It has completely changed the old marketing methods and compelled marketers to stay connected with their buyers or customers via internet for selling their products and services. Consequently, the marketers must consider and analyse both advantages and disadvantages of digital marketing while planning the best marketing and setting business goals. Why Due to high efficiency and effectiveness, Digital Marketing has recognized by all business entities and now it is growing faster with every passing day. Soon, it will become easier for small businesses to compete their large-scale competitors at the same platform. So digital marketing has become a crucial need of small as well as large scale businesses in today's digital environment.

**Keywords:** *Digital marketing, Opportunities, Challenges, Effective Communication*

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### Opportunities of Digital Marketing

Digital Marketing can be successful and opportunities after utilizing different tools and techniques. These tools help marketers to get maximum benefits of digital marketing such as:

#### **Easy Consumer Reach**

Digital Marketing is an effective way of communication for companies to target a large number of potential consumers at the same time. Using the internet channel for marketing is a quick approach to target a number of potential consumers and prospects at same time all over the world. Social Media Marketing has also revolutionized these marketing activities on different social media platforms such as Facebook, Twitter, LinkedIn, Pinterest etc.

#### **Direct Advertising**

Digital Marketing enables direct advertising and creates awareness about a product or a brand. Now the companies can easily show their advertisements for products and services on different digital channels. But a good online advertising strategy and promotional tools can help digital marketers to perform well in highly competitive marketing environment.

#### **Perpetually Displaying Ads**

Digital Marketing makes advertisements more accessible to target customers at any time or any place. There is no time and place limitation for the prospects to visit any website and view ads. The perpetually displayed ads attract the prospects to get in touch with you and find the products and services of their need. But these ads should be managed efficiently to display on a webpage. See the four-step process to display Ads on a webpage as well.

#### **Global Advertisements**

This is one of the most effective benefits of Digital Marketing that enables the companies to make advertisements internationally and expand their customer reach to other countries across geographical boundaries.

**Easy Brand Promotion**

With the development of new technologies and use of internet in business, the brands may take a great advantage of customer's reach and communicate its clients successfully.

**Cost Effective Channel**

Using the internet, Digital Marketing is found cost-effective and cheaper source of advertising as compared to traditional marketing channels like T.V, Radio, Magazines, Newspapers, and Banners etc. Digital marketing allows marketers to set their advertising campaigns subject to availability of their budget. Mostly, the websites and business profiles (displaying ads and information about products or services) generate huge traffic for free. Social media, with its numerous benefits has played a vital role in promoting digital marketing activities. Social Media Marketing platforms such as Facebook, Twitter, Google+, LinkedIn, WhatsApp, Blogs, Yelp, Instagram, and YouTube etc. also provide a huge traffic source.

**Consumer's Convenience to Shop Online**

Due to more popularity and capabilities of digital marketing, customers have become more convenient to shop online at any time (24/7 basis) whether the shops are over or across the borders. Digital Marketing has opened-up an opportunity for companies and retailers to direct its customers to an outlet of the online store.

**Accountability of Marketing Activity**

Digital Marketing enables the companies to measure their marketing activities such as digital marketing is working or not, the amount of activity, and the conversation that is involved. Digital marketing also helps marketers to evaluate and audit their online contents for quality purposes.

**Helping Marketers' Career**

Digital Marketing has become a beneficial career for the individuals who are familiar with implementing digital marketing strategy and helping companies to expand their brands to target customers through internet.

## Challenges of Digital Marketing

No doubt, Digital Marketing is an expansion tool for the businesses but it is facing some challenges or hindrances. Some of these challenges are:

**Limitation of Internet Access**

The Digital marketing is closely reliant on internet. In some areas, internet facility may not be accessible to the consumers or with poor internet connections. The Digital Marketing can be unsuccessful in those areas having no or limited internet accessibility.

**Limited Consumer Link and Conversation**

As digital marketing is highly dependent on internet, so the marketers may find it hard to make their advertisements more comprehensive and start a conversation with their consumers about the company brand image or products.

**High Competition of Brands**

Digital Marketing has a drawback when a customer searches for a specific product of a specific company on internet, many competing goods, and services having same marketing strategies appear on the customer's home page. This conflicts the customers and provides an alternative option to choose cheaper and better quality product of another company. As a result, some customers lack the trust on a lot of advertisements that appear on a website or social media and consider it as fraud and look like a dishonest brand.

### **Risk of Hacking Strategies**

The risk of hacking promotion strategies of a company always rests 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 strategies of a well-renowned company and can utilize for their purposes.

### **Anti-Brand Activities (Doppelganger)**

Another drawback of digital marketing is that even a person or group of persons can harm the image of a recognized brand through 'Doppelganger'. Anti-brand activists, bloggers, and opinion leaders spread the term 'Doppelganger' to disapprove the image of a certain brand.

### **Advertisement for Limited Products**

Another practical drawback of Digital Marketing is that it is only beneficial for consumer goods. The industrial goods and pharmaceutical products cannot be marketed through digital channels. The aforementioned information may help digital marketers to understand the strengths and weaknesses of Digital Marketing. To learn more about digital marketing, visit the links under related posts.

## **CONCLUSION**

Digital marketing has emerged as a buzz word in last half decade. E-Commerce has revalorized the concept of business from physical aspect of delivery to virtual aspects of marketing and selling. Digital activities are an increasingly important part of any marketing and sales strategy. There is a paradigm of shift in how business is conducted from traditional model to E-commerce model. There is under expansion of products and markets and at the same time challenges are emerging to make the players; more competitive in the field. Today, most companies are either thinking about or pressing ahead with digital change initiatives. Every company has a website, and few marketing strategies are signed off without incorporating social media. Certainly, social media is a critical component of any digital strategy, but a holistic response to the digital shift must go much further.

Digital is changing the world, and progress is not linear. In a world where a Smartphone is no longer just a Smartphone, but a potential revolution<sup>8</sup>, we invite organisations to explore what digital advances mean for them and their stakeholders. We support the opinion of executives who view digital much more as an opportunity to be tapped than as a risk to guard against. Not every digital initiative will work for every organisation, and it is important to assess capability and capacity for change before deploying a digital strategy. In general, though, the more holistic the initiative, the greater the chance of success. We believe that those who act holistically, and act now, stand to gain the greatest competitive advantage.

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