

## **A Study on Challenges of Digital Marketing in India**

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### **Abstract**

This paper aims to examine the success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. The emergence of digital marketing and the digital Marketing growth in India is certainly very interesting facts. A few years back, the concept of "Digital marketing" was not such a popular phenomenon towards half of the nation, but gradually the change has started to take place. Start ups who use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase sales.

**Keywords :** *Digital marketing, Start ups, Modern Marketing.*

### **Introduction**

Digital marketing is a function that continues to innovate, with emerging trend coming to light year, advertisers are simply spoilt for choice. Though reaching the right audience at the right time with relevant content is still a huge challenge for brands, as the number of digital tools and tactics out there on the market can make digital campaigns extremely complicated. Digital marketing can be defined in many ways it refers to traditional understanding of marketing role in selling products. Digital marketing can be yet another term to describe the meaning of electronic marketing (e-marketing). Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops. Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, E- books, optical disks and games, are becoming more and more common in our advancing technology. In fact, this extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones. Digital marketing has a powerful tool for communicating with new and existing customers

## **Growth of Digital Marketing in India**

Digital marketing is growing with a rapid pace not only in India but throughout the world as well. While all other Industry are struggling with a growth rate of 5-10%, Digital marketing industry is booming high and already achieved growth rate of 70% last year and estimated growth for year 2016 is 40% and the most important part is that growth rate is not going to be stagnant in coming years. As the internet users are increasing day by day e-commerce industry is also on a booming path. Companies are shifting their advertising budget from traditional marketing to digital marketing strategies. User engagement over social networks and internet penetration rate has given a clear signal that online presence is not only necessary but it is must for all the business who want to grow in new era. Look at the few interesting fact which will change your perception if you still among those who believe internet marketing is not effective

According to Deloitte, 72% of marketers report that the role of marketing has increased in importance during the pandemic.

### **Objectives**

- To know the opportunities in digital marketing.
- To identify the challenges in digital marketing.
- To know whether companies prefer digital marketing to traditional marketing.
- To ensure the successful techniques of digital marketing used today.

### **Review of Literature**

Internet marketing has been defined simply as 'achieving marketing objectives by applying digital technologies' (Chaffey et al., 2009).

Digital marketing is the use of technologies to help shopping activities to improve customer knowledge by matching their needs (Chaffey, 2013).

In the developed world, companies have realized the importance of digital marketing. For businesses to be successful, they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, et al., 1996).

The introduction of new technologies has to create new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998).

Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to succeed (Song, 2001).

Expectations in producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on an advertisement (Pepelnjak, 2008). Today, monotonous advertising and marketing techniques have given way to digital marketing. Also, it is so powerful that it can help revive the market and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012).

Firms in Singapore have tested the success of digital marketing tools as being practical and useful for achieving results. (Teo, 2005).

More importantly, digital marketing growth has been due to the rapid advances in technologies and changing market dynamics (Mort, et al., 2002).

For digital marketing to deliver a result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Another tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009).

Also, WOM is linked with creating new members and increasing traffic on the website, which increases the visibility in terms of marketing. Social media, with an extraordinary example Face book, has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using communication strategies to engage the customers and enhancing their experience (Mangold, 2009).

Marketing professionals must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics worldwide are changing about the young audience accessibility to social media and usage. Strategic integration approaches must be adopted in an organization’s marketing communication plan (Rohm & Hanna, 2011).

For businesses, online reviews have worked well as part of their overall strategic marketing strategy (Zhang, 2013).

Online service tools are more influential than traditional communication methods (Helm, et al., 2013).

As part of the study, it is proven that users experience an increase in self-esteem and enjoyment when they adapt to social media, which is a motivating sign for businesses and marketing professionals (Arnott, 2013).

Web experiences affect the mental process of consumers and enhance their buying decision online (Cetină, et al., 2012).

***Difference between Digital marketing and Traditional Marketing***

<b>Digital Marketing</b>	<b>Traditional marketing</b>
<ul style="list-style-type: none"> <li>• Marketing through the internet or electronic devices (social media, search engine, email etc)</li> <li>• Higher level of customer engagement</li> <li>• Ease of measuring results</li> <li>• Bigger audience range</li> <li>• Less expensive and more effective</li> <li>• More customizable which makes them less risky.</li> <li>• Reach is Global</li> </ul>	<ul style="list-style-type: none"> <li>• Offline marketing tactics (Print , broadcasts, direct mail, telephone, billboards and flyers)</li> <li>• Little interaction</li> <li>• Poor Campaign measurement</li> <li>• Limited customization options</li> <li>• Higher costs and no control over timing</li> <li>• Cannot be easily updated which makes them more risky.</li> <li>• Reach is Local</li> </ul>

## Opportunities of Digital Marketing

There are many more opportunities of internet marketing that helps the online business more efficient. Digital marketing gives businesses of any size access to the mass market at an affordable price and unlike TV or print advertising, it allows truly personalized marketing. Some of the advantages of e marketing are:

- **Global Reach:** A website can reach anyone in the world who has internet access. This allows finding new markets and competing globally for only a small investment.
- **Lower Cost:** A properly planned and effectively targeted e-marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- **Trackable, Measurable Results:** Marketing by email or banner advertising makes it easier to establish how effective your campaign has been. You can obtain detailed information about customers' responses to your advertising.
- **24-Hour Marketing:** With a website the customers can find out about their company's products even if the office is closed.
- **Personalization:** If the customer database is linked to the website, then whenever someone visits the site, one can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **Speed:** Messages are delivered straight to the recipients' inboxes, instantly.
- **More Interesting Campaigns:** Digital marketing lets you create interactive campaigns using music, graphics and videos. You could send your customers a game or a quiz whatever you think will interest them.

## Digital Marketing challenges

The new digital era comes with a lot of challenges for marketers, since a lot of digital marketing includes new technologies. More than 50% of the users on different social media follow brands and companies. Managers react to that and invest in social media by creating brand pages. These brand pages have a positive effect on word of mouth advertisement and loyalty. But social media also creates difficulties, since managers do no longer control everything that is used in the marketing campaign. People can more and more react in both positive and negative way. Therefore social media creates more empowered customers, which will increase customer engagement.

## Marketing Tensions

Within this digital era, different marketing tensions may be identified, which can be placed in to

3 categories:

- Business strategy and customer insights.
- Go-to-market operations and execution.
- Organization and capabilities.

Business models in the digital revolution A business model describes how a company creates value that it will provide for the customer and in that way creates economic profits. When changing these models this also affects value creation, value appropriation and its underlying strategies. Most of the company's sales are generated for only 5% or less on the internet, digital marketing is a big and increasing force in transforming business models.

### **Customer Insights**

The digital marketing world also created deeper customer insights, which have become a big challenge but also create huge possibilities. With the use of big data it is possible to follow customers during their customer journey.

### **Creativity and Innovation**

A result of using this big data is that creativity and innovation may be edged, where this might not always be the desirable result. This is because more decisions are more based on facts than on breaking innovations and out-of-the box thinking. This might cause creative and innovative people to step out of those companies. But it has been proven that Creativity and innovation are reduced, this does not proof that there are no innovations anymore. Therefore big data may also be an important source in creating innovations.

### **Brand value and Social Media**

In social media it is hard to control the influences that people receive, since people can also affect each other by sharing their experiences with the firm or product. This results in differences between types of social media.

- Customer initiated social media: reviews, blogs, ratings
- Firm initiated social media: brand communities , ads

The danger considering the first is that people can quickly become brand –destroyers instead of brand – creators when publicizing negative things. Especially for stronger brand this is a big down side. When you already have a strong brand , the danger of someone destroying it is bigger than the quite small possibility that a person actually increases brand awareness and value.

### **Online Targeting**

When targeting potential customers online it is important to create different tools to address different groups of customer. Most of the customer said compare to old people younger are more in online, they have become fastest growing group. The older people have more difficulty using the online channels and see more barriers.

### **Price Transparency**

Price transparency has increased, and the results have become more and more visible. Prices of insurance companies that are available on comparison webpages have decreased, but at the same times the prices that are not visible on those sites have staid the same. Though the results are clear, firms do not consider this an important challenge.

These increases in transparency mostly create possibilities for those firms that have succeeded in the recreation of their business model as mentioned above, so that they can create the best value to their customers. Especially in the acquisition of new customer this will help them more.

### **Automated Interactions**

Interactions between companies and their customers are automated more and more. This brings opportunities for cost savings, but at the same time creates risks to customer's satisfaction. This mostly results from people that feel like they are forced in to using these new channels, where they are used to doing it the other way and feeling more comfortable with doing so.

### **Online Metrics**

The biggest problem with online metrics is that it is hard to quantify the financial impact on the business it is hard to understand what exactly is measured, that they are hard to compare with traditional metrics and they do not say anything about relevant behavioral aspects of the customer. A new proposition is using mindset metrics, also defined as consumer metrics. They can be used to compare the effectiveness of both traditional and digital channels and also create a metric that makes it possible to compare them to financial outcomes.

### **Talent Gaps**

The unlimited possibilities that firms have using digital marketing are impossible to address all, since it has become clear that there are too little people capable of coping with it. The best solutions for these problems are outsourcing these tasks to partners who do know how to handle it and have the resource to do so.

### **Organizational Changes**

Digital marketing has become more and more important and present, it is needed to design organization in a different way. Digital marketing should be integrated completely and managed across functional boards.

All challenges mentioned above may be formed in to four major marketing challenges. They are:

- a) The proper use of customer insights and data
- b) The power of social media for both brands and customer relationships.
- c) The presence of new metrics and assessments.
- d) The increasing talent gap within firms.

### **Companies Prefer Digital Marketing to Traditional Marketing**

The shift from traditional marketing to digital marketing is inevitable but never easy. While it is important to connect with customers digitally and create more channels for interactions, it is equally important to stay true to your brand personal, deliver a brand message that is consistent with your traditional marketing approach and still be creative enough to stand out in the digital domain.

## **There Are Five Legacy Brands that are Crushing the Transformation from Traditional To Digital Marketing.**

### ***Cadbury – Building Brand Love with Digital Content***

Cadbury is creating digital content series in the form of short films to engage customers. Instead of focusing on pure advertising messages, brands want to build deeper and meaning full connections with customers and create richer experience as compared to the traditional marketing message.

The shift from traditional to digital marketing includes building a brand message that cuts through the noise, helps families reconnect and hence forms a positive association with Cadbury.

### ***Nike- Digital Everything***

NIKE's impressive brand campaign and social media strategy to drive customer awareness and deliver exceptional customer experiences has captured popularity and growth in the past few years.

While transforming from traditional marketing to digital marketing, NIKE has been able to utilize digital technology to successfully execute experiential campaigns and deliver digital experiences through mobile and physical stores.

### ***The Guardian-Digital Innovation for Exemplary UX***

The guardian is subscribed to by readers, which is what finances the online version for independent journalism. The Guardian has revamped its mobile apps for responsive design and better showcase of editorial and interactive content. The articles have new formats to distinguish between news, features and gallery posts. The editors can allocate different scores to different stories.

The shift from traditional to digital news, storytelling and exemplary user experience in digital formats has helped. The Guardian becomes profitable in a digital world.

## **Shifting from Traditional to Digital Marketing- Lessons from Legacy Brands**

Going digital could be imperative for your marketing strategy. There are a few lessons from these legacy brands to help you transform from traditional marketing to digital marketing:

- a) Connect with your customers emotionally through your digital content and build brand love like Cadbury did.
- b) Have a killer social media strategy that encompasses brand awareness, personalized experiences and customer services.
- c) Go The Guardian way and create exceptional, in-depth, and interactive digital product experiences and let your product do the talkings.

## **The Successful Techniques of DigitalMarketing Used Today**

Technology has vastly risen in popularity and importance in the business world over the last decade. It is important to realize what marketing strategies can help companies digitally improve their sales and brand image. Popular digital marketing techniques.

### ***Social Media Marketing***

A strong presence on social media platforms is the most important digital marketing tool. There are many ways to promote a brand's social media presence. Social media influencers to promote brands on their own social media accounts and brands actively posting and engaging on its accounts to promote its image.

### ***Search Engine Optimization***

Search Engine optimization is a digital marketing technique that involves creating more traffic to a website appears higher up in the result of a search engine like google. This techniques elps business marketing by improving brands awareness.

### ***Email Marketing***

Emails are the great marketing techniques to get customers to return to a brand and purchase new products. First, a company must get people to sign up for an email list after they have made a purchase. Then based on the knowledge they receive from the emails, it is highly likely these customers will return.

### ***Content Marketing***

Content marketing is creating valuable and relevant content consistently on platforms. A brand can use content marketing as a tool to achieve better brand awareness by marketing itself as a company that is in touch with and important to the world .

### ***Video Marketing***

Video marketing works well with content marketing and is also a popular technique in digital marketing because of the easy access to videos that technology has provided. By creating quality commercials, companies can inflict a lasting brand image in its audience heads and get them to think about purchasing.

### ***Web Advertising***

Brands can market themselves more effectively by creating clickable advertisements to put on popular websites. Examples of this are when ads for different companies appear on the side of an article on a web site like ESPN or CNN.

### ***Affiliate Advertising***

Affiliate advertising is when a brand pays to have a valuable spokesperson with a large audience, usually a blogger or social media influencer, to post about their company so that a company can increase its circulation.

### ***Overall personalization***

Personalizing brand awareness and creating a unique style can make people believe whether a company is successful or not

### ***Creating an App***

The last of the popular digital marketing techniques is creating an app. Creating an app for a brand can give viewers an accessible means of communication and show where to purchase and get notified of new products.

### **Conclusion**

In conclusion, this paper has clearly shown that challenges and opportunities of digital marketing. Digital marketing when used marketing is the way to promote your productsand services through online. It includes digital marketing channels mobile phone, display advertising, social media advertising and any



other digital medium. The digital marketing campaigns and strategies have the potential to reach customers in a speedy and low-cost method and can provide promotion for a wide range of products and services. The major benefits of digital marketing has are its Levelplaying field, Reduced cost, Simple to measure, Real time results, Refinement of your strategy, Brand development, Far greater exposure, Viral, Nor intrusive and Greater engagement. This article mainly focused on challenges and opportunities of digital marketing in India. The digital marketing many challenges is base on marketing integration, security and privacy, impersonal services and improving brand awareness. The digital marketing promote your products and services providing many opportunities refers to the Global reach, lower cost, Trackable and measurable results, 24-hours marketing, personalization, Speed and more interesting campaigns. The technology driven approach of digital marketing leaves certain businesses susceptible and overly-dependent upon technology. However, despite these challenges and opportunities it is reasonable to conclude that digital marketing is on the whole a positive development for businesses and that despite certain dangers its impact upon businesses has been largely positive.

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