



## DIGITAL MARKETING AND ITS REMONSTRANCE

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### Abstract:

*Marketing is an essential ingredient of today's economy and the development of any economy depends upon many aspects and one of the prominent aspects is marketing. As technology and competition goes on increasing companies and organizations keeps on searching new ways to reach target customers and provoke them. One such way which has emerged in the recent times is Digital Marketing. This emerging concept has certain challenges and one has to critically evaluate them to be successful. This paper thus evaluates and enlightens the readers on the various challenges of digital marketing and thus providing them a further platform for collaborative research.*

**Key Words:** Digital Marketing, Sales, Marketing, Customers, Technology, Collaboration, Satisfaction, SEO, PPC, SMM, Content Marketing.

### Introduction:

Digital technology has brought a new way of communication, advertising, and relationship building tools such as online advertising, video sharing tools, cell phones, and video games to Web widgets and online social networks etc...Knowing the customers is not enough in these competitive days. We must know them better than anyone else so that we can communicate with them where, when and how they are most receptive to our message. In order to accomplish this we need a stronger view of the targeted customer preferences and expectations across all channels. By having deeper insights about the customers, Marketers can engage the customers to make profitable interaction with the company.

Digital Marketing is the promotion of products and brands through one or more E-media and differs from conventional Marketing. Businesses make use of digital channels like Google search, social media, emails, and their website to connect with their potential and targeted customers which will be useful in creation of superior customer value. Untapped online market exist in India .New connected devices are expanding content accessibility and Brand marketers would do well to make smart quick moves to win with emerging responsive digital consumer. The Indian digital population now spends around 24 hours per week online. This shows there is a huge opportunity for marketers to promote their superior value to their targeted customers by using this most economical distribution channel.

Digital consumers in India rank amongst the highest in Southeast Asia when it comes to average total time spent online each week for personal reasons across devices.

Average total time spent (in hours) online each week in Southeast Asia

**Total: 24 hours**

**Male: 25 hours**

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**Female :23 hours**

**16-20 (age group): 18 hours**

**21-29(age group) : 24 hours**

**30-39 (age group) : 26 hours**

**40-49 (age group) :22 hours**

**50+ (age group) : 23 hours.**

Digital consumers have access to a large and growing range of connected devices and screens. Smartphone is the most owned connected device. The digital trend is expected to increase rapidly for the next few years with Indian consumers increasingly investing in new technology.

### **Five Basic Rules of Digital Marketing**

**Rule 1:** Every business, government Agency, and nonprofit organization must have some type of website or internet presence and no exceptions to this rule.

**Rule 2:** Good company websites have one main purpose: Generate direct or indirect income.

**Rule3:** Having online presence or having a website is not Internet Marketing. Companies which want to earn money using internet must learn and use effective online marketing strategies and tactics. Any company should know Marketing to succeed in Internet Marketing. What do you need to know? What is the right way to do this thing called Digital Marketing? Online Marketing's Fundamental nature is Fluid and unstructured, and it will continue to be in that way for coming years ,as innovative technologies improve and evolve, and normal people try to figure out how to make it fit into their lives and business comfortably.

**Rule 4:** In order to fight in the today's Market place, we must be ready to learn about and using new technologies because, when used correctly, they will have a good positive on many aspects of our business.

**Rule 5:** There are many ways we can use the internet to grow our business ,so one of our most challenging task is to narrow our selections, choosing the ones that best fit, designing a plan, developing that plan and implementing it.

Digital Marketing is wide Application oriented subject which can be fragmented into group modules. Similar to Marketing mix, digital communication mix is the adaption of place, product, and price in the digital context.

Since the number of internet users is increasing the reach of our product, brand or services are also increasing. We use certain tools and techniques in order to achieve this .And mostly those tools are

- 1) Search Engine Optimization (SEO)
- 2) Pay per click
- 3) Social media Marketing



- 4) Content Marketing
- 5) Web analytics etc...

**Search Engine Optimization:** The internet offers a world of information, both good and bad. Anything a person could want is merely a few taps on a screen or a couple clicks of a mouse away.. A search engine is a web application which is designed to search for specific keywords and group them according to relevance .SEO is the technique of increasing the traffic to the website by enhancing its rank on search engine- using certain steps so that a particular website will be seen higher up on an internet search.

Research has proved that 18% views are of paid views and 82 % views are views based on search engine optimization. These statistics show that internet users are more inclined towards websites which are well optimized thanpaid websites.

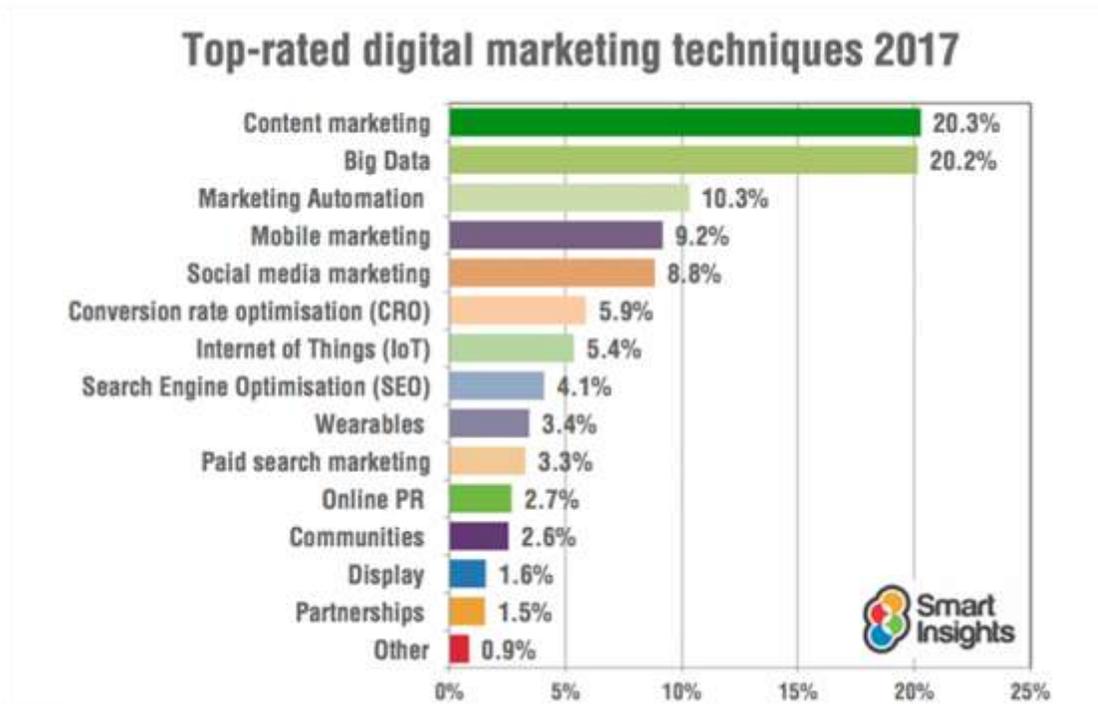
**Pay per Click:**It is most important model in Internet Marketing in which the advertisers pay a fee whenever the ad is clicked by the viewers. It is way of buying visits to your site.Search engine advertising is one of the forms of the Pay per click. Advertiser will bid for ad placement in a search engine's sponsored link and whenever someone searches with relative keyword our ad is displayed.And if the viewer clicks on the ad of advertiser then the advertiser has to play the fee to the search engine.

**Social Media Marketing:** Social media is a combination of tools and websites that are free or almost free and allow marketers and the communities to create the content and meaningful conversations online. They include

- 1) Blogs
- 2) photo-sharing sites
- 3) video-sharing sites
- 4) Social networks
- 5) Audio podcasts
- 6) Internet radio shows and
- 7) Mobile social sharing and communication tools.

So Marketers can make use of this media for marinating good contact with the customers to know their views and using this information they can be able to create the superior value to their targeted customers.

**Content Marketing:**It is the strategic approach of marketing focused on creating and distributing more valuable, consistent relevant and reliable content to attract and retain a well sliced target audience and to drive profitable customer action.



From the above statistics we conclude that Content Marketing is the top most rated technique in the digital marketing trends. By creating the **Killer Content** we can position our company and our offerings in the minds of our target market.

#### Challenges of Digital Marketing:

- 1) **Security and privacy issues:** Privacy issue means the control over one's personal data and security issue means the attempt of access to data by unauthorized person are the two major issues in Digital trends. These issues create a great amount of challenges to the Digital Marketers to attract the well "sliced audiences" to their sites.
- 2) **Identifying the channels which fit your business requirements:** Choosing the proper channel will have its impact on the profits we derive from our target market. Almost every business has an investment fixed and so they have to use those fixed resources effectively so that the returns are maximized. Here the problem is how to choose. No one wants to miss any opportunity. Further companies are not sure which one would work for their business at reasonable cost with the emerging social media marketing. Most of the companies choose the particular channel because others in the industry are doing so. This shows the reactive nature of companies which is to be proactive. The companies should consider inside – out approach.
- 3) **Capability of Digital Marketing to break your business:** Good word of mouth can be spread in no time about our company because of digitalization. Similarly Bad word of mouth can also be spread with double speed if the company does anything wrong. This is also because of digitization. So companies should be in a position to rectify the problem as quickly as possible to control the bad word of mouth. We should also have to keep an eye on competitors because they may get into unethical practices and malign our business. These types of issues are mostly seen in developing countries like India.



- 4) **The pace at which it is evolving:** Technology is changing very fast. The channel which is profitable yesterday may not be profitable today. So companies should invest a considerable amount on these technologies to cope up with the ever technologies to make profits. For example ,Investing on mobile app technology will makes sense because today everyone are using Smartphones and it would be profitable to the companies rather than only focusing on the websites.
- 5) **High illiteracy:** Countries like India illiteracy is the major challenge for Digital Marketing. Accessing to computer and computer education is the major problem in our country. But things are changing .The Internet penetration in India is 30% and mobile phone penetration in India is nearly 81.3%.These numbers will be going to increase in coming years.  
These are the major challenges of Digital Marketing.

### **Conclusion:**

Digital Marketing is an innovative, emerging and a multidisciplinary concept which is a double edged knife and when properly put into use this can create wonders for the organizations and if not properly used this will be great debacle and loss for the organization. So by taking a proper note of the challenges and their magnitudes this concept should be put into use as the future is completely digital and so this concept will make sense in the days to come.

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