RESEARCH ARTICLE

DIGITAL MARKETING IN INDIA AND ITS CHALLENGES & OPPORTUNITIES AHEAD.

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Manuscript Info	*Abstract*
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	This paper analyzes the notion of Digital Marketing in India and its challenges and opportunities ahead. Information technology has malformed the way people work. Electronic commerce has unbridled hitherto another revolution which is changing the tactic in which businesses buy and sell products and services. The internet has given a helping hand to e-commerce. Digital marketing, which is also called online or internet marketing, involves the use of interactive, virtual spaces for the sake of promoting and selling goods and services. In fact, new synchronous, internet-based communication expertise had contributed to the restructuration of major economic sectors including marketing. Being cost-effective, flexible, and fast and enjoying an on exceptional global reach, digital marketing has brought about different businesses absurd gains. However, this effective, new technique also embroils its special disadvantages, e.g. lack of personal contact, security and privacy, etc. which should be taken account for. The present study, then, deliberates upon the impacts of internet-fostered interactive spaces on marketing exercise. The marketing opportunities curtail from introduction of this new, virtual space is the next focal point of deliberation. The study continues with challenges, such as problems of security, privacy, etc., evolving in the arena of digital marketing.

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Introduction:-

Digital marketing is a broad term which refers to the promotion of products or brands via one or more forms of electronic media. For instance, advertising mediums that might be used as part of the digital marketing strategy of a business could include publicity efforts made via the Internet, social media, mobile phones and electronic billboards, in addition to digital, television and radio channels.

Digital marketing undertakings include search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e–books, optical disks and games, and any other form of digital media. It also encompasses non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones.

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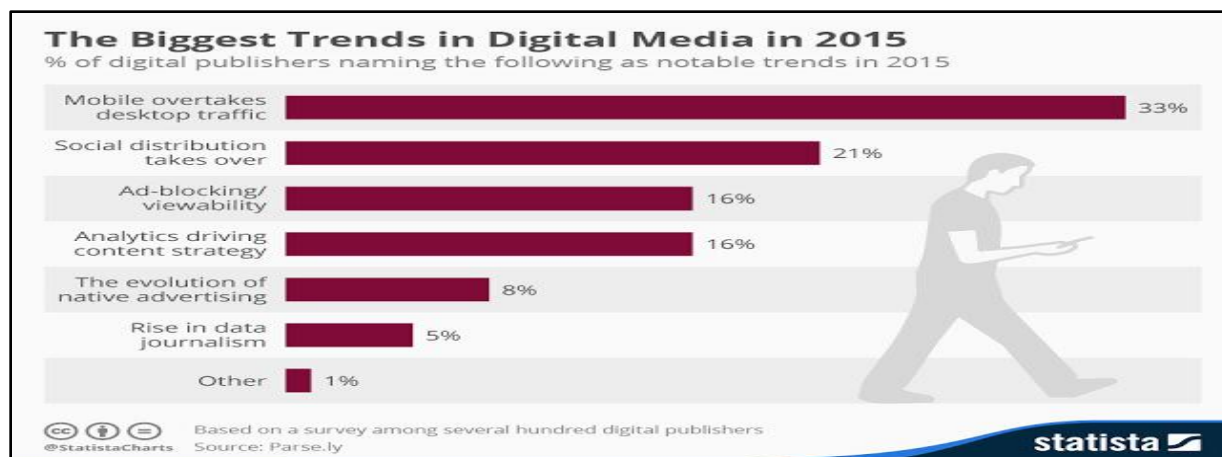
Source: The Statistics Portal, Parse.ly

Objectives of the study:-
1. To study the concept of digital marketing in India.
2. To emphasize on the challenges and opportunities of digital marketing.

Methodology:-

For the purpose of the present study, mainly secondary data have been used. The required secondary data were collected from the journals, research papers, websites, various reports and newspaper articles published online.

The biggest challenges and opportunities in digital business today.

Challenges:-

Meeting anticipations of customers in the digital age:-
The mobile, always-on generation presumes very different proficiencies from companies and organizations, including public administration. According to a recent Harris Poll, 82% of US corporate executives said that customers' expectations of their company were "somewhat" (47%) or "much" (35%) higher than they were three years ago. Nobody wants to wait in line for services any longer. Instead, they want to be able to arrange their whole lives online.

Finding and keeping the people who can digitally transmute a company:-
Somebody needs to build all these great user know-how that make the difference to customers' lives. But finding and keeping these people will become increasingly difficult. Scheming customer interfaces are as much an art as it is a skill. The best people will naturally be drawn to companies that do interesting, cutting edge stuff. That means that companies that want digital success need to become technology companies. As Marc Andreessen said in 2011: "Software is eating the world." Well, right then it was just having a snack. Now it's a banquet.

Managing the Omni-channel reality:-
You cannot fight fragmentation with fragmentation. Consumer side, the fragmentation is nothing you can change: on the contrary, it will only get worse. New devices, IoT, in-car entertainment, the Apple watch, wifi on airplanes… all complement together to make a fragmentation of channels. That means that companies need to homogenize on the inside with a digital business platform, so they can keep track of what is happening across all these channels. But today the realism is that many companies have fragmented systems in house, instead of a single policy to rule them all.

Big data:-
Big data is offering companies with new opportunities to learn more about their customers, enabling them not only to personalize products and services, but also to change their product development procedure to replicate what people really want. However, companies are still aggressive with accomplishing consumer confidence on this issue, as many consumers are turned off by hyper-personalized offers that seem to conquer their personal space

How to Promote a Small Business on a Limited Budget?
Promoting a small business that has a narrow budget is always a challenge. Google's search algorithm is a little predisposed towards brands, although the search engine giant denies these claims.

How to Use Influencer Marketing As the Ultimate Strategy for Branding?
Influencer marketing has gained impetus. The ideal formula for finding the value of a Particular influencer is derived by the below formula:

Influence = Audience Reach (# of followers) x Brand Affinity (expertise and credibility)
*x Strength of Relationship with Followers*

Influencers are individuals who have an excellent acquaintance on a particular topic and as a result, a lot of people follow them on social media channels. They have the aptitude to impact purchase decisions and as such brands are ready to spend any amount to have key influencers become the face of their brand.

How to Keep the Website Safe from Google Penalties?
Google has taken some strict measures to combat web spam and this has eventually helpedSEO's and digital marketers to see real value by adapting to organic marketing strategiesinstead of web spam. Keeping website safe from Google penalties is really easy if you don't throw it on any newbie's hands who promise to get you rankings and traffic in a few weeks.

How to Measure Online Success?
As per Julian Saunders, CEO, High Impact SEO, "Measuring online success has always been a challenging task. One of the requisites still remains segmenting your audience and demographics and determining the key channels motivating conversions".
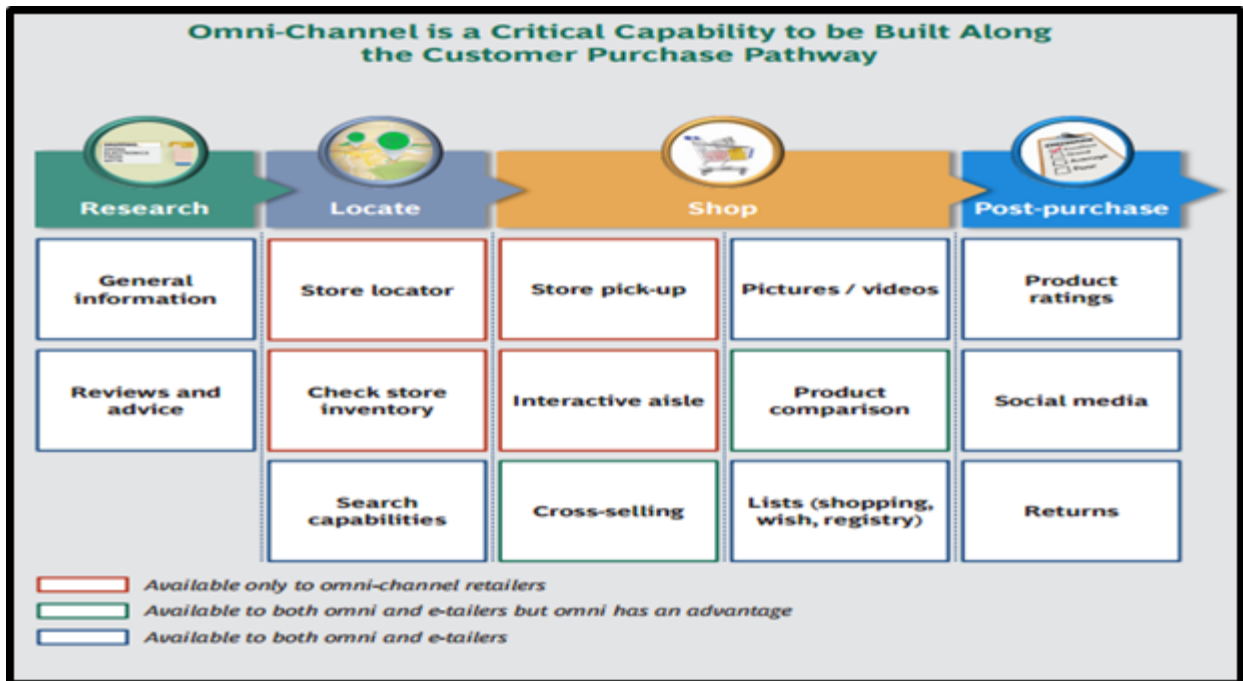
Source: BCG Analysis

Opportunities:-
Digital disruption from within:-
Disruption is the term of the game, with reputable players being persistently displaced by newcomers that are digital groups. If you can't beat them, join them at their own game. Existing companies need to disrupt themselves, like Steve Jobs did when he stopped making their best-selling iPod to introduce a newer version of it.

Show-rooming is a big challenge for retailers, as consumers continue to increase their online shopping:-
But lately, there's also been a drift towards web rooming, with people checking out items online before buying them in the store. And once people essentially come to shop, retailers have the opportunity to keep them there and upsell, or make them long term customers. Using the IoT and beacons provides opportunities here

**Digital workforces and new ways of working:-**
Startups these days can work with very small in house teams, yet still take on the big boys by using the web and technology to generate teams per project. This way of working can be very rewarding because employees are not trapped in a company, but work only on projects they care about, and where their passion makes a huge difference to the outcome. In a world where less than 1 in 7 people are engaged at work, this could spell the end of multinational corporations as we know them.

The Internet of Things (IoT):-
Using beacons and Oculus solutions to expand customer experiences, the IoT is linking people and devices with each other in an unparalleled way, creating rich potentials for consumer engagement. Timing is the crucial element here; if you're too early you could fail, and if you're too late, you may lose your place in your industry, and ultimately fail.

Micro moments:-
Consumers nowadays want everything here and now. And with the power of their mobiles, it's easy for them to get what they want. Google recently insisted bricks and mortar shops to invest more effort on micro moments, when consumers think 'I want to go.' According to Google, there's been an explosion in people conducting 'near me' searches. Even more fascinatingly, 50% of consumers who carry out a local search on their smartphone visit a shop within a day, and nearly 1 in 5 of those searches lead to a purchase within a day. Businesses need to exploit these micro moments across channels.
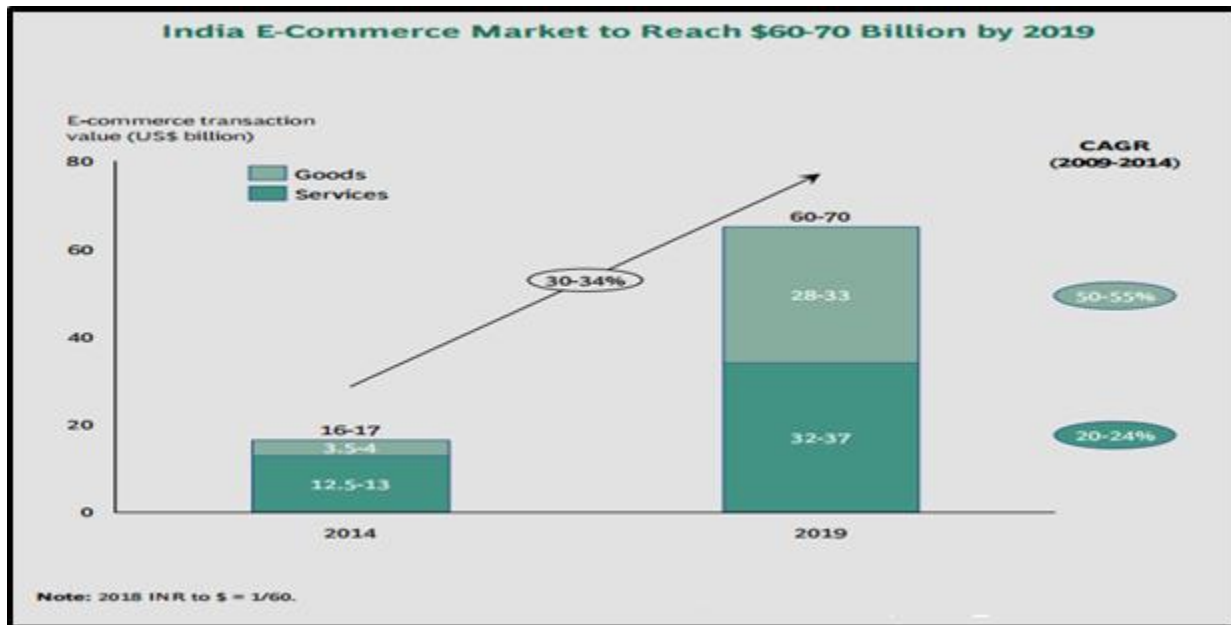
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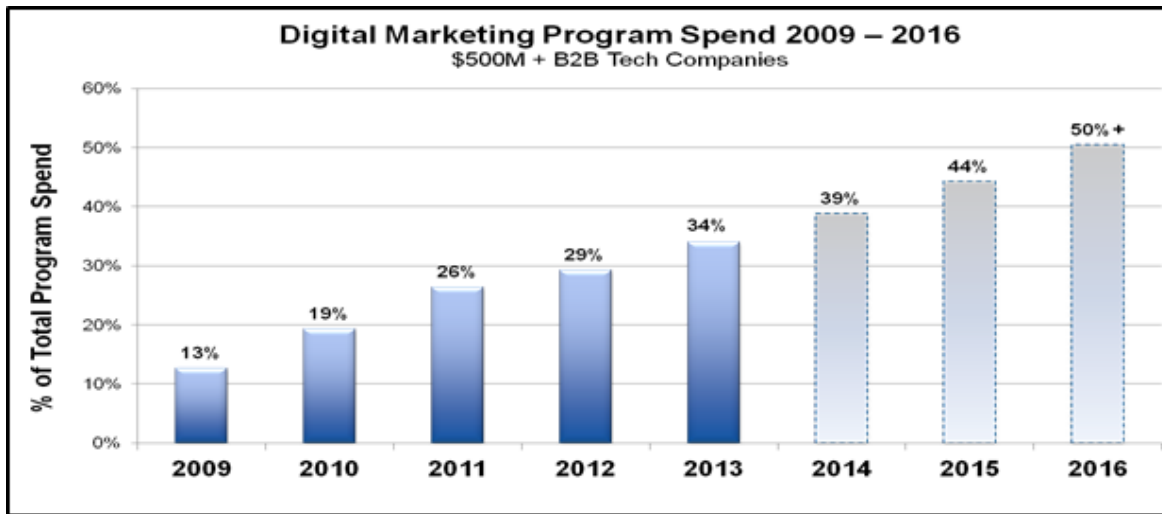
Source: IDC CMO Advisory Services Tech Marketing Benchmark Surveys 2009 - 2016

Conclusion:-

This paper deliberated the challenges and the opportunities in the ever expanding area of e- marketing. This field needs relentless learning. One cannot oversee the fact that it is a technology determined approach. There is a dreadful need to keep abreast of the latest developments in the field of computer science and information technology. Poorly created and executed programs create mistrust amongst clients and marketers. Spam, identity theft, meddling advertising, technical snags, not keeping terms with contract / agreements, gap between ordered products and actual deliveries have created profound mistrust in e- marketing. Hence the growth of e-marketing depends also on the growth of business ethics on the one hand and consumer protection laws on the other. In other words, the significance of 'credibility' in business in general and e-marketing in particular is enormous which can be addressed with skill development in the field of information technologies, while one has to adopt caution.

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