

Digital Marketing & E-commerce Issues and Challenges

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ABSTRACT

Technology has entered in every sphere of life whether it is education, banking, railways, marketing and many more. It has affected positively to every field of world. Similarly, E-marketing is one of the applications of new technology. Digital marketing means selling products and services using electronic devices. Digital marketing helps the marketers to achieve the heights of sky. Online marketing is not a static term. It goes on changing. Any change in technology brings about new methods in data-driven marketing. Internet marketing includes advertising through different medias such as social marketing, e-mail marketing, pay-per-click advertising and search engine marketing etc. If a company doesn't go for e-marketing, that lags behind its competitors. In this article, digital marketing meaning, history, some techniques and different challenges of digital marketing are discussed.

1. Introduction

Marketing is the composition of all acts which results in satisfaction of human wants. Digital marketing is one of the main parts of marketing which is used to stimulate demand for a product using one or more electronic devices. Its objective is to affect target population in making decision regarding purchase. Online marketing is very effective than traditional marketing approaches as it leads to decrease in promotional costs, increase customer base, flexibility, customer relationship management etc. As per Pew Research, the internet usage has increased by 5% in just last three years. Through digital marketing a company can focus only on target customers which bring in savings.

Digital marketing can take different forms like social media marketing, content marketing, search engine optimization, search engine marketing, pay-per-click advertising, affiliate marketing, e-mail marketing etc.

2. Objectives of Study

- To know about what exactly means digital marketing.
- To have an idea about how e-marketing emerged out.
- To study about different techniques used for on-line marketing.
- To study about different challenges faced by companies in electronic marketing in recent times.

3. Research Methodology

The article is based on secondary data. The data used is from internet sources, books and papers published earlier.

4. History

If we look back, digital marketing was first used in 1990 with the growth of internet usage. In starting years, its forms were different from today. With the widespread of internet usage in the globe, it became possible that first clickable banner introduced in 1993. After it, a web magazine named 'Hotwired', purchased few banners for their publicity. In 1995,

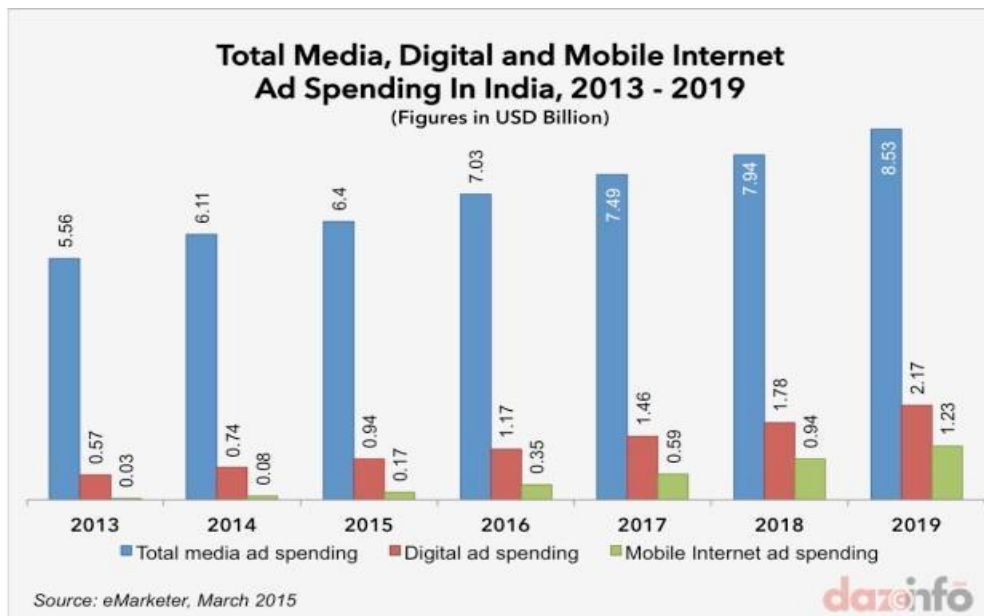
internet became accessible to public. Thereafter, due to development of Yahoo and Google, digital marketing changed enormously. In 2006, the number of internet users increased upto 40 million. At this time, Google which was best search engine as it started providing the facilities of Adwards, Adsense Cost-per-click advertising scheme, which attracted a lot of traders. No other search engine could compete it. Thereafter, web 2.0 came into existence, and users of web became more active than earlier. It was at this time that different traders began communications with each other with Super Information Highway. In 2009, digital marketing in India achieved a figure of \$3.9 billion. After this, usage of internet constantly increased, due to which there was tremendous growth took place in the field of online marketing.

Anyone can easily predict the potential of digital marketing in India due to following facts:-

Active Facebook users	100 million (80% via smart phone)
WhatsApp users	70 million
Twitter users	33 million (76% via smart phones)
Users of LinkedIn	26 million
Instagram users	10 million

5. Some Techniques used in Digital Marketing

Social media marketing: - Social media marketing is a popular technique of online marketing in which different social media sites like facebook, snapchat, YouTube, Instagram etc. are used to popularise a product brand or a service. It is a basic necessity for many businesses which are directly concerned with customers. Besides, an advertisement given through this media is considered to be more authentic, as these are mainly discovered through links shared by trusted sources. This media provides the benefit of wide audience coverage. As most of the people are using social sites, so this media is very effective these days. As per a survey of 4000 marketers and businessmen, it was found that 96% of sample is using this media and 92% consider it essential for successful business (Social Media Examiner). As per study performed by Pew Research Centre it was found that 90% of brands currently using social media.



E-mail Marketing: - In E-mail marketing, a businessman uses the facility of e-mail to promote a product or service. In e-mail an advertisement of a product or service is transmitted to customers or potential customers. In today's era, majority of web users have their e-mail accounts, so e-mail marketing can be very effective now-a-days.

There are vast majority of companies which are providing e-mail services to its clients. An e-mail message can be a simple text message or it can be a multimedia advertisement in which images, videos and other links can be used to make it effective. Thus e-mail marketing provides flexibility to its users.

Content marketing: - Content marketing is a technique in which a company related information is provided to target customers strategically to create, attract and retain them. This technique is used by many famous companies of the world like Microsoft, P & G, and Cisco Systems etc. There are basically three advantages using this media:

- Increase in sales
- Reduction in cost
- Increased loyal customers with company.

Mobile Advertising: - As everyone in today's world is using smart phones, it is a popular media that a businessman uses to promote its brand. In present time, mobile devices are more than the number of televisions by 3 to 1, so the possibility of seeing an advertisement on mobile is more than television.

According to 2018 Mobile Marketing Report, there are over 3.5 billion individuals using internet on their mobile phones.

There are many benefits attached with mobile phone advertising. Most common among those are wide area coverage, instant response, better relationship with customers and it is very easy and convenient to use. It also has some demerits like less mobile sites, slow data transfer, privacy issues, problems due to various sizes mobile phones etc.

Search engine optimization: - Search engine optimization is a strategic method used to increase traffic to

website by optimizing its search engine page ranking. It is an exercise to make WebPages rank on the first page or at the top of the research list when any subject is searched out.

SEO is a structured approach used to increase the position of a company or its products in search engine natural or organic results listings for selected keywords or phrase (Iva Gregurec, 2012).

SEO offers a number of benefits to companies. Some of these are:-

- It helps in increasing quality traffic.
- It leads to increase in sales.
- It results in reduction of cost per acquisition.
- It helps in promotion of a business 24/7.
- It increases reliability and credibility.

6. Issues and challenges related to digital marketing:-

Security Risk: - In the process of online marketing a person has to fill up some of his/her personal details as well as information related to bank account. This information is like a treasure hunt for hackers. This is one of the reasons that many persons feel restricted to conduct e e-marketing. Even there are many security techniques used, but there is need to do more in this regard.

Deficiencies of SEO: - One of the major problems is lack of attention towards company's SEO. The company should remove the deficiencies of SEO otherwise it will lead to low traffic. The problem of less traffic and the requirement of generation were the major problem of companies from the past few years as per Hubspot Survey of marketing problems.

Most of the times, unwanted errors are made by businessman within SEO. For example, unnecessary links left on website of a company, forget to highlight main text, don't rename the images etc.

Majority of these problems can be sorted out by using SEO plugins like yeast, which can be installed directly and these act as alarm against SEO deficiencies.

Lack of personal touch: - This is the main challenge in online marketing. While doing shopping customers want personal interaction. But due to lack of personal touch people don't use this facility. Some persons after making online purchases have complaints regarding quality of products. But they find it very hard to resolve their issues. So, companies should give more emphasis towards it.

According to a survey by Econsultancy of more than 1,100 digital and e-commerce professionals working for brands and agencies, 74% of marketers are of the opinion that target personalisation increases customer engagement.

Training to personnel: - Without experienced persons with knowledge of digital technologies, it is impossible for companies to do deal with buyers. So, company is required to impart training to its employees of latest technology used in digital marketing and regarding how to handle different customers' requirements.

Display problem in Mobile Advertising: - In case of mobile advertising, a company faces problem of displaying advertisement. In recent times, there is flood of mobile phones with different features and sizes. Due to lack of standard size

of mobile phone, companies find it difficult to make ad for mobile. So, it results in navigational problems also.

Refund of Money: - If a customer purchases a product online and finds the product not suits requirement. So, the person returns that product as company has given money back guarantee. But it takes a long time to get refund of money in case of returned product. So, online marketers should make the system for easy refund facility.

7. Conclusion

Digital marketing is such a tool without which it is very difficult rather impossible to survive in today's competitive world. From the whole analysis, it can be said that e-marketing provides many benefits to companies like increase in sales & profits, decrease in costs, increase in consumer loyalty and better relationship with customers etc. Different medias in digital marketing includes e-mail marketing, social media marketing, mobile phone advertising, viral marketing, pay-per-click advertising and search engine marketing etc. Today there are a number of challenges faced by marketers using e-marketing like security related issues, problems of bad delivery, problem of refund of money, search engine optimization problem etc. So, it can be seen that inspite of these challenges, online marketing has done a lot for the growth of our economy.

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