

DIGITAL MARKETING – CHALLENGES, SOLUTIONS AND PROBLEM IN TODAY’S COMPETITIVE ERA – A STUDY

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Abstract

The use of new technologies in businesses has made digital marketing more popular. It has completely changed the old ways of marketing and forced marketers to stay in touch with their purchaser or customers through the internet in order to sell their goods and services. So, when planning the best advertising and setting business goals, marketers must think about and analyse both the pros and cons of digital marketing. Why Digital marketing is used by all businesses because it is efficient and effective, and its popularity is growing faster every day. Businesses will soon find it easier to compete with big businesses on the same platform. So, digital marketing is now a must-have for both small and large businesses in the digital world we live in. This paper is a theoretical framework of evaluating digital marketing challenges & problems & associated solutions as well. For findings of the study , secondary data has been utilised.

Keywords : Digital marketing, Competition, Challenges, Problems

Introduction

The term "digital marketing" refers to the modern kind of advertising in which sellers and promoters rely on the internet and other digital platforms to reach their intended demographics. Digital marketing, in its broadest sense, is the practise of promoting a product or service via electronic means. It can be used by anyone, anywhere. As a result, modern, digitally-blessed advertising makes it possible to reach any and all target demographics everywhere on the earth. The modern consumer's actions have helped to bridge cultural, linguistic, and geographical divides. That's why everyone, from students to business owners, needs to get up to speed on digital marketing.

Review Literature

The term "digital selling" refers to the use of digital technologies to facilitate sales processes and better understand buyer preferences (Chaffey, 2013). As a result, there has been a shift in the knowledge and abilities sought by employers (Schlee & Karns, 2017) and a corresponding demand for professionals with digital literacy and analytical prowess (Grewal, Roggeveen, & Shankaranaraynan, 2015). Only 8% of marketers in U.S. and U.K. organisations were found to have basic knowledge of digital marketing in a recent study and evaluation (O'Brien, 2016), but over two thirds said they needed to learn more about digital marketing to keep their jobs. "Some have argued that a university's marketing education should be evaluated based on its theoretical outcomes (Petkus, 2007) or that a professional training focus should only be taken into account by some schools (Schibrowsky, Peltier, & Boyt, 2002), but the high demand for technically sound knowledge that is applicable to the workplace is forcing universities to re-evaluate their approach to training as an existential matter of relevance".

(Munshi, 2012) conducted research that found that traditional advertising has been overtaken by digital selling. Due to the fact that it is so powerful, it ought to make it easier to do an analysis of the economy and might create amazing prospects for the government to operate more effectively. According to research conducted by Rai (2018), digital selling has grown in importance as a means of increasing sales of goods and services. As a result, marketers employ this new sort of selling approach. The development of digital selling has brought about changes in the way in which companies and organisations promote their products and services by utilising digital technologies and platforms. According to Kucuk &

Krishnamurthy As we will see in a moment, the recent growth of social media in recent years demonstrates marketing through digital media. (Alzyoud, 2018), examined at the present time, digital selling comprises an additional comprehensive scope to expand their firms in the foreseeable future. As a direct consequence of this, consumers are much more enthusiastic about shopping online and are coming to the realisation that conducting business via the internet is significantly more secure than traditional methods of conducting business. (Lamberton and Stephen, 2016) Social media and digital technology have enabled new means to acquire, inform, sell, learn about, and supply services to clients with a social dimension. This has resulted in a change in the experiences that customers have when using these technologies.

Research Methodology: Conceptual and Theoretical Considerations

This study's overarching goal is to pick one of these three categories. In making our choice, we will take into account how well each candidate fits the criteria of the research. Using a defined phenomenon, Wiedershim Paul and Eriksson set off on an exploratory study path to better understand it (2006). When important characteristics or the most relevant associations are obscure, this kind of investigation shines. Researchers document their findings and compile data to provide context. The researcher is responsible for keeping records and updating charts with data “(Wiedersheim-Paul & Eriksson, 2006)”. In this method, the researcher sees descriptive research as appropriate for a relatively uncomplicated situation in which the problem has been well-structured and where the emphasis has been placed on the interrelationships between the important sources and associations. In this phase, the researcher chooses among many levels, perspectives, requirements, factors, essentials, and, most importantly, records; classifies, organises, and infers from the data collected.

In order to maintain the explanations provided by the intake, the researcher evaluates the appropriate sources and links. Exploratory research approach is structured for intensive focus on the interplay between a few carefully chosen factors and the ensuing phenomena (Wiedersheim-Paul & Eriksson, 2006). Overall this research is based on secondary data content collected through published articles, research papers & digital marketing websites.

Objective of the Study

- To evaluate the problems, challenges & challenges in digital marketing.
- To justify findings of the study.

Opportunities of Digital Marketing

After using different tools and methods, digital marketing can be successful and open doors to new opportunities. These tools help marketers get the most out of digital marketing by letting them do things like:

1. Easy for people to get to

Digital marketing helps organisations contact many customers at once. Internet marketing is a fast approach to reach clients and prospects around the world. Social Media Marketing has transformed how sales are promoted on Facebook, YouTube, Instagram, LinkedIn, Pinterest, etc.

2. Advertising directly

Digital marketing promotes a product or brand directly. Businesses can now advertise on digital networks. Online marketers can succeed in a competitive market with a good advertising plan and sales promotion tools.

3. Having ads show up all the time

Customers can see digital adverts anytime, anywhere. Prospects can view advertising on any website. Long-running adverts encourage clients to contact you and buy your products or services. These advertising should be well-designed for a website. Also see how to install adverts on a website.

4. International Promotions

One of the best things about online marketing is that it lets businesses advertise all over the world, across borders and to more people.

5. Promotion of Products and Services

As the internet becomes increasingly used in commercial settings, brands have the potential to significantly increase their consumer base and improve their ability to engage with them.

6. Low-Cost Distribution Method

Digital Marketing is a form of advertising that uses the internet rather than more traditional methods such as television, radio, print media, and outdoor advertising. The advertising budget for a company engaging in digital marketing can be tailored to the company's specific

circumstances. Huge amounts of free traffic are generated for most websites and company profiles (which display advertisements and product information). With all its advantages, social media has been a major factor in boosting digital marketing initiatives. Other major traffic generators are social media marketing channels like “Facebook, Twitter, Google+, LinkedIn, WhatsApp, Blogs, Yelp, Instagram, YouTube”, etc.

7. Online shopping's ease for customers

The rise of digital marketing has made it possible for consumers to shop online throughout the clock (24/7), regardless of where the goods are actually sold. As a result of digital marketing, businesses now have the option of directing clients to an online storefront.

8. Responsibility for Marketing Efforts

The success of digital marketing, the volume of related activity, and the quality of the dialogue can all be gauged with the help of the analytics provided by digital marketing platforms. Marketers can use the tools available in digital marketing to conduct quality checks on the information posted to their websites.

9. Aiding the Profession of Marketing

A growing number of businesses are realising the potential of the internet to reach new customers, and those with experience in digital marketing strategy and implementation are in high demand.

Current Scenario - Digital Marketing Challenges

Digital marketers are having to change their strategies because of how people are acting. It's getting harder to meet customer expectations and stay ahead of the competition while keeping up with the latest tech.



According to Deloitte, 72% of marketers say that marketing has become more important during the pandemic year (s). Since consumer habits has shifted significantly in the last 18 months, digitalization has become a strong way to reach both new and old customers. People have had to change how they live because of the rules that have been put on them. So, they go shopping and spend their time in different ways.

- Digital marketing is in a transitional phase right now, which is not a secret. Other problems include:

Customer expectations are continuously shifting, making it difficult to put them first. Although marketing success depends on consumer focus-

¹ <https://sales-push.com/blog/top-marketing-challenges-face-by-digital-marketing-agencies/>

%	Problems
66%	Respondents stated that what they expect from one industry affects what they expect from others.
52%	Customers want every offer to be tailored to them.
66%	Want companies to know their specific needs and goals.
66%	Say they're usually treated like numbers.
48%	Respondents stated they trust companies most of the time.

- Making interesting content

In recent years, video and audio have become more popular, which has changed a lot of people's ideas about what makes content interesting. Even though this isn't always a new trend, the need for interesting and engaging content keeps growing. Agencies need to find new and interesting ways to present content and talk to the people they are trying to reach.

-Keeping up with rules about privacy and data sharing

Only 27% of people understand how corporations utilise their personal information, and 86% want more transparency. Online marketers must deal with changing privacy rules and third-party cookie removal. As a website gets more global users,

-Approach that works well with mobile devices

People shop and look around on their phones and tablets more than ever. App Annie says that Covid has changed how people use their phones "forever," with people spending 25% more time than ever on their mobile apps.

-Omnichannel marketing strategies

Salesforce found that the majority of customers (74%) like to use many channels when making a purchase. You need the correct digital marketing team in place to take advantage of new and existing marketing trends to your advantage. A third of marketing leaders told Gartner that communicating their digital marketing goal requires them to create more collaborative relationships across the organisation. The first step for digital marketing

leaders in assembling high-performing cross-functional teams is finding and recruiting the most qualified candidates.

Table : Analysing important Challenging Factors (Created by Author)

S.No.	Important Challenging Factors	% on the basis of secondary data	Outcome
1.	Budget	47%	Published study outcome that budget is more challenging to manage.
2.	Talent	12%	Studies suggest that these days almost all employees are quite comfortable with digital solutions. Although 12% still people are facing challenges during digitalisation.
3.	Data Management	10%	Studies focused that storing, managing & maintaining data is also a major challenge in digital era.
4.	Adapting to the Technological Shift	8%	Studies observed that very frequent changing in technologies these days. So adaption challenge & problem still facing by many organisations.
5.	Knowledge Upgradation	5%	Research suggested that keep on updating about new changes, impulsively upgradation of knowledge is a major challenge.
6.	Periodic Team Assessment	3%	Studies suggest that to do periodic assessment, itself is a challenge.
7.	Focus on Return on Investment (Roi)	15%	Research outcomes were based on return-on-investment challenge. Because there is always a huge investment in digital marketing. So each organisation majorly focus on ROI, so that growth & productivity

			can be achieved.
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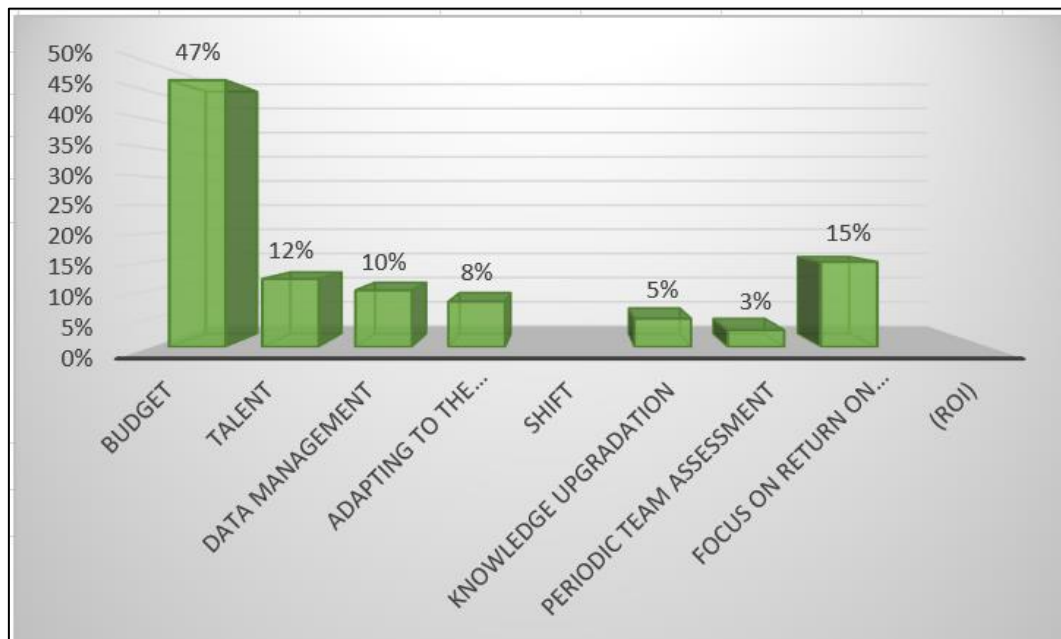


Figure : Graphical Presentation of important Challenging Factors (Created by Author)

Findings & Solutions of the Study

- Optimize your site for search engines to get more traffic.
- Promote your website with Pay-Per-Click (PPC) ads to get targeted visitors.
- Launch digital billboard advertising campaigns.
- Plan and manage an effective email campaign by gathering, categorising, and utilising your list of subscribers.
- Campaign Promotion.
- A larger and more invested following can be built by strategically utilising relevant social media platforms.
- Social media campaign metrics and optimization.
- Use mobile marketing's microtargeting benefits to your advantage.
- The total digital marketing activity will be analysed and optimised.
- Construct a comprehensive strategy for corporate digital marketing.

Conclusion

Over the past five years, digital marketing has been increasingly popular. With the advent of e-commerce, the value of a company's services has shifted from their physical delivery to its virtual promotion and sales. Marketers and salespeople can no longer afford to ignore digital tactics. The conventional form of doing business has given way to the E-commerce model, which has resulted in a paradigm change. Competition in the industry is heating up as both the number of available items and the number of available markets grow. Most businesses today are either actively planning for or actively implementing some sort of digital transformation strategy. The majority of modern marketing plans include social media integration because virtually all businesses now have websites. Although social media plays a significant role, a comprehensive strategy to deal with the digital revolution must address many other factors as well. The impact of digital technology is far-reaching, and its effects are not linear. We encourage businesses to consider the implications of technological developments for themselves and their constituents in a world where a smartphone is no longer just a smartphone but a possible revolution. We concur with the viewpoint of top-level management that sees digital more as an opportunity to be exploited than a threat to be prevented. It's crucial to evaluate an organization's competence and willingness to adapt before implementing a digital strategy, as not all digital initiatives will be successful. However, the wider the initiative's scope, the better its odds of success. It is our opinion that the greatest competitive advantage will go to those that think and act strategically as a whole and do so immediately.

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