



DIGITAL MARKETING: AN EMERGING ISSUE

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ABSTRACT:

Digital Marketing or Internet Marketing or Online Marketing or Web Marketing is gaining momentum in the current digital environment through various methods. In this paper, an attempt has been made to show the significance of digital marketing to people and organizations.

KEYWORDS: Digital Marketing, Internet Marketing, Online Marketing, Web Marketing, Search Engine.



INTRODUCTION :

Since the beginning of the 21st century, Digital Marketing has remarkably evolved in terms of use and profitability (Tiago & Verissimo, 2014). This has led to the emergence of a digital ecosystem, which connects users 24/7 and which has shaped user's new habits and behaviors (Mayer-Schonberger, V., & Cukier, K., 2013). It includes digitalization and the incorporation of telecommunications, Internet and mobile technology to transform contact between consumers, suppliers, and channel partners (Coreynen, Matthyssens, & Van Bochaven, 2017). "Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium" (Desai, 2019). This can also be referred to as internet marketing, online marketing or web marketing.

There are many methods of digital marketing like Search Engine Optimization (SEO), Search Engine Marketing (SEM), e-commerce marketing, social media marketing etc. Besides these internet based methods, there are other non internet channels like mobile phones on which organizations send SMS and MMS to promote their products or services.

The origin of digital marketing can be traced back to 1990s which started with server/client architecture. A significant part of marketing technology is being reflected in popularity of personal computers and Customer Relationship Management (CRM) approach. In the 21st century, digital marketing has become very popular. With the escalation of devices which are able to access digital media has led to tremendous growth in digital marketing. Due to increasing competition, the marketing department has included many more services into their software.

ADVANTAGES OF DIGITAL MARKETING

It is very important to list all the advantages and disadvantages that digital marketing offers so that valuable marketing strategies can be adopted by the organization so as to reach its highest degree of capacity and thus attaining its goals and objectives in the long run.

The application of digital marketing allows companies to be flexible and adaptable to changes in the external environment, to build effective relationships with their customers, as well as to be more responsive to their needs and understandings. All this is achieved by the following key benefits of this type of marketing:-

- High Level of Interactivity
- Quick response to customer questions
- Aid to customer needs and wants
- High degree of personalization of advertising messages
- Global reach and local reach simultaneously
- Helps in reducing costs and time of organization
- Multiple strategies can be adopted simultaneously
- Multiple content types can be created simultaneously
- Assist in consumer segmentation
- Increases the traffic to the companies' websites\
- Less investment is required
- Suitable for start-ups, small and medium-sized companies

DISADVANTAGES OF DIGITAL MARKETING

In order to build best marketing practices, organizations must know the disadvantages of digital marketing as well which are listed below:-

- Right set of skills and competencies are required
- Organizations are now "open book" in virtual world
- Security and privacy issues
- Lack of consumers trust
- Negative feedback damages reputation of the organization
- Not suitable for all kinds of products

CONCLUSION

To conclude, digital marketing has a bright future in order to sustain a product a service in the current digital environment inspite of having a few disadvantages. We hope that over a period of time these demerits would be subdued and digital marketing would shine as a star.

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