

A Look at Challenges in Digital Marketing

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ABSTRACT

Marketers in today's time are constantly using fresh ideas, new technologies and new platforms for promotion. Companies can no longer survive on traditional marketing practices alone. It has led to the emergence of digital marketing concepts to tap customers more effectively. The present study provides an overview of the concept of digital marketing and digital marketing tools. Main aim of this study is to study the challenges that digital marketers may face and to provide suggestions for better implementation of digital marketing strategies.

Keywords: Digital Marketing, Digital Marketing Strategies, Social media marketing.

INTRODUCTION

Before the 1990s marketing was done through traditional media such as newspapers or magazines which didn't allow companies to have two-way interaction with their target audience. Introduction of the World Wide Web, Popularization of Social media and increasing use of mobile phones by potential customers led to the emergence of digital marketing.

Digital marketing refers to the set of all those activities that companies undertake for creation and satisfaction of customer's needs through digital channels. Digital marketing is a holistic concept that comprises both internet and non-internet strategies. Digital marketing strategies through internet mode includes Search Engine Marketing, Search Engine Optimization, Pay per click, Social Media Marketing, Email Marketing, Content Marketing, Affiliate marketing, Viral marketing etc. while non-internet digital marketing strategies consist text message marketing, mobile ringtone marketing, digital billboards, TV and Radio marketing. Various factors that contribute to the growth of Digital marketing are:

- Two-way interaction with targeted customers.
- Cost-effective
- Deliver fast conversions
- Better ROI
- Build a brands reputation
- Simple to use, access and to update
- Measurable
- Long time exposure
- Complete brand information.

LITERATURE REVIEW

Sankar (2017) identified various challenges in digital marketing like challenge of making a company's brand stand out from other brands, challenge in attracting the right target audience, targeting customers in an effective manner, lack of knowledge regarding how to generate leads using social media and difficulty in keeping pace with constantly changing techniques. He also suggested possible solutions to these challenges like to be unique, to audit brand's online activity, using analytics tools, integrating marketing efforts with sales and social listening.

Leeflang et al (2014) revealed that difficulty in generating deep customer insights, managing brand health and measuring the effectiveness of digital marketing could be the challenges that digital marketers may face. To address these challenges, companies may build digital metrics, fill the talent gap and redesign organizations.

Yurovskiy (2014) emphasized on challenges like easy imitation of marketing strategies by competitors, lack of trust from customer side, tendency to ignore by audience because of online clutter, fear of harm caused by negative feedback, and lack of conformity between products and strategy used.

Bostanshirin (2014) addressed issues of integrity, lack of trust, security and privacy and absence of face to face interaction as challenges that can arise and need to consider while deploying digital tools in marketing.

Mishra (2020) found that major upcoming challenges for digital marketing professionals are increasing competition, hiring and retaining the right people, adaptation to new technologies, lower demand for websites and increasing regulation and strict policy standards.

Gupta (2020) brought forward numerous challenges that marketers have to overcome: lack of skilled talent, rapid changes, high competition, noisier space and security vulnerabilities etc. Author also concluded that the most effective technique for attracting customers is video marketing.

OBJECTIVES

1. To study challenges faced by digital marketers in implementation of digital marketing tools.
2. To provide recommendations to digital marketers for better implementation of digital marketing tools.

CHALLENGES IN DIGITAL MARKETING

Challenges that every digital marketer faces at least once while using digital marketing strategies are:

Digital Talent Gap

Businesses are investing resources in digital channels for marketing purposes but for adopting, implementing and analyzing digital marketing strategies, digital professionals with specific proficiencies are required. Companies are facing challenges in finding workforce with required digital skills like Data Analytics, AI etc.

Selecting most effective technique

Digital marketing is at an evolutionary stage and strategies are constantly changing. Digital marketers are facing difficulty in building long term strategy with such rapid changes in techniques. A pool of strategies is available as options to digital marketers which can create chaos that will increase the chances of selecting less effective techniques.

Privacy and security concern

Marketing through digital channels may bring cybersecurity threats like danger of leakage of customer's data, threat to financial transactions and hijacking of websites etc. This situation may get worse if employees are not well aware about these threats. If such concerns are not resolved immediately by the business then it may lead to bad publicity or fines and legal actions.

Ad-adverse attitude of Audience

As advertisements in between interrupt the browsing experience. Audience builds negative opinions regarding digital ads. Consumers either skip the ad or use adblock and restrict their experience with the advertisements. This fact acts as a challenge for marketers who are trying to reach customers through digital means.

Low conversion rate

Everyone experiences the problem of low conversion rate in the course of their digital marketing. Digital marketing strategies may not be able to generate higher sales even when numbers of clicks are increasing. This may be due to strategies used not targeting the right audience or mismatch between claims made in ad and actual offers. Landing customers to a page that doesn't address their needs immediately also encourages low conversion rate.

RECOMMENDATIONS FOR BETTER IMPLEMENTATION OF DIGITAL MARKETING TOOLS

Following recommendations are made for better implementation of digital marketing tools in effective manner:

- Encourage existing workforce to upgrade their digital skills.
- Provide standardized training to graduates and make them capable to exercise tools and strategies required for digital marketing.
- Encourage customer feedback and master a strategy that can attract customers most effectively.
- Adopt digital marketing strategy in parallel to other marketing strategies.
- Protection from malware and use of firewall.
- Keeping backup of data.
- Awareness among employees.
- Create entertaining and engaging ads.
- Use less pop-ups and auto-play ads.

- Do not provide misleading information.
- Digital marketing campaigns must offer true information.
- Keep engaging customers to persuade them to shop.
- Know your target audience in advance.

CONCLUSION

Digital Marketing is still at a nascent stage in marketing sciences. There are numerous digital marketing strategies that can be adopted to attract the customer and turn them into final purchase. While implementing these strategies digital marketers may face challenges like Digital Talent Gap, selecting effective Techniques, Security and Privacy Concerns, adverse attitude of audience, low conversion rates etc. It is advisable to marketers that to know about these challenges well in advance. For better implementation of digital marketing tools, following recommendations are made to digital marketers:

- Adoption of right strategies
- Attract right audience
- Be unique and stand out from competition
- Create engaging content
- Incorporate latest developments and trends

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