



Role of Digital Marketing and its Recent Trends in India: Challenges & Opportunities

Mr. Sagar Shukla

Assistant Professor, Department of Business Administration

Shri Ram College, Muzaffarnagar (U.P).

Abstract

India is witnessing a remarkable growth in economy and it is one of the fastest growing economies in the world though it is popularly known as the country of villages. Digital marketing, in India, is a speedily growing industry that creates employment opportunities at every location. Digitalization in advertisement is making a deep impact on marketing for product promotion. In addition to the existing career options, people have non-traditional career options as 'work from home' or 'freelancing'. Digital marketing has a lot of applications like e-marketing, m-marketing, online education, social media management, online banking payment system etc. The power of digital marketing allows businesses to connect with their potential customers anywhere, anytime in the world.

Digital marketing is making its place in the main sector of Indian Economy like Health & Medicine, Education, Engineering & Technology as it is cost effective, flexible and fastest way to communicate with stakeholders and consumers. This study explores challenges, opportunities and upcoming trends in the arena of digital marketing.

Keywords: Digital marketing, Challenges, Opportunities.

OBJECTIVE: Provide information about recent marketing trends via Digital Platforms.



1. Introduction

Digital Marketing is an extensive term which helps in promotion of products and services with the help of electronic media. Online marketing is a method that uses the internet to transmit a message about the company's goods & services to the potential buyer. Advertisement is used as a part of digital marketing game plan of a business, that includes exposure through – social media, websites, e-mails, search & display ads and so on.

Digital marketing also includes Search Engine Optimization (SEO) that enhance the probability that a particular link will appear on the Top among all the non-paid links, when the visitor search for a particular keyword. Digital marketing has began a revolution in Indian businesses. The internet has given an addition to e-commerce for buying and selling of product & services via- online marketing. This study aims to highlight the trends of modern advertising in digital India.

2. Review of Literature

The growth in the field of digital marketing can easily be guess by the Omnichannel statistics report 2020 which says that market using at least three channels for campaigning enjoyed 287% more sales than those only targeting single channel. It means the more digital platforms better will be the growth.

Yes, it is true that, digital marketing has a wider scope in India. According to the report of International Journal of Advanced Research outline, India is getting a golden phase of internet sector with remarkable opportunities and secularly growth adoption for e-

commerce, social media, online learning, m-commerce and e-content marketing. As Mr. Bill Gates said 'If your business is not on the internet, then your business will be out of business'.

3. Methodology

For the motive of present study mainly secondary data have been used. The required secondary data collected from the Journals, Research papers, websites and article published online as well as offline.



Digital Marketing Challenges

CHALLENGES Of Digital Marketing

1. **A wide spread market-** The biggest challenge is rural India spreads widely and it is difficult to reach the customers in big data for promotion and distribution of goods and services.
2. **Language barrier-** Language is a key component in communication strategies. Variety of languages are spoken in India that makes marketing activities tough. However, Language changes area to area in same state marketers cannot fulfill lingual expectations of all the segment of customers.
3. **Evolution of customer needs-** At present time needs and wants of customer is constantly evolving and it's a difficult task to fulfill the expectations of each and every customer.
4. **Generate fresh content-** Companies will face more challenges when they are trying to produced attractive content for the target audience. Marketers need trending and innovative idea to delivery their content.
5. **Regular website popups irritate customer-** Digital platform is a great way to address your customer choices but regular e-mails, pop-ups over websites and social media apps may irritate customer and make a gap between customer and company.

- 6. Fear of payment fraud and data privacy-** Data privacy is one of the major issues arising in digital era. Hackers made lot of illegal websites and theft the private data of customer and somehow, they also withdraw the money of customer by fake orders links, Net banking etc.
- 7. Mobile friendly websites-** huge population in India using mobile phones to check out the details of products and services over companies' websites but not all the websites are smartphone friendly and more than half of internet traffic come from mobile so marketing agencies will optimize websites for smartphones.
- 8. Behavior of customer is unpredictable-** Fast pacing internet connection globalized the people and entire world is becoming a single marketplace. Customer have more options to choose from the websites and apps of national or international brands, that why the behavior of customer is changing very fast.



OPPORTUNITIES Of Digital Marketing

- 1. Direct connect with customer-** Digital marketing connect you completely with your perspective customer everywhere in the world via- E-mails, messages and other type of social media platforms. You satisfy your customer with proper follow-ups.
- 2. Helps in cost reduction-** Digital marketing costs relatively low than the traditional ways like- T.V, Print media, Radio etc. It is a magnificent choice for advertisers to grow their business all over the world.
- 3. Always available and accessibility-** The advertisement on internet run 24 hours every day and 365 days in a year. Promotion always works before you focused on clients. This is the best part of digital advertising that customer get information at any time in the world.

4. **Online shopping is more convenience-** Now a days, customer enjoys the online shopping because it is more comfortable and convenience in comparison of market shopping. It saves time, money and efforts of a customer. A customer can see many options of a product on different websites, shopping applications and choose a product wisely whether it is day or night.
5. **Digital marketing educate customer-** Via- digital marketing customer get knowledge and information about a particular product or segment they can see the designs and layout of a product and also readout the full description, direction of uses of a commodity. Even Rural customer are curious to learn more and more about digital marketing it helps learning new things in video form.
6. **Short video advertising-** In 2022 it's a very effective technique to promote the products of a company digitally to the customers via- Instagram reels, YouTube shorts, MX YouTube etc. are some common short video promotion applications and these type of promotion tools give a huge boom to digital marketing age.
7. **Artificial Intelligence in marketing-** In this fast-forwarding world of digital marketing artificial intelligence wave will take over every aspect of life in the future. We adopt this little change as a moving pace, because 60% of internet users have already interacted with an AI Chat bot for solving queries across multiple apps and websites.
8. **World Wide Advertisement-** Globally presentation of Ads via-social media, company websites and many other platforms is one of the most significant highlights of digital marketing. It authorizes the organizations to promote their businesses worldwide sitting in the home country, company can spread business all through the world via- Digital campaigns, Virtual seminars and so on.

4. CONCLUSION

Digital Marketing in urban areas is maturing quickly because of proper education & fast internet connection with wide availabilities in the cities but in rural areas lots of undetected possibilities are creating threats to digital marketing. Along with this pace of innovation, digitalization will help to create employment opportunities, increase literacy rate and will have productive effect on economic growth of the country. Government initiative many schemes for digital India with high-speed internet network and improving digitally literacy. Very soon India will overrule the challenges and will mark a history in digitalization as our respected *Prime Minister Shri Narendra Modi* mentioned 'The vision of minimum government and maximum governance will be fulfilled with one and only Digital India'.

5. ACKNOWLEDGEMENT

I would like to pay my sincere thanks to Dr. Anuprita Sharma and Ms. Archana Sharma. They always motivate me and help me since the starting of writing review paper till the end.

7.REFERENCES

1. DOI URL: <http://dx.doi.org/10.21474/IJAR01/2555>
2. <http://doi.org/10.18231/j.jmra.2020.002>
3. <http://iide.co>blog>digitalmarketing>
4. <http://99designs.com>blog>D.M.>
5. <http://yourArticleLibrary.com>
6. <https://www.indiatoday.in/india/story/pm-modi-digital-india-mission-interaction-1821571-2021-07-01>
7. https://www.azquotes.com/author/5382-Bill_Gates/tag/marketing
8. <https://www.dmcgglobal.com/blog/2022/02/digital-marketing-challenges>
9. <https://iide.co/blog/top-digital-marketing-challenges/>

