
DIGITAL MARKETING: EMERGING TRENDS AND CHALLENGES

Dr Aloukik Upadhyay

Raja Balwant Singh Management Technical Campus, Farm Campus, Khandari, Agra .282002

Abstract- Digital Marketing incorporates all marketing endeavours that utilize an electronic gadget or the internet. Businesses use computerized channels such as search engines, social media, e-mail, and other websites to put through with current and imminent clients. The global population's increasing reliance on the internet has fuelled a drive among Marketing Researchers to create innovative platforms that facilitate interactive and two-way communication between Marketing firms and consumers. Online Marketing has evolved into three distinct specialized areas: E-mail Marketing, Web Marketing, and Social Media Marketing. These segments provide powerful avenues for businesses to engage with their target audience, leveraging the internet's vast reach and accessibility to connect with consumers effectively. The professionals prepared a detailed narrative on key aspects of this important topic as well as on more specific issues including artificial intelligence, reality marketing, digital content management, mobile marketing and advertising, B2B marketing, and ethical perspective therein. The integration of technology with marketing is important to reach and engage with internet-savvy customers as per their choice and convenience. Several corporate working on evaluating the changing need of consumers and accordingly developing suitable product and finding market place to reach the right customer.

This technical reform has paved a new marketplace on Internet where everything and anything is available to explore and review and has a virtual feel. India is a growing economy and has been considered in the article to brief the concept and scenario of different trends of digital marketing. Internet marketing involves the usage of the internet to market the goods and services. In today's modern technological era, the internet plays a fundamental role in shaping human life. It has become an indispensable part of both offices and homes. Online Marketing, also known as Internet Marketing, Web Marketing, Digital Marketing, and Search Engine Marketing (SEM), encompasses a powerful array of tools and methodologies used to promote products and services through the internet.

Online Marketing facilitates the exchange of values between sellers and buyers in an online environment, making it a crucial aspect of modern business. Over time, it has outperformed traditional advertising, leading to significant growth in this industry. As businesses recognize the vast potential and reach of the internet, Online Marketing remains a dynamic and ever-evolving field that continues to shape the way companies connect with their audiences and drive growth in the digital age.

Keywords: Digital Marketing Tools, Video marketing, Re-marketing, Internet, Online Marketing, Social Media Marketing, Search Engine Marketing (SEM), Consumers.

INTRODUCTION:

Online marketing also referred to as Web Marketing has created now an important atmosphere to market the offerings of the company through the web and its applications. Marketing holds equal

importance to other vital business functions such as production, research, management, human resources, and accounting. Its primary objective is to establish a strong connection between the firm and its customers. As a fundamental business process, marketing efficiently manages the flow of products from the point of production to the point of consumption. While the foundational principles of marketing remain constant, the strategic and tactical aspects of managing marketing activities have evolved significantly. The dynamic nature of commerce and the ever-changing business landscape demand constant adaptation and innovation within the marketing sphere. As time progresses, new trends emerge, influencing the nature of business and challenging marketers to stay agile and responsive to customer needs and preferences. Embracing these changes and leveraging them effectively allows businesses to thrive in the modern marketplace. Internet marketing has the creative and technical aspects of the Internet, including design, development, advertising and sales. It also involves the role of media in customer engagement cycle such as search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, email marketing, mobile advertising, and Web strategies. In practice it includes the use of a business web site equipped with online promotional techniques such as search engines, banner advertising, direct e-mail and links or services from other web sites to acquire new customers and provide service.

Trends of online shopping are set to witness a new intensity in the coming years. Innovations in computer software and information technology have forever changed the world of marketing. Just decades ago few people knew the difference between a .com, and a.org, much less the names of today's power house companies such as amazon.com, eBay, oracle or Expedia. Technological up gradation has made our society much more open than in the past. As a result, these the marketers forced to address, both offline as well as online. Similarly, Easy Jet (www.easyjet.com), the low-cost European airline gains 90% of its tickets sales online and aims to fulfil most of its customer service requests via the Internet. However, the picture is quite different for the manufacturers of high involvement purchases such as cars or fast-moving consumer goods (FMCG) brands. Here the impact is less significant – the majority of the consumer sales still achieve through traditional retail channels.

LITERATURE REVIEW:

Strategies involved in Digital marketing are vital for entrepreneurial success (Barbosa et.al., 2022). Several studies emphasise digital marketing at national level rather than global level which offers insights in formulating marketing strategies in local and global context (Shankar et.al., 2022). Amiri et.al. in their bibliometric study find that most impactful institute and country is University of Birmingham, UK while the most influential journal is “Industrial Marketing Management” (Amiri et.al., 2023). In the area of tourism, a study finds that tourism service providers attention has a positive impact to meet the expectation of tourists and adoption of digital marketing (Deb et.al., 2022).

OBJECTIVES OF THE STUDY:

The objectives of present research paper are as follows-

1. To explore the concepts of online marketing.
2. To understand the modes of online marketing.
3. To examine the impact of online marketing on society.
4. To be acquainted with the recent trends and challenges in online marketing.

RESEARCH METHODOLOGY:

The current research paper relies on secondary data collected from various sources, including reference books, textbooks, academic journals, and reputable websites.

CONCEPT OF ONLINE MARKETING

The internet has become an indispensable part of offices, homes, and institutions worldwide. With a vast number of people spending significant time online, smart marketing managers recognize the importance of identifying touch points and strategizing marketing efforts where consumers are most active.

In recent years, online marketing has outperformed traditional marketing, making it a thriving and rapidly growing industry. By connecting organizations with qualified potential customers, online marketing elevates business development to a whole new level compared to traditional methods. Leveraging the internet's creative and technical tools, such as design development, sales, and advertising, online marketing synergistically taps into the massive audience that the web offers.

Both the web and e-mail have emerged as mass market media channels catering to different fields. The web serves as a powerful medium for reaching a prosperous audience, while e-mail provides a wide reach across various industries.

Online marketing essentially facilitates the exchange of value between sellers and buyers through online channels. Known by various names, such as internet marketing, web marketing, digital marketing, and search engine marketing (SEM), it offers three primary approaches for promoting goods or services: providing information about products to the target market, building brand awareness, and enhancing brand equity.

In summary, online marketing's prevalence and versatility have made it a crucial aspect of modern business, enabling companies to connect with their audiences effectively and thrive in the digital landscape.

DEFINITIONS OF ONLINE MARKETING:

Online marketing can be broken into three specialized areas such as:-

1. Web marketing- Web marketing refers specifically to marketing efforts conducted on the internet through websites and web-related platforms. It involves designing and implementing marketing strategies tailored for web-based interactions, enabling businesses to reach and engage with their target audience across the vast online space.
2. E-mail marketing – Email marketing involves sending targeted and personalized emails to a group of potential or existing customers. It serves to nurture leads, build customer relationships, promote products or services, and drive sales through carefully crafted and relevant email campaigns.
3. Social media marketing- Social Media Marketing involves using social media platforms like Face book, Twitter, Instagram, and LinkedIn to promote products, services, or brands. It leverages the engaging and interactive nature of these platforms to build brand awareness, engage with customers, and drive website traffic and conversions.

ISSUES AND CHALLENGES WITH MARKETING

Business activity on the Internet can offer entrepreneurs a variety of advantages over the traditional method, such as not having the costs associated with operating a brick-and-mortar store and minimizes the need to drive great distances to make sales calls. It can also provide the flexibility of doing business at your convenience.

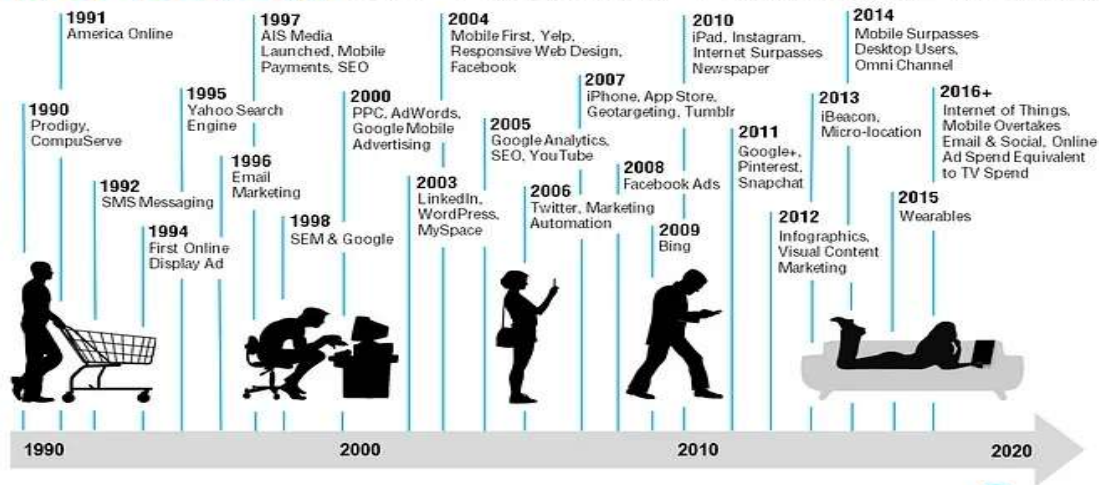
DIFFICULTY IN DEVELOPING RELATIONSHIPS

Internet opens up markets all over the world for business opportunities. Companies originated in one part of the world; may not meet their counterparts located in other parts of the world, but with the help of technology like video conferencing them can meet virtually, exchange their views. Even though this process lacks the personal touch of meeting someone but present day people are managing to develop confidence on the virtual meetings.

HISTORY OF DIGITAL MARKETING

The concept of digital marketing through various steps of events mentioned below :

EVOLUTION OF DIGITAL MARKETING



IMPORTANT EVENTS IN DIGITAL MARKETING

1945–1970 Idea contemplates for linked documents by Vannevar Bush along with adopting Net by Computer Science departments in US universities

1971–1980 Bob Metcalfe writes his thesis on Ethernet, Apple II personal computer series introduced

1981–1990 IBM launched its first computer, ANSI adopted SQL as a standard and also 100 MB capacities seen in computer storage

1990 First coined digital marketing, Archie launched first search engine

1993–2001 Seen first Web Ad banner, e-commerce transaction started, launch of Yahoo, birth of Google, first mobile marketing campaign started by Universal Music

2002–2010 Launch of LinkedIn, Go Live of Facebook, YouTube, Twitter, WhatsApp, Google Buzz,

2011–2015 Social media budgets up 64%, Facebook takeover WhatsApp, mobile internet users exceed PC, Snapchat launches discover feature

2016- today India seen a big move on Internet Go Live with the launch of JIO, highest user login in YouTube, WhatsApp, Snapchat, Instagram

FLYING BLIND

Many companies blindly follow social media strategy with no proper idea about the who, what, when and where of the social web. It's essential that companies first develop a listening program to answer those "W" questions. Listening to social media monitoring is critical to the understanding brand, competitors and key terms relevant to your audience on the social web. Unless proper listening effort is done, a company may miss key opportunities regarding marketing, customer service, sales, recruiting, partnering and public relations.

As companies develop their social media programs, responsibilities and resources need to be allocated and that leads to accountability and ownership. For successful social media adoption

within organizations, it's important to establish social media goals and responsibilities in different parts of the organization. As resources and accountability are identified, the different departments can work to cross-pollinate efforts and work together as a team. Doing so helps leverage combined efforts and from an implementation standpoint, avoids conflicting representation of the brand.

CHANNELS OF DIGITAL MARKETING

Affiliate marketing: It is a tool to produce required number of customers through independent marketer. Through this system brand can market its product via websites, create traffic and publish information. Individual work on behalf of brand using different tools of digital devices. This concept is also popularly known as website marketing where commission to seller is received only on the sale of a product.

Display advertising: It is one of the concepts to use the display to attract traffic like used by Google AdWords. Through this small banner, gif images and videos are made to highlight the product or brands. It is one of effect method of digital marketing where visual effect made to eye catch the traffic.

Email marketing: This tool is used to communicate to the individual where the advertiser is aware about the buyer and communicate directly. This is one of the cheapest modes of marketing and requires effective content drafting. This email marketing is less popular as the user gets irritated as spam email and unsubscribing leads to stop receiving such communications.

Search engine marketing: It is a form of internet marketing based on websites. It is one of paid digital marketing concept through which traffic from search engine are brought to product or brand owing business websites. Search engine marketing platforms are Google AdWords, Bing Ads, Yahoo search Ads [8].

Search engine optimization: Advertisers use different factors and tactics to bring the website to achieve top ranks on organic search results through optimization of search engine. It is based on algorithm and content drafting through which the search are made to attract the traffic of business websites to the top of search engine.

Social media marketing: It refers to the process of attracting traffic through social media sites. Paid marketing also commonly known as social media marketing includes promotion of content, websites or products through ads in several mobile apps, trusted and established channels like Facebook, Twitter, Instagram, YouTube, Pinterest, Google+ etc. This process of advertising on external social sites executed to draw attention of buyers. It is also based on remarketing activities like user, buyers visiting to buy products in Flipkart happens in a way like Flipkart ads follows him even when user is visiting Facebook, Yahoo, Rediff or so similar another social media platform .

Apps marketing: Promotion of brands in different applications is a recent way of promoting products. There are different apps for various sections and age group of people. Brand promotion is finding spaces in between or on the app section. It is the better way to reach specific and defined segment. Specific apps are also mapped and tie up done by brand so the persons using app are considered to have interest in app related products. To put this as an example, people using health-

consciousapps may be interested in buying health products and so any app promotion of protein products could be interested in segment of people using health apps.

Web analytics: It is the process of analyzing the behavior of traffic on websites and search engines through measures are decided which will promote and attract more traffic. It studies human behavior while accessing by analysing the digital traffic which impacts their behavior. Consequently, used to influence suiting traffic. Web analytics is categorized as onsite and offsite. Several other resorted digital marketing channels are pop-up ads, floating ads, pay per click etc.

INCONSISTENT PARTICIPATION

Companies are experiencing inconsistent participation of customers in web marketing. Marketing with the most successful blogs is those that post consistently. The pathway to perpetual participation is to lead from the front. Setting the objectives and allowing permission to receive feedback from contributors. Growth in the participation and feedback will result in enhancing the content which may be continuously monitored as well as utilize the services of enthusiastic community members as brand ambassadors.

DATA PARALYSIS

Data must drive decision making but must not hinder the flow of creative ideas. Data paralysis refers to the ineffectiveness of content to maintain the utility of an effective marketing program through web-based applications. Companies are investing huge sum to employ the brilliant minds, but the inconsistency of web marketing is still facing data paralysis problems.

PRIVACY AND SECURITY CONCERNS

Even if companies take precautions such as setting up a secure payment page for customer purchases, it still may be susceptible to unscrupulous individuals who hacks the system and steals customers' private information. This can be used to drain customers' bank accounts or steal their identities. Besides having an ethical online marketing norm of the firms, it may not be able to do business with prospects that don't trust making purchases online. Most consumers don't completely trust Web companies and shy away from offering information about them. Companies that collect data responsibly are exposed to misguided regulation that spammers and scammers invite. Sound policy, adopted industry-wide, is imperative.

THE FUTURE OF DIGITAL MARKETING

Digital marketing sees its future in the integration of technology and it personalization as per individuals customized needs. Tech-savvy nature of business has improved its profitability as well as productivity in short span of time due to resource optimization. Present differs from past in terms of customized delivery of services being the differentiating factor. The evolving trends and strategies are transforming data cloud, IoT platform especially with the emergence of AI.

There are majorly four factors contributing to the transformation of digital marketing:-

- Tech advancement
- Storytelling
- Advantage of first mover
- Smart device focused marketing

Artificial Intelligence Chatbot: It refers to program with simulation capability and responding to conversation (voice and text commands) using the dataset on the basis of which the bot has been trained which is embedded through smart devices apps.

Data and predictive tools: Data is the gold dust which allows companies to predict the behaviour of its consumers by evaluating the data collected. For instance, hotel industry uses Alexa(an AI) to allow its customers to access room services and further they analyse the personalized CRM activities to retain as well as create more customers.

Automation of Marketing: It refers to the platform rendering services such as planning and managing marketing campaigns both in online and offline modes. For example, automated emails, texts. Automation with predictive tools enhances the productivity of digital campaign.

Programmatic advertising:It represents thereal time algorithmic sale and purchase of advertising space with negligible manual interference or involvement. This allows marketers to determine and acknowledge the right segments for right customer by optimizing its resources. This mechanism is delving at a rapid pace in the worlds of television, out of home (OOH) advertising.

Personalization: It consists of tailor-made concept in achieving individual or group requirements thereby customizing the need and framing the advertising as per the market move and customer base which improves customer satisfaction and leading high rate of digital sale conversion, improving website metrics. It is a key element which is growing with the advancement of technology rendering tastes and varied preference. Deloitte study says, almost 36% customer preferred to have not only personalized communication but product and services also to be customized and personalized. It is growing in recent years and more advancement is to be seen in this segment.

Video Marketing: Optimum tool for traffic engagement and creating a belief among audience towards the product through video streamed concept generation. Video marketing performs better as emblem of the company's mission and vision by creatin a profound impact than script content. As a result, provides better leverage in establishing higher brand value.

Issues with Copyrights

Unique nature inherent in the Internet has resulted in increased issues of copyright infringement as well as difficult to cope with it. Internet being globally accessed hinders the possibility of any uniform copyright laws. It becomes even more difficult to defend the successful business created through internet from the cyber threats, miscreants of dark web and keep reaping the benefits.

Limitations of Business

Some types of businesses may not be suited for the Internet, particularly if their products involve the use of the senses. For example, if the unique selling point of the product is its pleasant aroma, you can have difficulty conveying this online and there are individuals who will always be more

comfortable making a major purchase such as an automobile after seeing the product in person first.

Lack of Computer Expertise

An advanced knowledge of the processes of Internet becomes essential to successfully run its business online. An apt skillset is involved in setting up a website for online business purposes and how to market your business online. If you don't possess these skills, you will likely need to employ the services of an Internet marketing company to help you get started.

Online marketing can deliver benefit such as:

Effective tool to experience higher revenues

Global access of online stores 24/7 and 365 days

Cost of setting a website is comparatively less than physical store

Offers flexibility in updating the availability of products than in catalogues and brochures

Allows to utilize the untapped market segments

Better availability of products and services from global market than local chain store

Improved after sales services for the customers

Unrestricted Capability to provide information related to corporates and their products

Limitations of Online Marketing:-

Attracts heavy competition

Relies heavily on technology prone to cyber threats. Consequently, smooth business functioning always at risk

Lack of faith and trust in absence of touch, feel of the product

Compliance to EDI standards (before B2B) is complex as a result difficult to comply by the small businesses

Negative perception towards online marketing due to poor experience resulting through cyber frauds

Recent trends in online marketing:



1. Massive increase in product selection – The variety and assortment of goods and services offered for sale on the internet is staggering. Increased transaction efficiency (e.g. 24/7 access, delivery to fulfil their needs more easily and conveniently than ever before. Increase in product selection and availability has exposed marketers to inroads by competitors from every corner of the globe.
2. Changing value propositions- The speed and efficiency of the internet has changed the way customers view value. For example : customers today automatically turn to travel agents for assistance in booking airline tickets, cruises or hotel stays ,but now customers turn to travel sites like Expedia ,Travelocity.com or Priceline .com for their travel need ,these services increase value through one –stop shopping and price comparisons.
3. Privacy, security and ethical concern –customers appreciate the convenience of online marketing, they get assurances that their information is safe and confidential.
4. Opportunities for growth- By the internet and other sectors of the new economy can transform old economy companies and provide compelling opportunities for growth.
5. Retailers such as Amazon as well as web portals like Yahoo, America Online in tandem with companies such as Cisco, 3Com, Walmart are vital to source and selling while being committed to the transforming digital economy.
6. The growing penetration of broadband connections, which serve 23 percent of Internet users in Sweden, nearly 50 percent in the United States and stunning 94 percent in South Korea is viable example for online marketing.
7. In 2000 nearly 400 million people worldwide had online access, of which were in theUS. By 2004 new technologies had made able to receive images and advertisements and provide users with mobile access to the web.
8. Online consumer spending also continues to grow. Books, music electronics and toys, online shopping accounted for as much as 23% of US retail sales in 2002 and online sales were growing at 30 to 40% per year compared to 4% in conventional offline retailing.

Conclusion:

Digital marketing enhances the probability of consumers better connect to product in order to personalise the requirement by effective communication and collaboration with brand. Data privacy of sensitive information especially with threats to data theft while accessing social media platforms becomes essential to enable optimum utilisation of the boons of digital marketing. Presently, social platforms such as Facebook, Instagram, Snapchat facilitates distinct market place which even broadens with the integration of artificial intelligence in order to predict consumer behaviour. The acceptance of digital marketing beyond the regionality, gender has increased the digital footprints of the customers as they resort to online transactions. Overall, irrespective of gender digital marketing has improved the purchase frequency, online security perception towards digital transactions as well as even AI is being used to fulfil repetitive transactions too. Internet growing in rural areas, connecting it to urban culture brings immense opportunity to consumer. Many internet website marketing companies will use big scary terms to create it seem

as if just a few elite tech gurus have allowed them to market online when the truth is anyone can perform it.

It will possess a lot better grasp of the important task customers use to get products within the company's niche. Understanding Internet marketing will continue to be significant for at least three reasons. Understanding the fundamentals of digital marketing tools is essential to garnering revenues by converting leads into sales. The study evaluates eleven digital marketing tools as well as opportunities and challenges while accessing digital marketing. As per the data analysed the authors findings suggest video marketing as best mechanism to encourage customers to complete their purchase. To remain competitive companies, need to overcome challenges and harness opportunities for digital marketing. To conclude, it is important to prioritize digital marketing tools to stay on the top without wasting time and money.

REFERENCES:-

- ✓ www.emarketerforum.com
- ✓ www.eforum.uk
- ✓ www.marketing.com
- ✓ S. Chand and Company Ltd.
- ✓ Barbosa, B., Saura, J. R., & Bennett, D. (2022). How do entrepreneurs perform digital marketing across the customer journey? A review and discussion of the main uses. *The Journal of Technology Transfer*, 1-35.
- ✓ Shankar, V., Grewal, D., Sunder, S., Fossen, B., Peters, K., & Agarwal, A. (2022). Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches. *International Journal of research in Marketing*, 39(2), 541-565.
- ✓ Amiri, A. M., Kushwaha, B. P., & Singh, R. (2023). Visualisation of global research trends and future research directions of digital marketing in small and medium enterprises using bibliometric analysis. *Journal of Small Business and Enterprise Development*, 30(3), 621-641.
- ✓ Deb, S. K., Nafi, S. M., & Valeri, M. (2022). Promoting tourism business through digital marketing in the new normal era: a sustainable approach. *European Journal of Innovation Management*.
- ✓ Durmaz, Y., and Efendioglu, I. H. (2016). Travel from Traditional to Digital Marketing. *GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH* , 16(2),35-40.
- ✓ Ištvančić, M. (2017). Digital Marketing in the Business Environment. *International journal of electrical and computer engineering systems* , 8(2), 67-75.
- ✓ Bala, M., and Verma, D. (2018). A Critical Review of Digital Marketing. *International Journal of Management, IT and Engineering* , 8(10),321-339.
- ✓ Leeflang, P. S. (2014). Challenges and solutions for marketing in a digital era. *European Management Journal* , 32, 1-12.
- ✓ C.S.V.Murthy. (2012). *e-Commerce: concepts ,models, strategies*. Mumbai: Himalaya

publishing house

- ✓ Abed, S. S., Dwivedi, Y. K., & Williams, M. D. (2016). Social commerce as a business tool in Saudi Arabia's SMEs. *International Journal of Indian Culture and Business Management*, 13(1), 1–19.
- ✓ Abed, S. S., Dwivedi, Y. K., & Williams, M. D. (2015a). SMEs' adoption of e-commerce using social media in a Saudi Arabian context: A systematic literature review. *International Journal of Business Information Systems*, 19(2), 159–179.
- ✓ Abed, S. S., Dwivedi, Y. K., & Williams, M. D. (2015b). Social media as a bridge to e-commerce adoption in SMEs: A systematic literature review. *The Marketing Review*, 15(1), 39–57.
- ✓ Abou-Elgheit, E. (2018). Understanding Egypt's emerging social shoppers. *Middle East Journal of Management*, 5(3), 207–270.
- ✓ Aguirre, E., Roggeveen, A., Grewal, D., & Wetzels, M. (2016). The personalization-privacy paradoX: Implications for new media. *The Journal of Consumer Marketing*, 33 (2), 98–110.
- ✓ Bhui, K. and Ibrahim, Y. (2013) Marketing the __radical__: Symbolic communication and persuasivetechologies in jihadist websites, *Transcultural Psychiatry*, vol. 50(2) 216–234.
- ✓ Walker, O. C. (2011). *Marketing Strategy: a decesion focused apprach* (1st ed.). New Delhi: Tata McGraw-Hill
- ✓ Pillai, R.S.N., Bhagwati and Kala S. (2011). *Marketing Management* (1st ed.), New Delhi: