

Impact On Digital Marketing And Its Challenges In The Global Aera

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ABSTRACT

Marketing is a soul of any business which enables an organization to generate revenue for capital gain to diversify into various domains. In the competitive world, sustainability merely a challenge for any business in retaining customer. Business organization markets the product through customizing their needs, providing assistance in all aspects of purchase and even crossed the boundary to serve them in saving their time and allowing to purchase sitting in their dining or living hall. This is possible for any marketers by means of DIGITAL, since the internet plays a vital role in every body's life as part and parcel that to whom so ever it may concern. Hence the digital enables the marketing more easier to serve people through social media which is our today's new age groups life style and it occupies a major part in day to day affairs that turns the traditional marketing becomes our so called life status marketing – DIGITAL MARKETING. In this paper the researcher wants to investigate on digital marketing usage and its effectiveness on organization performance.

Keywords – Marketing, Digital, Customizing, Business Organization, Products, Internet.

INTRODUCTION

The marketing of products or services using online channels to reach customers. The key objective is to promote brands through various forms of digital media. Digital marketing extends away from online promotion to include channels that do not require the use of the internet. The digital marketing combines various supports which facilitates the customers through internet. Digital marketing technique such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content computerization, promotion marketing, data-driven marketing and e-commerce marketing. e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extend to television channels that provide digital media, such as mobile phones (SMS and MMS), call back, and on-hold mobile ring tones. There are a number of ways brand can use digital marketing to advantage their marketing efforts. The use of digital marketing in the digital period not only allows for brands to market their products and services, but also allows for online customer support through 24/7 services to make customers feel support and treasured. The optimized use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as powerful what media platform work effectively for them. As such, digital marketing has become an increased advantage for brands and businesses. It is now common for customers to post feedback online through social media sources, blogs and websites on their experience with a product or brand. It has become ever more popular for businesses to use and support these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive properly.

Peer-to-peer dialogue and word of mouth communications often have an immense effect on customers, since they are not planned and not sent directly from the company. Customers are more likely to trust other customers' experiences. It is increasingly advantageous for companies to use social media platforms to connect with their customers and create these dialogues and discussions. The potential reach of social media is indicated by the fact that in 2015, each month the Face book app had more than 126 million average unique users and YouTube had over 97 million average unique users.

CUSTOMER PERCEPTION TOWARDS DIGITAL MARKETING

FLEXIBLE - Now days we are in digital world. In this scenario digital marketing plays a vital role. It is flexible. If a person got its first order he/she will be satisfied get more interest about digital field marketing and they always try to buy via digital mode.

ANYTIME ANYWHERE - We can buy a product at any time. There will be no closing time for choosing product in digital market. Also say that 24/7 working period. And can buy anywhere with the access of an internet.

SEVERAL PRODUCTS - We the customer can search for several products. They are ready to take away the similar product from our searches. It satisfies us. By going out and getting is become simpler to sitting and getting with many choices. The advantage of digital in this regard is variety of products in brands, size, tends and cost effective.

OFFERS - If once we register the official online marketer then they are notifying the daily offers, deals etc. They notify us officially with or without the usage of internet access like sending SMS and too we can make online transactions. Cash back offers discounts are available in digital marketing in festival time the showroom will provide the but on get one offer like the old trend but in digital marketing the offers like combine product offers and cash back offer and digital marketing gives discount like 50% to 60% but normal market discount like 10% to 25% so offers is an maximum benefit of an customers in digital marketing.

UP TO ON DATE - There are some people who know the recent trend without others communication. This happen because of the up to date product notification. In market the new trend product are mostly promoted at festival time but in digital marketing the new trend product are reached throw quickly with in digitalized when the product are promoted by the organization with review of the product **Saver** - On customers point of view it saves our time. Rather using transport to buy a product in market can buy it in online. It makes us to feel comfort. Saving our transportation charges. Cut short our selection process by stepping in and out of each shop for a single product satisfaction.

REVIEW AND RATING - I can say this was the main thing in online marketing. Most of the people trust other comments in online. Without using that particular product customer won't review. Hence in this they are sharing their experiences.

TRACKING ORDER - While after placing our order we can trace the order. We are able to know that what process is going on in which we placed ordered whether it is in packing stage or shipping stage like that.

NOT ONLY PURCHASING PROCESS BUT ALSO LEARNING- Here a person who buys a product she as an ability to learn the process. At the first time they may felt somewhat difficult but once the process was over they are ready to help the other person. They learn

about internet access, marketing process and many. Moreover at point they become expert on booking through online.

SEASONAL OFFER - However in this market is having seasonal offers such as Diwali offers New Year offers, pongal offers etc.

REPLACEMENT OPTION - Digital marketing has a special feature called replacement and refund. If the delivered product has any damage then they can replace that product within a particular time period.

CUSTOMER CARE - The online marketer has ready to help us on any time by the name of customer care. They have given a specific number we can call it and encounters our query. Or else can mail it for specific given mail address. They are pleased to help us.

COMPANIES PERCEPTION TOWARDS DIGITAL MARKETING

REACHES GLOBAL LEVEL - when comparing traditional market, online market reaches global level. In a traditional market a person or a group of persons sales their product in a particular society but on digital market they are becoming familiar to all. Hence a company no need to get more strain to reaches their product to global level.

LOTS OF CUSTOMERS - A company gets lots of customers through online marketing. If here is a customer then there is negotiation. Because of this communication there will be good understanding of the customer's point of views. The bond between the customer and company formed here. More number of followers through the social media. Its forms a network.

COMPETITION - At present scenario the world is towards digital technology. In this situation there will be more competition between on company to others. Marketing is a competition. During this competition innovations were created .Innovation attracts the customers .The company goes on leading.

DEVELOP LOYAL COMMUNITY - Digital market plays a main role for the company. There will be a good partnership. Awesome companies get partners together .It adds more power to the existing one.

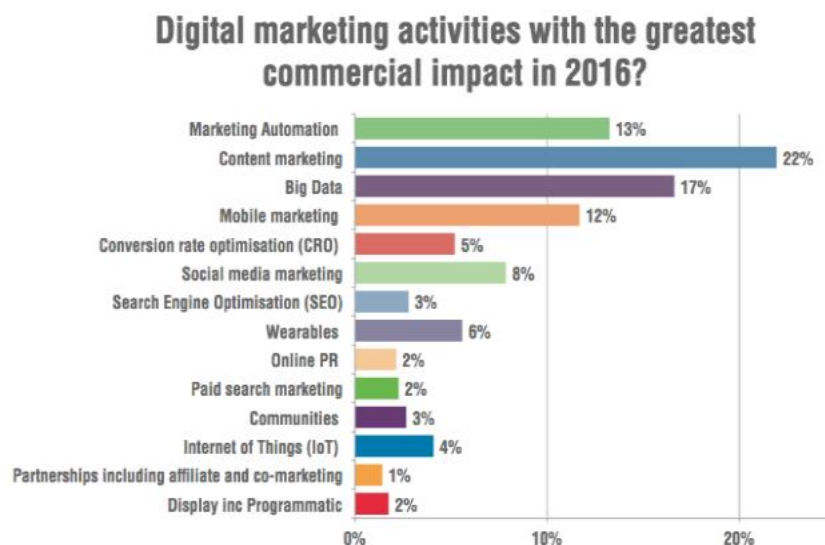
IMPROVING CHANCE - we can improve our product level to high by customers commend. We the market has to import the product to satisfy the customer. We can change our product to customers taste. Research says that before buying a product people will go for the customers review. Company gets a chance to improve their quality.

BOOST TRAFFIC - Online market is the one of the tool to magnet the people towards them. The averages of adolescent were searching more in online than comparing to other ones. It is more useful for the coming up generations. Even at present generation more number of people is towards online.

SAVING TREES AND CARBON PAPER- In traditional marketing billing process takes place. The company has to get more papers and carbon for bill. But digital markets save that carbon paper. Thus money saves for the company from this market of not getting carbon paper. It also saves the plant. Hence it's not affecting the nature.

CONCLUSION

In the last one decade or so the world has shown a paradigm shift from analogue to digital. More and more people are consuming all kinds of information online hence making digital marketing the best way to reach out to your targeted customers. We ask why online marketing is so necessary. The importance of digital marketing works not only in support of marketers it provides somewhat new to the customers too. Hence the product can reach as many as possible people through digital marketing. The businesses that are using online as the ideal mode of marketing are able to measure the conversion rate through real time using a simple method. That is identifying the percentage of audience who get new into lead and then subscribers and in the end finally purchase the service or product. SEO, Social media marketing and Email marketing are methods which have a high transfer rate as they are able to create a quick and effective communication channel with the consumer.



unexpectedly all the traffic that you may get on your website may not be productive hence digital marketing lets you reach out to only those who have the need for your kind of service hence offering improved lead conversion.

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