

Digital marketing provides opportunities and challenges to organizations

[Business](#), [Marketing](#)



DIGITAL MARKETING PROVIDES OPPORTUNITIES AND CHALLENGES TO

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Assignment no: Due date: Table of Contents Executive

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Executive Summary The purpose of the report is to investigate the phenomenon of digital media as a marketing tool among business entities.

The report assesses the opportunities that are presented through digital approach in marketing while at the same time analyzing some of the challenges that are faced by companies due to the implementation of digital marketing strategies. The report articulates various findings in terms of the need for companies to embrace digital marketing. The global shift from analog data to the use of digital data necessitates the adoption of this marketing strategy. Other than this, the cost effectiveness, ease in success evaluation and target orientated nature of digital media justifies its use in marketing.

Companies are recommended to adopt this strategy especially through websites complimented by search engines. Apart from the use of these tools,

companies should also integrate them with strategies to attract and retain their potential clients. 1. 0 Introduction1.

1 The report analyses the use of digital media in the field of marketing. It seeks to show the opportunities and challenges that arise because of implementing digital marketing strategies. The report also shows how companies can productively integrate these strategies into the achievement of the company goals. 1. 2 The report addresses digital marketing approaches, its advantages and disadvantages and implementation solutions. It also gives various recommendations as to why companies should adopt digital marketing strategies. 2.

0 Digital Marketing ApproachA five-element formula comprises digital marketing as articulated by Scott Klososky. These elements are Building productive websites, providing social technologies, mobile tools, driving online traffic and measurements systems (Klososky 2012). 2. 1 The act of building productive social websites refers to a company's initiative of creating interconnected virtual pages that will act as a link between the business and its clients. 2. 2 The provision of social technologies includes the use of both social network and media to maintain communication with a company's target market. 2. 3 Mobile tools are the media through which companies ensure a round-the-clock communication system with their clients regardless of their geographical setting (Klososky 2012).

2. 4 After a company has set up its website and links in social media and networks, it is important that knowledge of these social tools be created

among targeted markets. This can be done through advertisements. 2. 5

Once the above elements are put into place, then it is the role of the company to ensure that it has put up measurement strategies that scrutinize the productivity of its digital marketing approach.

3. 0 Digital Marketing Advantages and Challenges3. 1 Advantages 3. 1. 1

Digital marketing is a target-oriented approach to reach out a vast range of market (Ryan & Jones 2009).

Specific social networks can be used to reach out to a specific target group, for example, Facebook and twitter can be used to reach out to the youth and middle-aged working class. 3. 1. 2 Digital marketing is also a cost effective way of reaching out to a company's potential market (Ryan & Jones 2009).

This then allows the companies to communicate to the prospective clients on a regular basis. The customers are then left with a long lasting impact from the company. 3. 2 Challenges 3.

2. 1 Rapid advancement of digital technology is a challenge facing digital marketers because it allows companies to deliver better display campaigns (Hollis & Fitch, 2009). Companies are faced with the task of keeping up with this growth in technology and sharpening their creativity skill in order to maintain an advantage. 3. 2.

2 Internet censorship policies are also acting as a hurdle to digital marketers (Ryan & Jones 2009). This is because governments like that of the USA are now requiring companies to disclose confidential data on internet users.

Such policies reduce the faith that consumers have on the digital transactions and activities. 4.

0 Digital Marketing Implementation Solutions Digital marketing requires effective implementation in order for companies to reap maximum benefits. It is not enough to acquire the means and platform to market ones products and services. 4.

1 Proper use of digital media for marketing will require a company to undertake customer segmentation (Ryan & Jones 2009). This means that the company has to define and cluster the different target groups that it aims to reach. The defining traits will enable the business entity to match a particular target with the most apt social tool or network. 4. 2 The companies ought to integrate customer acquisition and retention strategies to the digital media in use.

This is to say that social networks, media and websites ought to be mixed in such a way that they reach the maximum audience. The mix that entails the company's engagement tools and media should also enhance the retention and growth of the target group (Martin & Todorov, 2010). 4. 3 Companies should create an online value proposition that seeks to evaluate the productivity of the digital marketing strategies implemented (Ryan & Jones 2009). This includes using the same digital media to get feedback from the target audience on the approaches that appeal to them most and how to improve the company's marketing strategies.

5. 0 Recommendations Companies should embrace digital marketing because of the ease that is experienced when companies are tracking down the productivity of their digital approaches. The success of the digital marketing approaches can be measured through monitoring customer response rates. This is contrary to the expensive customer research that companies would carry out when using different marketing media.

This will then help a company in the planning of consecutive marketing strategies. Other than this, digital marketing is rapidly replacing the conventional forms of marketing due to the global shift to digital from analog (Klososky, 2012). 5. 1 Digital marketing presents itself in varied forms and my preferred choice would be the use of Search Engine Optimization and Websites. This is because of the widespread use of search engines like Google among internet user. The integration of company websites and such engines will maximize the viewing of product details from by potential clients. References Hollis, N.

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