

Problem on digital marketing in india assignment

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Problem On Digital Marketing In India BY kava 2327 DIGITAL MARKETING CHALLENGES AND INSIGHTS The web is now established in India as a mass market media channel for the wealth. Email has become a mass market media channel for office workers and professional classes, but the use is more fractured than in Europe. The major changes in Internet access both at home and at work have happened and have seen the Internet has become an essential part of our office life.

The number of people with access continues to rise in our country. The time they spend online is rising too and the frequency of use is rising and people who have access use it a lot and continue to use it more and more. Internet access growth started accelerating and both the web and email have now main use as both consumer and business tool. Internet use is skewed massively towards specific up-market for professional classes that have access as part of their working lives.

The professionals are graduating college with internet access part of their personal landscape so a clear effect is in play - as this group ages have replaced the older generation where Internet use is less, and the digital behavior on the whole. Email has become an important business tool for both domestic and international firms, and the ability to overcome the geographic challenges of such a large country have made it a quick replacement for fax services. However the role of the web goes far beyond business.

Online, consumers don't feel invested in a shopping venture the way they would, because visiting an e-commerce website requires no more effort than

a mouse click. However, shopping online is faster, easier and more private, which makes it very appealing to tech-savvy consumers. With a fully-functioning, easy-to-use website and effective customer engagement tools, an e-commerce website can make shoppers want to complete their transactions online. This is financially beneficial, as e-commerce businesses require much less overhead to run successfully.

Young, Internet-savvy consumers are the most likely to be affected by an e-commerce marketing campaign. Older consumers who are not as familiar with the Internet are less likely to make their purchases online in the first place. But when they do, they are also less particular about the quality of the e-commerce website. Many e-commerce marketing companies use this lack of investment in online shopping to justify high spending on increasing traffic to the website. Often, if a marketing firm puts thought into their e-commerce marketing strategy, this high spending may not be necessary.

Social Media- Social media has just covered portals in share of time spent on the Internet. Use of social networks, marketers is having challenge of how to best utilize these channels to communicate with consumers. Social media is a group of internet based applications that built on the ideological and technological foundations of web 2.0, and allows the creation and exchange of User Generated Content. Too many businesses enter into social media because it's 'the done thing' - they feel they should have a presence purely because their competitors do.

There are a number of benefits to getting involved with social media, provided it is properly planned and executed. Some of advantages of

effective social media use include: Compelling and relevant content will grab the attention of potential customers and increase brand visibility. You can respond almost instantly to industry developments and become heard in your field. It can be much cheaper than traditional advertising and promotional activities. Social content can indirectly link to website content by appearing in universal search results, improving search and online sales.

You can deliver improved customer service and respond effectively to feedback. Increased loyalty and advocacy from the customers you've connected with. Some of the disadvantages are: responding to feedback and producing new content. It can be difficult to quantify the return on investment and the value of one channel over another Ineffective use - for example, using the network to push for sales without engaging with customers, or failing to respond to negative feedback - may damage the reputation of the organization. Smartness & Tablets- The rate of growth in the use of smartness and tablets has been astounding.

The tablet is, in fact, the fastest growing electronic device ever created. The emergence of marathoner and tablets represents how consumers access the Internet, with these devices. While certain industries seem to be ahead of the digital curve, social media and advanced mobile devices, like smartness and tablets, are influencing how businesses connect with and market to their target audience. While certain industries seem to be ahead of the digital curve, social media and advanced mobile devices, like smartness and tablets, are influencing how businesses connect with and market to their target audience.

There is a diversity of devices, such Windows Phone 7, Blackberry devices, phones, Android phones, and also tablets and eBook readers. " However, the user experience side of the discussion cannot be ignored and far addresses this by additionally stating, " However, for many websites it will make sense for the content to be formatted differently for smartness, and the decision to do so should be based on how you can best serve the users. " The evolution of digital marketing will be greatly influenced by the amount of smartness in use.

Privacy- The advent of digital marketing has been accompanied by a far higher level of scrutiny of privacy issues than was ever the case with traditional media. Much of the rivalry concern that digital marketing has encountered relates to the observation of consumer behavior and the targeting of ads based on this behavior. Ironically, the new digital ad targeting approaches that dramatically increasing the relevance and effectiveness of the advertising being delivered Anonymous cookies are the basis of this matching up of advertising with behavior.

Security: For each time logging in to use an online network, we are exposed ourselves and our business to a level of attack from hackers and other malicious groups. However, we are not powerless in the face of what may seem like an unstoppable wave of identity theft and threats to the security. Some advantages of security in digital marketing are: Avoid clicking on advertising emails and popup boxes and can be cautious of any application that wants to install itself on the computer. Being suspicious of anyone who contacts us online server. This could be a phishing attack.

Pushing is where legitimate-looking emails seemingly from a reliable source, for example a bank or another business, are used with the aim of obtaining personal details. ISSUES RELATED TO DIGITAL MARKETING: Information and transparency; Access and quality; Unfair terms and conditions; Privacy; and Regulatory failure Information and transparency: Consumer harm may sometimes arise from a lack of information and/or the way the information is presented. This can occur if information is presented in an overly lengthy or complex way so as to be inaccessible.

In some cases, the use of overly complex or lengthy information may involve an explicit intention on the part of the seller to mislead the consumer into accepting a contract. Indeed, the evidence gathered suggests that problems of hidden contracts and misleading advertising may be particularly relevant for digital content and services that are provided and accessed through mobile phones, such as unwanted subscriptions and unexpected costs from services that had not been requested. Consumers can also suffer harm if the information presented to them is insufficient, or misleading.

For example, consumers may not be provided with full information about the costs associated with the product or service, or any restrictions involved with the use of the product or service. Misleading information may also create scope for personal detriment by encouraging high expectations that are likely to diverge from consumers' actual experience of the digital content or service. Effective targeting: Targeting the right audience is very important aspect in marketing. To identify your buyer and analyses their persona's is integral in marketing.

There is no denial to the fact that in order to convince a person to even pay heed to what you are saying or spend time on what you have written in your blog, you need to give them something valuable enough that will be worth the time they are spending on your website. The rise in computerized cookie-based customer buying has been aided by the availability of demand side areas and real time exchanges. The suppliers are unconcerned about the downward pressure on prices that has occurred without their efforts to hold back premium content from the exchanges.

This has, in turn, led to the creation of private sell-side platforms, which allow the buying of customers on specific internet properties. Access and Quality: Personal detriment can also arise from problems with the quality of the digital could include digital services and content not functioning properly, such as downloaded or interrupted website, or websites crashing due to problems with web- hosting servers, our desk-based research identified service interruptions and outages for example with email) and corruptions in software as among the most prevalent sources of poor quality related problems.

Unfair terms and conditions: Reasonable expectations are based on the predication that consumers are presented with fair terms and conditions when entering into an agreement with a content or service provider.

However, in a number of instances the consumer is the weaker party in the transaction and has no choice but to accept the terms of use adopted by the seller, even if those terms could be considered unfair.

In addition to the key problems that consumers may experience in relation to terms and conditions that the use of unfair terms and conditions is not intrinsically linked to any one, or indeed small group of services, and problems of this type may, therefore, potentially arise across all services types. Privacy: Among the key sources of privacy problems identified were consumers' lack of understanding with regard to the length of ownership of their information and the ways in which providers can subsequently use consumers' information.

If there is a lack of understanding on the part of consumer about how this information may be used, or for how long it may be stored or remain on the internet. Detriment may also arise if consumers are not aware of how the information they have put on the internet may be collected or tracked by others. Regulatory failure: Regulatory failure refers to a situation in which government intervention inadvertently leads to a more inefficient allocation of goods and services than in the absence of intervention.

In the context of digital content services, there may be a number of instances of regulatory failure which, in some way or another, restrict access to digital content services and/or provide scope for the application of different prices and service conditions. CONCLUSION: So, these are the top issues in digital marketing. In the new world economy, the Corporate Marketing Officer's Job has never been so difficult, but also so potentially rewarding.

Today's marketers need to be skilled in operational marketing and well trained to analyse international markets, to understand cultural differences,

to get insights from consumers all over the world, to acquire new skills in digital marketing and to be financially accountable to their Coos. Thus, today's challenge of market- driven management is to broaden and to upgrade the traditional marketing function. As we can see, ours is a dynamic industry, driven by dramatic increases in computing power that allows for continuous and rapid innovation.

For any business today, it's disaster. Digital marketing is one of the strategies of online marketing provides ample opportunities to students researches and professionals to focus and come out with better opportunities for themselves and the society at large. To conclude digital marketing needs to be a part of, not separate from, your normal everyday business/ marketing process. Better to have a marketing strategy that includes digital rather than isolate the two.