

Aug_2023A COMPREHENSIVE PLAN FOR ONLINE PROMOTION IN THE YEAR 2023: DIGITAL MARKETING AND THE OPPORTUNITIES AND RISKS IT PRESENTS

Dr.S.PHANISHEKHAR

Associate Professor

Padala Rama Reddi College of Commerce and Management Hyderabad

Abstract

The present article explores the issue of electronic marketing, or e-marketing, and its tactics, possibilities, and digital difficulties as one of the most effective and powerful means of reaching a wide audience. E-fundamental marketing's ideas, characteristics, phases, methods, propagation causes, benefits, and drawbacks are all explored. Descriptive methodology was used for the investigation. The most essential takeaways from the study were that e-marketing is an absolute requirement in the modern period due to the prevalence of the Internet and e-management, and that e-marketing can only be successful if it relies on correct tactics that have been well investigated. Research has also shown that there is no one best strategy, and that several strategies may be utilised within the same organisation in response to changes in the internal and external environments of the business. Instead, an organization's response to its environment and its stated goals necessitates the adoption of one strategy over another; the best strategy to employ should be selected after careful consideration of the inputs and outputs of data, as well as the veracity and feasibility of the stated goals. Evidence from this study also shows that there are several prospects open to those that use e-marketing tactics, including the chance to get an upper hand in the marketplace. To create a digital marketing plan, where do you even begin? In spite of the widespread recognition among today's organisations of the critical role played by digital and mobile channels in client acquisition and retention, this issue persists. However, they haven't developed a comprehensive strategy to facilitate digital transformation, boost corporate development, and enhance online audience engagement. provide 10 instances of digital marketing, along with suggestions on how to improve your plan in 2023.

Keywords: digital setting; digital marketing; digital marketing strategies; digital marketing opportunities; digital marketing challenges; e-marketing

Introduction

In light of the rapid advancements in ICT, several organisations are rushing to adopt cutting-edge methods of management and administration. The Internet has had a profound effect on communication and information sharing, allowing for the simplification of many services including, among others, the facilitation of commercial exchanges and the improvement of connections with consumers and agents. It's a two-way street for communication between businesses and their clientele, as well as between clients themselves. To rephrase, it's a cornerstone of the marketing process since it facilitates a novel method of interaction with consumers, which in turn boosts revenue. Due to the widespread adoption of the Internet, most businesses now employ electronic marketing to conduct a variety of commercial activities, including but not limited to purchasing, selling, and trading. These businesses are looking to take advantage of the many benefits that have resulted from the development in popularity of the Internet and the rise in the number of available services that can be accessed via search engines and networks. Moreover, technical gadgets have firmly established themselves as a primary fulcrum around which growth and rivalry pivot, particularly considering that the vast majority of the world's most influential and prosperous institutions are in charge of these same megadgets. Due to the importance of the transaction market in the growth and accomplishment of contemporary organisations, e-marketing has become a dominant modern idea. The success of e-marketing and the attainment of organisational objectives in the modern digital sphere depend on this stage, which requires the application of a wide range of talents and a high degree of efficiency on the part of the business. As a result, we will be aiming to address the following concerns during the course of this study.

Review of Literature

Numerous studies have addressed e-marketing in general because of its popularity, growth, and novelty, but few have focused on the limitations and difficulties inherent to the field. Haddad and coworkers is one group whose research deserves attention (2021). Researchers in the Greater Amman area looked at how online purchasing had altered locals' habits. They paid special attention to how changes in these areas—along with income and other incentives and restrictions—affect Jordan's consumers. They refer to gender, age, socioeconomic position, and degree of education as "demographic variables." When they talk about "income level and incentives," they're referring to

things like being able to get the information they need quickly, spending less overall, and having more options to choose from when making a purchase. By "limitations," they mean things like not knowing how to use the internet, having a high cost of communication, not trusting the online seller, and not finding any joy in online buying. Based on their findings, they concluded that the Jordanian consumer's confidence in online transactions is low, and that high internet connection prices discourage its adoption. The benefits of internet purchasing are well-known, yet consumers still face more roadblocks than rewards. As a result, they suggested finding other payment methods and segmenting the market depending on demographics, with a particular emphasis on privacy and security. Different facets of e-marketing were discovered to have varying effects on tourist behaviour. The accuracy of the material was the most important factor, whereas personalisation had little effect on visitors. Second, the effect of the cost was considered. Prices, ease of use of the website, and the reliability of the information provided had a greater impact on the visitors' preferences toward the mental aspect of their trip. In other words, the means of payment and the accuracy of information had the most impact on the behaviour patterns of tourists, whereas the former had the greatest impact on the latter. Dr Naveen Prasadula (2022) introduced the concept of "online marketing," which comprises promoting and selling products via the use of the Internet and other forms of interactive and virtual media. The research highlighted several forms of internet marketing with an emphasis on how their respective impacts on marketing practice might be measured. The research discovered chances for marketing as a result of the introduction of this new virtual area, but also highlighted limitations such as security and privacy issues.

Study of Objectives

The primary goals of the research are as follows:

- Clarifying the nature of e-marketing and the key components that support it.

Defining what the goals of the online advertising campaign are and how they work together.

- Discussing the many e-marketing approaches that have been used.

- Elaborating on the most crucial steps taken during the creation of these strategies, apart from the criteria used to choose them and the processes by which they are implemented.

Importance of the Research

Worldwide, inflation is skyrocketing. In June, the United States saw its highest unemployment rate in four decades, at 9.1%; in subsequent months, the rate remained elevated, at 8.5% and 8.3%, respectively. The Bank of England's base rate has risen from 0.25 percent at the start of 2022 to 2.25% as of September 2022. This study's significance comes in the fact that it deals with an issue that is both urgent and topical: the strategic side of e-marketing. Since the Internet has become a strategic tool for many businesses, this theory recognises that advances in communication technology may substantially assist in promotional efforts. It allows businesses to learn about a customer's preferences and interests via direct interaction. Conversely, similar approaches need to face obstacles in the digital realm in order to succeed.

Methodology and Design of the Study

The research begins by defining the fundamental principles involved in electronic marketing, outlining its benefits, laying out its many phases, and describing its various procedures. It then moves on to discuss the factors that have led to the proliferation of e-marketing, highlighting both its benefits and drawbacks, as well as the strategies necessary for e-marketing, the skills necessary to implement these strategies, and the difficulties e-marketing presents in underdeveloped nations.

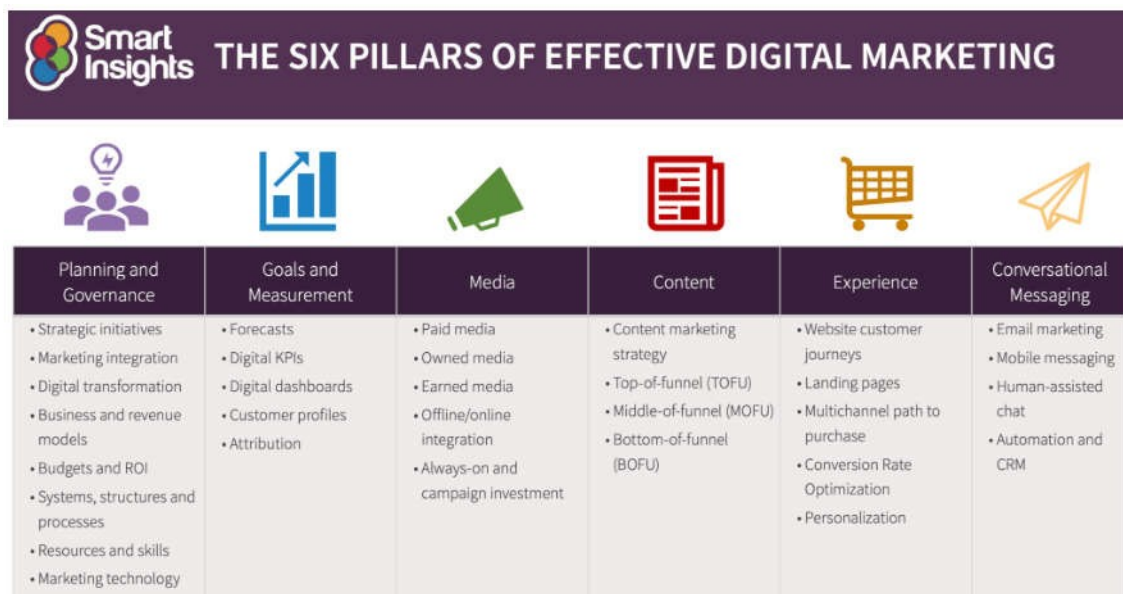
The Financial Times index shows that inflation is also having an effect in Europe and East Asia. The ripple effects of inflation are global in scope.



Therefore, it is crucial for companies to consider how this worldwide phenomenon may affect their clientele, operations, offerings, and workforce.

The six cornerstones of successful digital advertising

As I advocate in my digital strategy training and consultancy, and as shown in our free template, digital activities may be categorised into six distinct buckets, each of which needs dedicated management attention to get optimal outcomes.



How many distinct flavours of online advertising exist today?

These six pillars of marketing we've developed are a taxonomy of marketing efforts that can be broken down into three groups: (1) creating brand awareness, (2) building brand loyalty, (3) converting leads into sales, and (6) closing sales. One person, like a digital marketing manager, may handle everything in a smaller company, whereas in a bigger company, many people might be assigned to each pillar. Specifically, these six categories include: Strategic planning and leadership (or management):

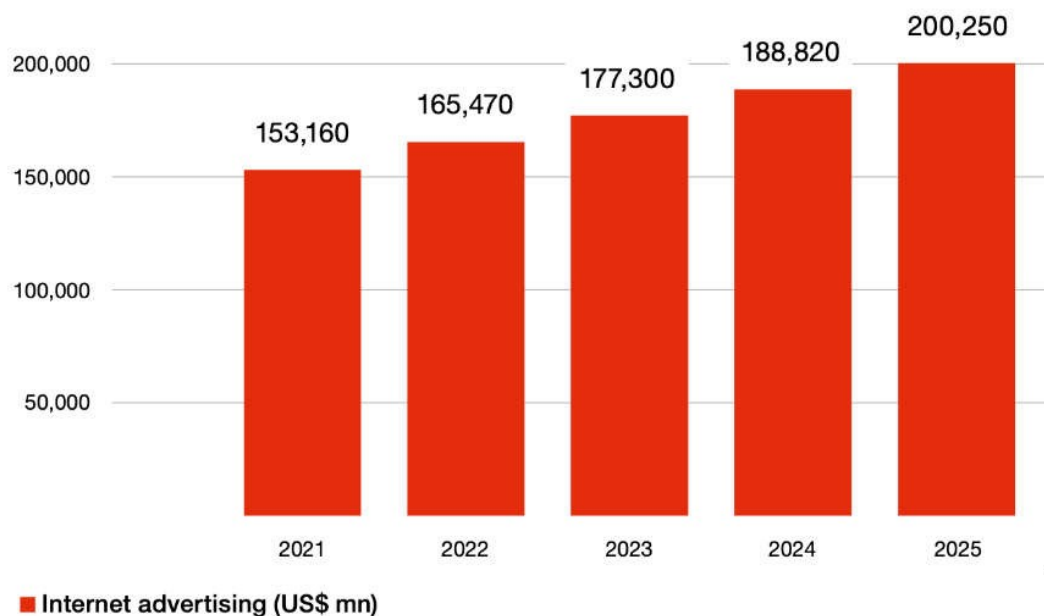
Objectives: data analysis and strategy formulation (including segmentation, targeting, and brand positioning); coordinated marketing and sales efforts; adequate human and financial resources; an organised and efficient marketing and sales infrastructure; and an accurate accounting of all relevant marketing activity. Objectives and metrics: Projection models, digital reporting with Key Performance Indicator dashboards, attribution, and client perception

In what ways does digital marketing for businesses and consumers vary?

Even while digital platforms like Facebook (Meta) and Google (Alphabet) are among the most well-

known names in the world, many of the most successful brands today are business-to-business rather than consumer. Many B2C organisations also provide services to B2B clients. We at Smart Insights designed our RACE Marketing planning framework to be equally effective in business-to-business and business-to-consumer settings. This is because it unifies the whole consumer journey (reaching out, taking action, converting, and engaging) in the digital realm. To learn more, feel free to make use of our digital marketing strategy template.

Internet advertising in US



Source: PwC Entertainment and Media Outlook

Because of this, it is more crucial than ever to have a distinct digital marketing plan that is linked and connected with your marketing and company strategy to grow in digital maturity.

Added Benefits, Timelines, and Mechanisms of E-Marketing

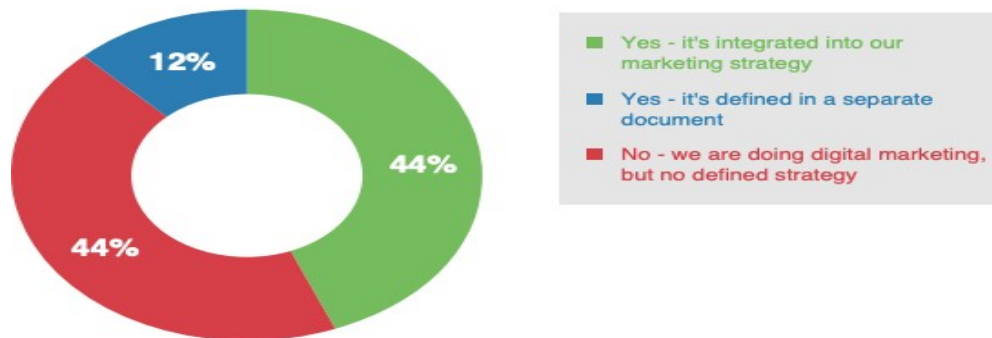
The difficulties of online advertising

From my observations, one of the most prevalent problems when developing a digital marketing strategy is not knowing where to begin. A big report may be expected, but we've found that less is more when it comes to strategic planning. That's why we built the RACE Framework to operate with all of our Learning Paths so you can formulate a unified approach. Don't worry about writing a novel; a strategy may be stated on two or three sheets of A4 with a table connecting digital methods to SMART goals inside our OSA Framework. As a Business Member, you can count on our help to ensure a flawless launch.



Half of the businesses surveyed for our study Managing Digital Marketing 2020 have no formal digital marketing plan. Nonetheless, the vast majority of those that do have incorporated it into their marketing plan (the second step mentioned above). The first step toward a fully integrated approach is the fact that just roughly 1 in 8 people are still utilizing a stand-alone digital document.

Does your organization have a clearly-defined digital marketing strategy?



Many businesses in this sector make excellent use of digital media, and could be seeing even more success from their efforts in search, email, and social media marketing. However, I'm also certain that many are losing out on chances for greater integration and/or dealing with the additional difficulties I'll mention below. Perhaps bigger companies, w

have a more pressing need for governance, are most affected by the issues listed below. After speaking with several company owners and marketers, I have concluded that a two-step process is optimal for developing a digital strategy. At first, it's necessary to develop a strategy for digital marketing specifically. Because it lays out the advantages and disadvantages, this helps garner support and consensus. Starting with well-defined objectives and plans is an excellent first step toward achieving success in the digital realm.

Secondly, digital becomes an essential part of the marketing plan, a "business as usual" function. However, outside of certain methods, there is little need for dedicated preparation. Now is the time to get the most benefits from your omnichannel marketing strategy's integration with other channels. We can help you reach this destination.

The "most quantifiable media ever" is a phrase commonly used to describe digital. However, Google Analytics and similar tools will only provide you with raw data on the number of visits, not the opinion of the people who use them. In order to pinpoint your areas of improvement, you should collect user input via surveys and focus groups as well as traditional research methods. Too often, digital tasks are handled independently, whether by a dedicated digital marketer housed in IT or by an external digital firm. As a result, the term "digital" may be more easily bundled together in this fashion.

However, it is obviously not as efficient.

Digital media, it is generally agreed, performs best when combined with other forms of media and established avenues for audience engagement. That's why it's important to have a comprehensive plan for your digital marketing efforts. With an all-encompassing strategy in place, digital marketing will be treated as routine.

Despite the significance of digital, it receives little resources.

Both the strategy and implementation of e-marketing will be underfunded.

It will be difficult to successfully react to competitive challenges due to a lack of particular professional marketing capabilities. You may monitor your standing in the market and adjust your strategy accordingly with the help of Smart Insights' performance and digital maturity benchmarks and frequent marketing data reports.

Conclusion

Many businesses will enter a deep slump during the next few months. This will interrupt the flow of funds, making digital marketing (Facebook, Google, Amazon, and YouTube), as well as your digital strategy and your social media crisis plan, more important than ever. In addition to the obvious health consequences, a global pandemic impacting over 800,000 people would also have a major effect on the global economy. That's why we're going to simplify the problem and explain how your company may use digital tools to survive the current economic climate. The social media platform has developed into a one-of-a-kind marketplace for a wide variety of companies, and artificial intelligence (AI) is the new language of the digital market, facilitating the development and improvement of many industries. No matter where you live, digital use is on the rise. People of all ages see shopping online as a secure and convenient option. Buying habits of men and women are roughly similar in terms of both frequency and amount. The nuclear family is a driving force in the rise of the digital platform, and the internet provides the means for people to build social networks. It levels the playing field for companies of all sizes to succeed. The expansion of Internet access to rural communities and its integration into urban society opens up vast new possibilities for consumers. It's common knowledge that technologies evolve over the course of a decade, as seen by the transition from radio to television to mobile phones. With their mobile devices, consumers are able to better exercise their rights by gaining access to more information and more perspectives. Through digital marketing, customers might feel more connected to the product and develop their own needs for it. Talk to the brand, work together. Network and social media platform discipline when it comes to data privacy is crucial to enable widespread and massive adoption of digital marketing. While there are legitimate concerns about security and privacy on digital platforms, this medium is more prevalent in modern culture and is generally acknowledged as the largest market for all companies globally.

References

- Dr. S. Phani Shekhar (2022) Associate Professor Padala Rama Reddi College of Commerce and Management Hyderabad
- Consumer complaint behaviour in case of Internet Service Providers: A Literature Review and Research Agenda Al-Sayyed, I. M. (1985). Book of Strategic Management: Practical Concepts. Modern Arab Office.
- Al-Somaid, M. J., & Osman, Y. R. (2012). E-Marketing (Vol. 5). Dar al-Maseerah. Arafa, S. (2010). Marketing Information Systems. Dar al-Raya.
- Blake, J. (2015, September 13). What Is E-Marketing Collateral? Website Designers.
- Bostanshirin, S. (2014). Online Marketing: Challenges and Opportunities. Proceedings of Socioint 14: International Conference on Social Sciences and Humanities (pp. 8-10).
- Bouhadida, S. A. (n.d.). Dictionnaire des finances, des affaires et du management. Casbat Edition. Conversion Pipeline (n.d.). What Is E-Marketing? <https://conversionpipeline.com/what-is-emarketing/>
- Dardour, A. (2015-2016). The Impact of Information Technology on the Promotion of Marketing Financial Banking Services: A Case Study of Societe Generale, Constantine Agencies. Doctoral Thesis, Arab University Ben
- Mehidi, Devi, C., & Micom, A. (2013). E-Marketing: Challenges and Opportunities. International Journal of Scientific Research and Management (IJSRM), Special Issue on E-marketing Road Ahead of India, 96-105.
- Dolgenia. (2020, November 5). 10 exemples de stratégies digitales qui fonctionnent.

<https://doingenia.com/blog/10-exemples-de-strategie-digitale/>

Farghaly, A.M.A. (2007). The Technology of Information and Its Role in Electronic and Traditional Marketing. Itrak House.

General Technical and Vocational Training Corporation (1429 Ah/2008). E-Marketing: Saudi Arabia. <http://www.makktaba.com>

Dr. Naveen Prasadula (2022) Associate Professor Padala Rama Reddi College of Commerce and Management Hyderabad

Haddad, S., Al-Ghadeer, H., & Abadi, W. (2005). The Impact of Internet Use on Changing the Behavioral Patterns of Shopping in the Greater Amman Region. *Al-Manara Journal of Research and Studies*, 11, 331-362.

Heidi Cohen (2001, March 29). 72 Marketing Definitions. <http://heidicohen.com/marketing-definition/>.

Iben Khalifa, M. (2015-2016). E-Marketing and Consumer Protection Mechanisms. Mohamed Lamin Dabagin University.

Kandaliji, A.I. (2015). E-Government. Dar al-Maseerah.

Kaur, A., & Sandhu, G. (2017). Opportunities and Challenges to Digital Marketing in Developing Countries. *International Journal of Science Technology and Management*, 6, 322-327.

Lehmar, A. (2018). Strategic Dimension of ICT. Dar Homa.

Marrone, R., & Gallic, C. (2018). Legrand Liverdu Marketing Digital. Dunnod.

Salim, E. et al. (n.d.) Comprehensive Management Encyclopedia: Online Marketing. Middle East Cultural Center for Printing and Publishing.

Sauvage, M. (2018, September 21). Construire une stratégie digitale efficace en 8 étapes. <https://www.inboundvalue.com/blog/construire-strategie-digitale-efficace>.