

**UNDERSTANDING THE LIMITATIONS OF DIGITAL MARKETING****V.S. Dole**Neville Wadia Institute of Management Studies and Research, Pune  
vikas.dole@nevillewadia.com**ABSTRACT**

*Explosive growth of Internet has changed the ways for all type of business functions including marketing. Day by day, digital or internet marketing is becoming popular. While there are several advantages such as cost, rapid penetration, convenience, etc., there are a few limitations as well such as trust, negative feedback, internet penetration etc. In order to circumvent the limitations, a blended marketing approach needs to be chosen. A combination of digital and traditional approaches is the best way forward.*

**Keywords:** Digital marketing, internet, social media, SEO, SMEs

**Introduction**

Digital marketing or Internet advertising, is a type of marketing and advertising which utilizes the Internet to convey promotional marketing messages to buyers. It includes email marketing, search engine marketing (SEM), social media marketing, numerous kinds of display advertising (counting web banner advertising), and mobile advertising. Digital marketing is a blanket term for the targeted, measurable, and interactive marketing of products or administrations utilizing digital technologies to venture and convert leads into clients and save them. The primary goal is to promote brands, shape preference and boost sales through a few digital marketing strategies.

*Different methods of Digital marketing*

1. Online Marketing: The most known strategy of online marketing is online advertising. In this strategy virtual space is utilized to put marketing messages on websites to draw in internet clients. Similar to other marketing techniques, the goal of online advertising is to expand sales and build brand awareness. Online advertising includes utilizing of internet for displaying promotional messages on the computer screens.
2. Email marketing: Email marketing, utilizing email for sending promotional messages to internet clients, has been viewed as one of the more compelling techniques for online marketing. Its advantages are "high reaction rates" and "low expenses" and these are transforming email marketing into an important method.

3. Search engine optimization (SEO): These days it is not really conceivable to envision a business which has not its own website. However, having a website doesn't result in an ideal measure of visits. All together for this objective to be refined another kind of online marketing, called SEM ought to be pursued. One of significant techniques for leading online marketing is search engine optimization, which is likewise called search engine marketing. Search engine optimization can be portrayed as a cluster of strategies and techniques used to build the number of visitors to a website by getting a high-ranking placement in the search results page.
4. Social Media Marketing: Social media marketing, can be characterized as a term used to portray the cycle of boosting website traffic, or brand awareness, using social media networking sites. Most social media marketing programs normally rotate around creating unique content that stands out and urges the watcher to convey it to their friends and contacts on social networks.

*Advantages of Digital Marketing:*

1. Cost efficiency: contrasted with traditional mass media marketing, digital marketing has a lot of lower cost and as a rule website can generate traffic even for free.
2. Interactivity: the online users can choose when to initiate contact and for how long.
3. Empowering effect One of benefits of online marketing is connected with its empowering effect particularly on independent companies since internet can

- broaden market reach and operational efficiency of little and medium endeavors (SMEs).
4. Infinite audience: a web for instance can arrive at a whole globe, however on the off chance that fundamental it is likewise conceivable to tailor a digital mission to arrive at a neighborhood net.
  5. Duration: online information is forever accessible.
  6. Active users approach: the offered online content is offered to users on an ongoing basis, and they choose to consume it or not
  7. Dialog with and among users: online marketing permits collaboration among users and gives the option to free expression of their opinion as to item/administration.
  8. Rich content: digital marketing offers practically unlimited content and moreover the possibility to effortlessly refresh the content when important.
  9. Easy measurable: digital technologies permit the measuring of impact a lot easy than traditional marketing.
  10. Adaptable: It is easy to change online content based on users feedback
  11. Personalized: digital marketing can make offers and projects that can be customized or personalized based on the profiles or consumer behavior and their preferences.
2. Internet Marketing Can Get Drowned by Too Much Online Ad Clutter: With both genuine organizations and sketchy elements like savages, spammers and tricksters present in the digital marketplace, the Internet is overflowed by heaps of online mess. It would truly be doubly hard for Internet sponsors to get seen by their focused on customers. A couple of shoppers presently will in general overlook Internet promoting, causing authentic organizations to lose huge traffic and clearly incomes meanwhile.
  3. Internet Marketing Will Not be Taken Seriously if Not Done Professionally: Business owners and digital sponsors should focus in on bringing their Internet marketing efforts to proficient levels, else they will not be focused on by their focused on customers. Early presentations truly matter whether you use conventional or Internet marketing and publicizing channels so it would be to your most important benefit to remain predictable and proficient in whatever channel you are utilizing for your missions.
  4. Internet Marketing May Not Be Appropriate for Your Product: A couple of brands, products or administrations have focused on crowds that may not be reached by Internet marketing channels. A couple of products and administrations center around the more seasoned and a couple of rates are technically knowledgeable and probably won't approach or don't have even the remotest clue how to get online. If that is the circumstance, you might be sitting around and resources marketing your products or administrations through Internet suggests.
  5. Internet Marketing Involves Too Much Competition: Actually, similar to the multiplication of online promotions, Internet marketing is stood up to with an uncommon test of a lot rivalry. Digital publicists are scrambling to improve position for ideal perceivability for their marketing and promoting efforts, and with

*Disadvantages of Digital Marketing:*

1. Internet Marketing Campaigns Can Be Copied: One of the dangers in Internet marketing is that a particular mission can without a very remarkable stretch be replicated by a competitor, and many have done as such with total dismissal for the legal implications their activities may bring. Brand names or logos can be used to cheat customers and eliminate a sizeable piece of the general industry from you. Not just that, these can moreover be used for executing negative and incorrect data about your brand, thing or organization that will demolish your online standing – and lose huge focused on customers.

the presence of a lot rivalry, will make it doubly hard and expensive to stand adequately apart to be seen of focused crowds.

6. Internet Marketing Reputation Can Be Damaged by Negative Feedback: Digital marketing devices are inclined to their enduring issue of negative criticism which can hurt your online standing. A solitary post or tweet that scrutinizes or give incorrect cases and negative criticism about your products or administrations can scar and demolish your Internet notoriety for quite a while.
7. Internet Marketing Is Highly Dependent on Technology Which Can Be Prone to Errors: Digital marketing makes use and is profoundly dependent on technology. In various cases, technology can separate and deliver incorrect outcomes that can genuinely impact your Internet marketing efforts. Non-working connects to significant presentation pages, pay fastens that don't work and other relative stuff like can demolish your hold of your focused on crowds and lose extraordinary business.
8. Absence of trust: Firmly related with the issue of safety and assurance is the issue of nonattendance of trust on the piece of customers which has been seen an uncommon test on the technique for online marketing improvement. What's more, it is the motivation behind why online trust is filling in significance as a subject of study and its impact on internet marketing systems is expanding.
9. Internet Marketing Is Not Yet Embraced by All People: Finally, not all individuals have effectively gotten tied up with the chance of Internet marketing, liking to pick or put more significance to products that they can really contact before they purchase. Many are at this point concerned and have authentic inquiries in the security of online exchanges that they fear going into one for business purposes. Centering just in Internet marketing will keep you from connecting with focused crowds in this

class which can regardless be genuinely significant as far as numbers.

### Review of Literature

There are several studies which deal with advantages and disadvantages of digital or internet marketing (Nadaraja and Yazdanifard, 2013; Todor, 2016; Yurovskiy, 2014; Bart et al., 2005; Moreno and Lockett, 2016; Wright, 2005; Kirtis and Karahan, 2011; Kutuk, 2016; Gangeshwer, 2013; Stewart and Zhao, 2000). Below are a few abstracts:

Nadaraja and Yazdanifard (2013), have posited that as of late, social media has become ubiquitous and generally important for social networking, content sharing and online accessing. Because of its reliability, consistency and instantaneous features, social media opens a wide spot for businesses like online marketing. Marketing which happens through social media is known as social media marketing. Social media marketing has made feasible for organizations to arrive at targeted consumers effectively, effectively and instantly. Besides that, social media marketing likewise faces a few challenges in the field. This article contends on social media marketings advantages and disadvantages in present time.

According to Todor (2016), it is a self-evident actuality that we are in the digital period and internet marketing and social media fundamentally affect the manner in which consumers behave, organizations work together and it is an unquestionable requirement for organizations to adapt to the new reality. Because of the quick evolution of the technology, the continuous increase in demand and supply, the inventory network elongation and the large measure of date, the only solution to confront the major changes is the automation of all the cycles. However, specialist propose that organizations ought not ignore traditional techniques, and to attempt to mix digital marketing with traditional campaigns in order to accomplish their objectives.

According to Yurovskiy (2014), in the period of globalization internet assumes a vital part in all circles of life and industries. Internet is exceptionally well known nowadays for satisfying people with different services identified with different fields. It is an

adaptable facility which can help you in completing numerous tasks effectively and conveniently with few ticks. It can be any work of every day utilization or a particular help which needs a ton of research and formalities to be done beforehand, just as this marketing is not an exception either. Online marketing, which is additionally called internet marketing, involves utilization of interactive, virtual spaces for the sole purpose of promoting and selling products and enterprises. Notwithstanding, this effectiveness method, new technique additionally involves its disadvantages, for example absence of personal contact, security and protection, and so on which ought to be considered.

### Analysis

Digital marketing is a doubly edged sword. While there are so many advantages, there are a few limitations. The certain disadvantages such as copyright, internet penetration, virtual experience, lack of trust, not embraced by everyone, high dependence on technology are real and they may pose limit on the marketing method.

The outcome of the debate between digital and traditional marketing should be a blended approach where each other's disadvantages are overcome. There is no need to pay 100% attention to only one marketing method when both are available to the marketer.

The technology space is rapidly evolving and perhaps digital methods will gain higher

popularity going forward. Given its popularity and potential, the limitations need to be overcome in order to tap the benefits fully.

### Conclusion

Internet has revolutionized each part of life including economy and marketing. The major advantages of digital marketing are its Empowering effect, Elimination of geographic barriers, target reaching, immediate results, cost effective, reaching wider or international audience, measurable result, can be personalized, relationship building, 24 hours by seven days availability. However, this technique is not free from its disadvantages, for example, copying, too much clutter, unserious perception, unconformity to the item, too much competition, harm by negative feedback, technology reliance, is not embraced by all people and absence of trust.

As the Internet continue to develop, new technologies in digital marketing will arise and will define how products and services will be promoted sooner rather than later. Getting a better understanding of Internet marketing by giving an extensive glance at its advantages and disadvantages will plan business proprietors and digital advertisers in years to come.

Given that digital marketing has several limitations, a blended approach i.e., a combination of digital and traditional marketing is recommended.

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