

REVIEW OF LIMITATIONS OF DIGITAL MARKETING

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ABSTRACT

The powerful growth of the internet has revolutionized the ways of all kinds of business activities including marketing. Every day, digital or internet marketing is booming. While there are few benefits such as cost, quick access, comfort, etc., there are a few limitations as well as trust, negative feedback, internet access etc. To overcome the limitations, an integrated marketing approach needs to be selected. The combination of digital and traditional methods is the best way forward.

Keywords: Digital marketing, Limitations, Internet, Social media

Introduction

Digital marketing, or online marketing, is a form of marketing and advertising that uses the Internet to convey advertising marketing messages to customers. These include email marketing, search engine marketing (SEM), social media marketing, many types of advertising (including web advertising), and mobile marketing. Digital marketing is the perfect term for targeted, measurable, and product-oriented marketing products using digital technology to create and transform leads into clients. The main goal is to develop brands, shape training and improve sales through a few digital marketing strategies.

Various Digital Marketing Methods

1. **Online Marketing:** The most popular online marketing strategy is online marketing. In this strategy virtual space is used to place marketing messages on websites in order to attract online clients. Like other marketing strategies, the purpose of online marketing is to increase sales and build brand awareness. Internet advertising includes the use of the Internet to display advertising messages on computer screens.
2. **Email Marketing:** Email marketing, using email to send promotional messages to online customers, is considered one of the most compelling forms of online marketing. Its advantages are "high response rate" and "low cost" and this turns email marketing into an important strategy.
3. **Search Engine Optimization (SEO):** Nowadays it is not really possible to imagine a

business without its own website. However, having a website does not lead to a fair amount of visits. Overall for this purpose to be refined another form of online marketing, called SEM should be conducted. One of the most important online marketing strategies is the effectiveness of search engine optimization, also called search engine marketing. Search engine optimization can be displayed as a set of strategies used to build a large number of visitors to a website by gaining the highest ranking on the search results page.

4. **Social Media Marketing:** Social media marketing, can be seen as a term used to describe the cycle of improving website traffic, or brand awareness, through social networking sites. Most social media marketing programs often revolve around creating unique standalone content and urge the viewer to pass it on to his or her friends and contacts on social media.

Advantages of Digital Marketing:

1. **Cost effective:** compared to mainstream media marketing, digital marketing is very low cost and as a rule a website can generate even free traffic.
2. **Interaction:** Internet users can choose when and how to start a connection.
3. **Enabling Effect:** One of the benefits of online marketing is linked to its empowering impact especially in the private sector as the internet can expand market access and efficiency for small and medium enterprises (SMEs).

4. Endless Audience: The web for example can reach all over the world, but in the event that it is equally important it can be considered to integrate the digital goal to reach the local network.
5. Duration: online information is permanently accessible.
6. Active users are approaching: online content is provided to users on an ongoing basis, and they choose to use it or not.
7. Interaction with users and between users: online marketing allows interaction between users and provides an opportunity to express their opinions freely about the object / management.
8. Rich content: digital marketing offers unlimited content and moreover the opportunity to update content if necessary.
9. Easy to measure: digital technology allows impact measurement much more easily than conventional marketing.
10. Flexible: Easy to change online content based on user feedback
11. Personal: digital marketing can create special offers and projects that are customized or customized based on the profiles or behavior of consumers and their preferences.

Disadvantages of Digital Marketing:

1. Online Marketing Campaigns Can Be Copied: One of the threats to online marketing is that a job can be easily copied by a competitor, and many do so with complete disregard for the legal benefits of their actions. Trademarks or logos can be used to deceive customers and to remove a large part of the entire industry from you. Not only that, these can be used to create negative and misleading information about your product, product or service that will damage your online reputation - and lose important targeted customers.
2. Internet Marketing can get drowned by too much online ad clutter: With legitimate businesses and questionable organizations such as trolls, spammers and scammers present in the digital marketplace, the Internet is full of junk online. It can be very difficult for online advertisers to recognize their targeted

customers. Few consumers currently tend to ignore online marketing, causing legitimate businesses to lose valuable traffic and obviously incomes all the time.

3. Internet Marketing will not be taken seriously if not done professionally: Business owners and digital marketers should intervene to bring their online advertising campaigns to professional levels, otherwise they will not be noticed by their customers. Early submissions are important whether you are using traditional or online marketing channels for marketing and advertising so it can be very beneficial to stay consistent and professional on any channel you use for your campaigns.

4. Internet Marketing may not be right for your product: A few products or services that have a target audience that may not be accessible through online marketing channels. Only a few products and services that focus on the past and only a few percent have technical knowledge and may not even come close to or even have an accurate idea of how to get online. In the current situation, you may be wasting time and resources marketing your products or services online.

5. Internet Marketing involves too much competition: In fact, with the increase in online advertising, online marketing faces an extraordinary challenge of intense competition. Digital marketers are trying to improve the site so that they can be seen more effectively in their advertising and marketing campaigns, and with the presence of greater competition, it will make it harder and more expensive to attract the attention of the target audience.

6. Internet Marketing reputation can be damaged by negative feedback: Digital marketing tools are prone to their constant problem of negative feedback that can damage your online reputation. A single post or tweet criticizing or giving false charges and negative feedback about your products or services can damage and tarnish your online reputation for a long time.

7. Internet Marketing is highly dependent on technology which can be prone to errors: Digital marketing is efficient and highly dependent on technology. In many cases, technology can tear down and produce the

wrong results that can have a profound effect on your online marketing campaigns. Inactive links to key prediction pages, inactive payment buttons and other comparable features such as can damage your target audience and lose good business.

8. Lack of trust: Strongly linked to the issue of security and protection the issue of mistrust on the part of customers has proved to be a daunting challenge in the way of online marketing development. It is also the reason why online trust is growing in importance as a learning topic and its impact on online marketing strategies is growing.

9. Internet Marketing has not been accepted by all: Finally, not all people who are already tied up with the opportunity to market online, prefer to choose or place more value on products that they can actually touch before they buy. Many are still concerned and have real questions about the security of online activities who are afraid to enter one for business purposes. Focusing only on online marketing will prevent you from reaching the target audience in this category which is likely to be large in number.

Review of Literature

There are a few studies on the pros and cons of digital or online marketing (Nadaraja and Yazdanifard 2013; Todor 2016; Yurovskiy 2014; Bart et al. 2005; Moreno and Lockett 2016; Wright 2005 and KarahanKirtis 2011; Kutuk 2016; Gangeshwer 2013; Stewart and Zhao 2000). Below are a few summaries:

Nadaraja and Yazdanifard (2013), pointed out that social media has become ubiquitous and important for social networking, content sharing and online access. Because of its reliability, consistency and quick features, the communication platform opens up a wide range of businesses such as online marketing. Marketing that takes place through social media is known as social media marketing. Social media marketing has made it possible for organizations to reach targeted customers effectively, efficiently and instantly. Apart from that, social media marketing also faces a number of challenges in this field. This article discusses the benefits of social media marketing and the current evils.

According to Todor (2016), it is an obvious fact that we are in the digital age and that internet marketing and social media have a profound effect on consumer behavior, co-operatives and the undoubted need for organizations to adapt a new truth. Due to the rapid development of technology, the ever-increasing demand and supply, the expansion of the supply chain and the large daily rate, which is the only solution to deal with major automation changes of all cycles. However, the expert suggests that organizations should not ignore traditional strategies, and try to integrate digital marketing with traditional campaigns to achieve their goals.

According to Yurovskiy (2014), during globalization the internet plays an important role in all social and industrial circles. The Internet is well known today for providing people with a variety of services identified by different fields. It is a flexible institution that can help you complete most tasks successfully and efficiently with a few ticks. It could be any day-to-day activity or some assistance that requires a ton of research and techniques to be done in advance, as this marketing is no different either. Online marketing, also called online marketing, involves the use of interactive, visual spaces for the purpose of developing and selling products and businesses. However, this effective approach, the new approach includes its disadvantages, for example, lack of communication, safety and security, and so on.

Analysis

Digital marketing is a two-edged sword. While there are many benefits, there are a few limitations. Certain misconceptions such as copyright, internet access, explicit information, mistrust, general rejection, high reliance on technology are realistic and may place restrictions on marketing.

The result of the debate between digital and traditional marketing should be an integrated approach in which corruption is eradicated. There is no need to pay 100% attention to just one way of marketing when both are available to the advertiser.

The technology space is growing rapidly and perhaps digital methods will gain greater popularity going forward. Considering the

thunder and its power, the limits need to be overcome in order to get the full benefits.

Conclusion

The internet has transformed every aspect of life including the economy and marketing. The major benefits of digital marketing are its empowerment effect, local barriers, targeted access, immediate results, cost effective, broad or global audience reach, measurable result, can be personalized, relationship building, 24 hours seven days availability. However, this process is not free from limitations, for example, copying, bulking, irrational perception, incompatibility, extreme competition, damage to negative feedback,

trust in technology, not everyone's acceptance and lack of trust. .

As the internet continues to evolve, new digital marketing technologies will emerge and will explain how products and services will be developed faster than ever. A better understanding of online marketing and a closer look at its benefits and risks will shape business owners and digital marketers in the years to come.

Given that digital marketing has several limitations, an integrated approach i.e., a combination of digital marketing and generalization is recommended.

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