

Detailed Study of Advantages and Disadvantages of Digital Marketing in Indian Scenario

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Digital marketing is a method of advertising and marketing through online channels using digital devices. This marketing method basically makes use of various online features like website design, search engine optimization (SEO), and social media marketing. It requires knowledge and proficiency in handling the digital platforms to make the best use of it in marketing campaigns. Extensive use of digital devices provides a better opportunity to reach a wider base of customers.

Digital advertising and marketing become an effective promotional strategy for companies to reach a worldwide market. In this era of modern technology, it becomes necessary for organizations to take advantage of digital techniques to explore and access the mass market to remain at the competitive edge.

Digital marketing benefits businesses of all sizes by giving access to the mass market at an affordable price. Unlike TV or print advertising, it allows truly personalised marketing. Digital marketing also comes with a number of challenges you should be aware of.



Key Highlights

- Digital marketing advantages and disadvantages cover all the pros and cons of adapting to digital marketing strategies for brand awareness
- A digital marketing plan aims at achieving business goals and objectives with multiple marketing campaigns, such as website designing, video content, social media marketing, etc
- For every advantage of adopting digital marketing methods for branding, there's also a setback that can affect marketing negatively. Still, consistent efforts to improve safety, creativity, and user experience can bring successful resolutions.
Online marketing, often called "digital marketing," reaches out to a specific audience via various internet-based tactics.
- Due to its extensive use, many businesses sell their products and services online. Online marketing has grown to be highly effective and significantly influences society.
- When researching items, comparing brands, reading reviews, watching YouTube videos, and making purchases online, consumers invest more resources and time on the internet, social media, mobile applications, etc.
- By selling their goods and services online, companies are utilizing this potential. However, online marketing comes with its own set of advantages & disadvantages, like any other company strategy. Let's look at how it may simultaneously be advantageous and disadvantageous to your business.



Advantages of Digital Marketing

1) Find Potential Customers

It is easier and more effective to find clients using social media networks. It is essential to learn more about your target users. Understanding their interests, requirements, and preferences will result in an effective marketing plan. For example, using Instagram and Facebook insight on the app, one may examine statistical data on followers' age, gender, and so on. One may target audience correctly.

2) Global Reach

While conventional offline marketing is geographically confined, online marketing is not. This makes it possible to and economically create worldwide marketing campaigns. By launching an e-store, even a small firm may reach a global audience. Businesses may obtain worldwide awareness and reach with a bit of innovation.

3) Easy to Set up and Manage

Organizing and setting up accounts for all social and online platforms is simple and free. Opening and organizing an account on internet platforms takes basic understanding. Anyone with a mobile phone may quickly start up an internet campaign.

4) Cost Effective

One of the main benefits of online marketing is this. Small and medium-sized enterprises find it difficult to finance billboards, television and radio advertisements, etc. However, specific tactics are cost-effective, such as search engine optimization (SEO), pay-per-click (PPC), content marketing, etc. Online retail stores have far lower start up and ongoing costs than traditional brick-and-mortar establishments.

5) Personalization

Digital marketing's interaction and feedback-gathering capabilities make it a more successful strategy. Connecting with the audience and providing them with a product that meets their requirements builds brand loyalty and reputation. Digital marketing offers a platform for individualized marketing by providing personalized content for clients. The objective is to make consumers believe that the firm is serving their needs.

6) Measurement of Performance

Online technology such as analytics, pay-per-click, and SEO make it easy to determine the effectiveness of your marketing. It simplifies the interpretation of data by analysing numerous trackers such as impressions, likes, and shares.

7) Generates higher profits

According to a study, online lead generation helps organizations expand more quickly. Furthermore, because they can contact customers at the appropriate time, in the right location, and with the correct information, they can convert consumers more effectively. All of this enables firms to increase their earnings through web marketing.

8) Maintain After-Sale Relationships

Utilizing social media sites like Facebook, Instagram, and others to engage with customers, when you get their comments or recommendations, always say "thank you." Additionally, it helps to build B2B client relationships.

9) 24/7 Available Service

With online marketing, time restrictions are no longer an obstacle. Customers no longer need to wait for your business to open before purchasing. Thanks to internet marketing, they now have the freedom to surf your website or app whenever they want. This is a chance to raise brand recognition among potential customers.

10) Quick Response

The secret of the success of online marketing and widespread adoption is speed and fast response. One may instantly respond to audience no matter how far away they are.

11) Brand Development

A brand image must be developed for the products or services through marketing for consumers to see them as a credible and trustworthy name. Direct advertising and customized strategies are just two ways digital marketing helps grow brands. Due to this method, customers are more interested in the brand and learn about its USP. Because of this, consumers feel positive about the brand.

12) Create a New Market

Social media serves as a brand-new marketing platform where you may increase client loyalty and enhance your company's reputation. Every happy client is a potential marketer for your business.

13) Helps Companies to Demonstrate

Projecting one's competence is the hardest thing for organizations that offer professional services. There are few opportunities in traditional marketing to establish and demonstrate competence.

But there are other approaches to doing this with internet marketing. One can post compelling content through various marketing channels to spread message and show that one has expertise in the niche. This will attract target audience, expanding reach.

Disadvantages of Digital Marketing

1) Global Competence

Every firm may now access a worldwide audience through online marketing. This also implies that you'd have to compete on a worldwide scale. You'll need to devise and implement strategies to compete with multiple rivals attempting to reach the same audience. To catch customers' attention, one must stand distinct from the crowd.

2) Negative comments and reviews

Any unfavourable comments about brand may be found on social media sites and review websites when it comes to online digital marketing. If a consumer has an unpleasant experience with one's company and decides to write a negative comment about it, it might build an unfavourable impression of company's brand.

One negative comment, criticism, or review may devastate one's company's reputation.

3) Skill and Training are required

A lot of training and knowledge are needed to become a digital marketer. Because digital marketing is always evolving, it is essential to keep updated with technology. Many organizations and corporations use digital marketing firms to assist them with their internet marketing tactic.

Because there are several techniques, tools, and contests associated with online digital marketing.

It is complex; it needs extensive computer & social media expertise and management abilities. For efficient online digital marketing, web development, SEO, graphics, video editing, solid writing abilities, and many other talents are necessary.

4) Security and Privacy issues

Security and privacy are the primary needs for brands and organizations carried out by digital marketers. Customer data security and privacy are two major challenges in internet marketing. Because of this, people are hesitant to sign up for new internet and social media platforms, making it extremely challenging for businesses to attract new customers.

5) Inaccessibility

Even though web marketing provides companies with a worldwide reach, only some places or people on the planet can be reached by it, for instance, in remote locations with weak internet connections or a lack of internet service providers. Additionally, digital marketing cannot reach those who are uneducated or elderly and do not utilize the internet.

6) One can copy strategies

It takes no effort at all to duplicate one's marketing techniques. Competitors are prone to piracy. Protecting marketing strategy and campaign from competitors is important.

7) Time Consuming

Online marketing's biggest flaw is how time-consuming it is. One learns through time what works and doesn't for brand. Once you've organized your techniques, you may employ the appropriate time-saving methods. So, before you begin online marketing, you must have a solid plan that includes effective techniques.

8) Internet Scamming

An unauthenticated party may employ dishonest and deceptive practices, such as utilizing a brand's trademarks & logos in their marketing, to defraud established businesses. This has the potential to tarnish the reputation of the concerned established company. Additionally, it may result in some financial loss. The outcomes of such events may also be beyond one's control.

9) Technical issues

One loses web traffic when you have technical issues like a sloppy website design, sluggish loading speed, website outage, poor site accessibility, SEO, etc. When such problems arise, customers turn to your competitors, who are technically proficient and provide a flawless online experience.

10) Anti-brand activities

Another drawback of internet marketing is the chance for anti-brand activities, sometimes known as cybersquatting. In such circumstances, a person or group can impact a brand's reputation by spreading false stories about it to damage it.

11) Promotional strategies are copied

Competitors frequently steal the unique strategies that an online business uses to succeed. Another drawback of online marketing is this form of piracy of brand marketing techniques and methods.

The Conclusion

As we've seen, Digital Marketing has both advantages and disadvantages. However, considering how frequently people use the internet nowadays, advantages always exceed disadvantages. Online businesses have a competitive advantage.

Furthermore, there are technological approaches to overcome online difficulties and implement Digital Marketing trends. Therefore, one can preferably use technical expertise to market brands online.