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The research paper on “problems of digital marketing”- Issue and solutions

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Abstract

The Digital Marketing Introduction and Concept: The Digital Marketing is mode of performing marketing activities like selling and buying various products through online mode. The use of such methods will make the Business organization free from various such activities which will save money, efforts and other useful resources of the organization. The major benefits are in terms of time saving and with more effectiveness we can perform marketing activities. The developing country can not afford to use their resources for unproductive activities The use of these tools, techniques will directly make a country advanced in terms of technology use over a period of time. What are issues of digital marketing is the study topic of the researcher and finding logical solutions to these problems. The Author has done decent contribution by creating awareness about the issues and possible solutions to the problems of the digital marketing.

Keywords: Digital marketing, scope, server, digital cash, client, issues, solutions, website hosting

1. Introduction

Digital Marketing is going to a great benefit to customers all over the world and will save lot of time and money the availability of the resources and its minimum problems in providing best services at the point of sale.

Digital marketing is the process of marketing a product or service using the Internet. It not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers. The online facility is to be added and should be reliable in all sense.

2. The Meaning of Digital Marketing

The Digital Marketing means use of advanced techniques to perform Sale or purchase through Internet or allied services also do financial transactions on line. Following are the various means by which we can perform Digital Marketing. Digital Marketing is now common and are used by customers to perform online sales and purchase. The Digital Marketing is mode of performing marketing activities like selling and buying various products through online mode. The use of such methods will make the Business organization free from various such activities which will save money, efforts and other useful resources of the organization.

3. The benefits OF Digital Marketing

The Following are the benefits for the use of Digital Marketing to the Business Organizations. Cost of Transactions through online portal is very less as compared to traditional marketing. The time required to do the Transactions is very less. Reliability and security is more in these transactions.

4. Issues in Digital Marketing

The Digital Marketing is possible only when all the barriers are overcome. Some of the major hurdles are as given below-

1. Infrastructural Facilities for Internet Backbone electricity problem in villages.
2. Financial requirements in the initial stage are more, funds for setting facilities
3. Financial Provisions and support from Central Government to enhance the facilities.

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4. Opening New web portal, online transactions, Websites for Digital -Marketing.
5. Availability of Computer Security Experts and Programmers.

5. Solutions For Above Issues

The possible solutions for the above problems can be stated as given below.

1. To create ample Infrastructural Facilities for Internet Backbone.
2. To provide ample budget requirements in the initial stage for setup.
3. To get Financial Provisions and support from Central Government, Local government
4. To set up and Open New Websites for E-Marketing Sector wise.
5. To train the software professionals and make available Computer Security Experts and Programmers.

6. Future of Digital Marketing

The Digital marketing has bright future ahead and many companies are now going online as to give best service to customers and improve their efficiency and cost of the service.

7. Conclusion

The paper cover in brief about Digital Marketing basic concepts its advantage sand barriers The country can-not be developed without using such new tools and techniques for marketing. The Digital marketing activities are going to increase in near future. The use of Internet is must to get benefit from the technology used for such activities. The main issue is awareness of English and use of technology at the grass root level regarding cash less transactions. The Government Local, State and at Central have to take serious efforts to create awareness and provide facilities for the same.

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