Review Article

Toolkit for digital agricultural marketing in Post- Covid-19 period

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ABSTRACT

For large and small enterprises, marketing is crucial to success. To increase brand awareness, traditional marketing strategies included a mix of print, broadcast, and outdoor advertisements. The growth and adoption of technology has a big impact on marketing. Companies began utilizing a mix of traditional and digital marketing after the onset of digitalization. To reach and engage web-savvy customers as per their preferences and convenience, technology must be integrated with marketing. Digital marketing is now seen as the component of the marketing mix that is most crucial. It has expanded quickly over the last few years as more and more companies understand the value of having a strong online presence.

1. Introduction

Marketing is a dynamic, ever-evolving, and restless corporate activity (Bala and Verma, 2018). Further, due to numerous crises, including those brought on by terrorism and war, economic recessions, high unemployment, dying industries and companies, shortages of materials and energy, inflation, and rapid technological change in some industries, the role of marketing has undergone a significant transformation (Kannan, 2017; Bala and Verma, 2018).[1–5] A formalized method of gathering precise and timely information about customers, products, the marketplace, and the overall environment is now necessary due to such changes, including the internet, which have forced today's marketing executive to become more market driven in their strategic decision making. Business owners felt the need to spread marketing because it has been around for a while (Sawicki, 2016; Desai, 2019). One of the company functions most significantly impacted by new information technology is marketing. New avenues of communication and interaction are being made available to businesses by the internet (Chaffey and Ellis-Chadwick, 2019).[6–9] In sales, marketing, and customer service, it can foster stronger, more cost-effective relationships with customers. Businesses can use the internet to continuously offer information, support, and services (Christina, et al., 2019). Additionally, it fosters fruitful interactions with clients that may provide the groundwork for enduring bonds and promote repeat business.[10–15]

1.1. Objective

In this paper an attempt is made to study the toolkit for digital agricultural marketing especially in the post-covid-19 period.

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2. Materials and Methods

To study the toolkit for digital agricultural marketing in the post-covid-19 period, a systematic analysis was done and some current reports and articles were used for reference.

3. Results, Analysis and Discussion

3.1. Traditional marketing versus internet marketing

If we contrast internet marketing techniques with traditional marketing strategies, there are several instances and circumstances when online marketing is proficient, offers advantages, and is always chosen.

1. Online marketing is real-time, as opposed to traditional marketing, where we must wait a set amount of time to learn the customers' reactions.
2. Since in real time clients will get rapid response, we can more easily determine whether a given campaign is effective for the product or not. Based on the input, the marketer can then make the necessary changes to the promotional campaign, which is not possible with traditional marketing.
3. Due to the costs and required strategy-making expertise, small retailers find it challenging to compete with the market's major players in traditional marketing. However, with online marketing, reach target audience more broadly and with higher levels of service assurance by creating a well-designed website.
4. Another factor that distinguishes online marketing from traditional marketing approaches is cost; a business can develop its own digital marketing strategy for very little money, displacing more expensive traditional advertising channels like print, radio, television, and magazines.
5. When compared to conventional marketing campaigns, online marketing allows for much wider reach and coverage for business promotional ideas. Additionally, once a marketer has optimized a website's key word search criteria content, there is a great return on investment with only a small ongoing cost to maintain positioning.
6. In order to encourage their target audience to visit the relevant website and learn more about their products, features, and services, marketers can use electronic marketing. Through this mechanism, customers can express their opinions about the product, their choice to purchase the product, and corresponding feedback, which is also visible in the website.
7. A well-designed website with quality information may address the needs of the customers and give considerable value to their expectations while creating more prospects. Online marketing makes brand development more effective than traditional modes of marketing.When compared to traditional marketing,

online marketing has the potential to have a more widespread and viral influence on brand awareness. For instance, employing social media networking websites, email, and social media channels encourages message content to spread swiftly.

3.2. E-commerce

Technology, according to Olson, et al. (2021), is crucial in enhancing the caliber of services offered by the business units. Internet technology, which is rightfully recognized as the third wave of revolution following the agricultural and industrial revolutions, is one of the technologies that genuinely introduced the information revolution to society (Peter and Dalla-Vecchia, 2021). E-Commerce is the cutting edge of business today. E-commerce consequences are already being felt in every aspect of company, from new product development to customer service. It enables new information-based business operations for contacting and interacting with customers, such as online order taking, advertising and marketing, and customer support, among others. Additionally, it can lower expenses in areas like order management and dealing with a variety of suppliers and trading partners, which generally add a lot to the price of goods and services (Karunakaran and Linda Jacob, 2020). [16–20]

Internet-based commerce is being used by businesses more and more (Mandal and Joshi, 2017). Because of its pervasiveness and accessibility on a worldwide scale, the internet is an incredibly effective channel for communicating with customers and other organizations (Boufim and Barka, 2021). According to Kingsnorth (2022), the development of Internet technology has immense promise since it lowers the cost of providing goods and services and expands geographical borders by connecting buyers and sellers. Electronic commerce, often known as e-commerce, is the purchasing and selling of goods and services through electronic systems like the internet and other computer networks, according to Zhu and Gao (2019). Intent is the technology for e-commerce since it provides simpler and more affordable ways to connect with businesses and people in order to conduct regular business transactions.

Brand growth and direct response are the two key goals of the majority of online advertising initiatives Yim (2020). Which techniques will deliver the highest ROI (return on investment) ultimately determine the best marketing channel to use (Karunakaran, 2021). Given that their potential clients are already online, businesses that provides goods and services over the Internet stand to benefit from Internet advertising. Companies that are not web-based may select online marketing to broaden their reach and advance their brands.

3.2.1. Types of E-Commerce: E-commerce can take the following forms

1. Business-to-business (B2B) E-Commerce: e-commerce refers to transactions between companies, such as wholesalers selling to retailers and manufacturers selling to distributors. Pricing is determined by the number of orders and is frequently flexible.
2. Business-to-consumer (B2C) E-Commerce: Companies that sell to the general public online frequently use shopping cart software. Although B2C dominates in terms of dollar volume, the average person thinks of e-commerce as a whole when they hear the term. Consider the website indiatimes.com.
3. Consumer-to-consumer (C2C) E-Commerce: Thanks to online payment systems like PayPal, which make it simple to send and receive money online, there are many websites that offer free classifieds, auctions, and forums where people can buy and sell. An excellent illustration of a venue where daily customer-to-customer transactions happen is eBay's auction service.
4. Others: Government-to-Government (G2G), Government-to-Employee (G2E), Government-to-Business (G2B), Business-to-Government (B2G).

3.3. Digital marketing

As more and more people use the internet continually, it is crucial to draw in and keep clients online. By interacting with potential customers in real time online, businesses can expand. Therefore, businesses all over the world are discovering fresh and efficient ways to use the internet in marketing in the current environment to broaden their reach, advertise their products, and attract more clients. The Hoot suite, and We Are Social Digital 2019 reports can be used to understand the importance of digital marketing. According to the report, as of January 2019, 57 percent of internet users, 45 percent of active social media users, and 42 percent of mobile social media users were among the world's 67 percent unique mobile users (Kemp, 2019).

The use of portable devices with internet capabilities has increased, which has accelerated the rate of change in marketing tools and approaches. About 560 million people in India were online as of January 2019, with mobile internet users accounting for the majority of this demographic (Diwanji, 2019). All marketing initiatives utilizing information technology fall under the category of digital marketing. Website marketing, search engine optimization, pay-per-click advertising, email marketing, social media marketing, affiliate marketing, mobile marketing, video marketing, content marketing, etc. are just a few of the many strategies that are included. Companies must employ digital marketing techniques to succeed in a highly competitive digital marketplace,

depending on the nature and size of their businesses.

The phrase "digital marketing" refers to a variety of advertising strategies used to reach consumers online (Katsikeas, et al., 2019). Analytical tools and ROI should be used to track the success of digital marketing, much as traditional marketing. Simply said, digital marketing is the fusion of marketing and technology. Web marketing, internet marketing, and online marketing are further terms for digital marketing (Peter and Dalla-Vecchia, 2021). It aids in raising awareness, drawing in potential customers, and turning them into purchasers. It is both outbound and inbound. Additionally, target buyers use search engines on their own to look up information, products, or services online. Marketers can now immediately access, communicate with, and engage with customers regardless of where they are or what they are doing thanks to technological innovation. It is crucial to concentrate on search engine optimization (SEO), search engine marketing (SEM), and remarketing tactics according to the business, the budget, and the kind of the product in order to compete in the digital landscape and establish presence among citizens.

Figure 1: Steps for digital marketing
Source: Mandal and Joshi (2017)

3.4. Theoretical aspects of digital marketing

Any sort of online marketing, including SEO, PPC (Pay-Per-Click Marketing), email marketing, content marketing, and social media marketing, is referred to as digital marketing (also known as internet marketing, e-marketing, or web marketing) (Kent, 2018). As an adaptive, technologically enabled process, digital marketing enables businesses to work together with clients and partners to

jointly create, communicate, deliver, and sustain value for all parties (Kannan and Li, 2017). The word "digital marketing" refers to all of your company's current and future internet marketing initiatives (Pesce, 2018). The "5Ds of Digital"-digital devices, digital platforms, digital media, digital data, and digital technology-must be managed and utilized in digital marketing (Chaffey, 2018).

As information and communication technology have proliferated throughout the general population over the past ten years, online marketing communication has become crucial due to its accessibility and cheaper cost (Peter and Dalla-Vecchia, 2021). The reduction of information uncertainty and the enhanced capacity to establish global network capabilities are two factors that internet marketing research studies show will benefit businesses who adopt the technology. Half of the organizations under investigation use static websites to conduct one-way communications via the internet (Shaltoni, 2017). The research findings (Veleva and Tsvetanova, 2020), SMEs don't appear to be taking full advantage of the chances offered by the new digital technologies, and as a result, they are not benefiting from them.

3.5. Utilization simplicity of digital marketing

Success in business might frequently depend on what you do (or don't do) in an ever-changing digital world when it comes to marketing your brand online. You'll require a strategy if you want to be successful at digital marketing. Digital marketing is the use of technologies to support marketing efforts in order to better understand customers by meeting their demands (Zhu and Gao, 2019). Internet and search engine websites are the key sources of digital marketing. In 1991, the first search engine was launched using the Gopher network protocol for query and search.

3.6. Digital marketing trends

1. Shifting from passive advertising and towards active participation.
2. With social networking pages, it's more about quality than quantity.
3. Social media exposes you and your brand to comments and perhaps even criticism.
4. Digital marketing restores the consumer's power.

3.7. Tools for digital marketing

The eleven marketing strategies that will draw in clients and increase conversions are:

1. Search Engine Optimization : SEO is the practice of increasing website traffic from unpaid, organic, or natural search results by making the website more competitive. Search engines like Google, Yahoo, Bing, and others display the most pertinent content based on an algorithmic rating. As it is more secure and produces better search results, one

tactic is to use HTTPS (Hypertext Transfer Protocol Secure) rather than HTTP (Hypertext Transfer Protocol). Increasing relevant traffic is made easier by optimizing content for search engines. Relevant keywords, an optimized website title and description, a slower page load time, backlinks, etc. are some SEO optimization tactics. Three categories of SEO exist:

a. **On-page SEO:** This SEO concentrates on every piece of content that is "on the page." To rank better on search engine results pages (SERPs), employ important keywords. Keywords ought to be connected to problems or desires that buyers may be searching for in the actual world.

b. **Off-page SEO:** Activities that happen "off the page," such as building inbound links, also known as back links. Businesses can raise their search ranking by forming connections with other publishers.

c. **Technical SEO:** It has to do with the website's backend, or how the pages are coded. The speed at which a website loads, which affects its position in search results, is increased by technical SEO techniques including image compression, structured data, and CSS file optimization.

The least expensive kind of advertising is SEO, but it takes time to rank well. Due to the fact that appearing more naturally is a sign of high reach, SEO has long-term advantages. The ranking system enhances brand identification and familiarity among the intended audience.

2. **Search Engine Marketing (SEM):** SEM uses paid advertising to improve SERPs. It seeks to make websites more visible in search results through sponsored techniques like Google Ad Words, Bing Ads, etc. In this, keyword bids are made by advertisers. The URL for paid methods has a small "Ad" indication at the beginning. The following are SEM's tools:

a. **Paid advertisements:** Paid advertisements rely on keywords that users are typing into search engines. Real-time bidding governs the sale of advertising inventory. Position in the SERP is determined by a combination of bid amount, ad quality, and keyword density.

b. **Pay-per-click (PPC) marketing:** PPC is a sponsored search strategy that involves paying a platform hosts a charge each time an ad is clicked. It greatly increases budget flexibility. Click scams are PPC's largest issue.

The best technique to make a company more visible is through SEM because paid advertisements are displayed above search results. It is the most efficient strategy to increase sales for both established businesses and unnoticed new ones. It quickly generates more leads and instant brand recognition.

3. **Content M arketing:** Content marketing is the process of producing and disseminating useful and pertinent free content with the goal of increasing brand awareness and generating traffic and leads. Honest, instructive, and entertaining content are required. It must be in line with the buyer or prospect profile. It encourages potential

buyers or clients to relate to, believe in, buy, and market the product. To address specific queries of potential customers, content marketing employs tools including instructional articles, info graphics, white papers, e-books, films, entertainment, webinars, blogs, and podcasts. Inspiring material encourages purchases. Using a landing page to connect content with a specific offer can easily increase visitor conversion. The best strategy to raise awareness among the appropriate demographic and improve organic search is through content marketing. By giving them pertinent information, it encourages them to make purchases.

4. **Video M arketing:** Using videos to advertise goods and services is known as video marketing. It is a marketing tactic that looks ahead. Digital spaces are thriving for visual culture. More than 50% of customers desire to watch videos from businesses, according to a Hub Spot Research by Collins (2018) analysis. Additionally, the landing page's video has a conversion rate of over 80%. In light of this, it plays a crucial role in digital marketing strategy. Customers like to view a product video four times more than read a product description, claims String-fellow (2017). Demonstration videos, brand videos, event videos, expert interviews, explainer videos, animation videos, customer testimonial films, live videos, augmented reality movies, etc. are some of the several sorts of video marketing that are used. Information retention is improved by videos. Therefore, for the video to be successful, it must be interesting and clear. The tools used to create videos, the editing software, and the transmission systems are all currently extremely affordable. Consuming video material is becoming less expensive. By adopting efficient video marketing, businesses can engage with their customers on an emotional level. In all areas of company, including product promotion, brand recognition, product demonstrations, customer relationship building, etc., video marketing is beneficial. It makes conversions, connections, and education easier. Building backlinks to a site aids in improving SEO outcomes.

5. **Email Marketing:** Email marketing is the practice of promoting goods and services through email correspondence. By attracting new clients and keeping hold of existing ones, sending emails contributes to improving relationships. Email is frequently used to advertise website content, deals, and events, as well as to point customers there. Blog subscription newsletters, welcome emails, follow-up emails, special promotional offers, loyalty programs, etc. are some of the emails sent during an email marketing campaign. The main issue affecting email marketing negatively is email rejection. As a result, businesses should switch to opt-in-email to raise the acceptance rate. Additionally, the email message needs to be pertinent, original, and customised in compact files that work with many electronic devices. Finally, sending

it during business hours is advised to improve the success rate. It is simple to easily reach a huge audience with email marketing. The prospect and client are thus more likely to notice the email, which is the main benefit of email marketing. On the other hand, a lot of pointless emails annoy clients, who are forced to ignore them by not reading, deleting, or unsubscribing.

6. **Social Media Marketing (SMM):** SMM is the practice of increasing brand exposure through social media platforms. Based on data gathered by social media platforms about users, material and advertorials are shared via social media in SMM. Using social media, you can draw traffic by sharing content and actively interacting with prospects and consumers. Additionally, it aids businesses in generating leads and driving traffic to their websites. Social media marketing uses a variety of platforms, including Face book, Twitter, LinkedIn, Instagram, Snapchat, and Pinterest. Owned, earned, or free social media marketing are all options.

It is crucial to choose social media platforms that will best reach the target market. The right social media platform choice causes a cascading effect when viewers remark, like, share, or follow material if they connect. By encouraging audiences to share material, the business may also take advantage of audience interactions that take the shape of recommendations and word-of-mouth. Using promotional coupons, contents, prizes, etc., social buzz can be generated.

Tools for social media listening and interaction are crucial for tracking online reviews of products. It is crucial to study comments in order to profit from positive feedback and to prevent negative outcomes. Establishing a social media presence is made easier by social media marketing. Social media presence must be consistent if you want to be found. Social media is one of the most significant online activities, and Statista (2019) predicts that by 2020 there will be 2.82 billion social network users worldwide, making it a potent digital marketing tool.

7. **Transient Marketing:** For only 24 hours, transient/ephemeral marketing offers expertly designed visual material in the form of images or videos. Ephemeral marketing is used by businesses to promote live events, company festivities, sweepstakes, training films, and day-to-day operations. It is intended to capitalize on the young audience's FOMO (fear of missing out). In 2011, Snapchat employed ephemeral marketing for the first time.

Quickly expiring content prompts a quick response from the user. By promoting user-generated content (UGC) associated with the brand and showcasing the real people behind the brands, it also helps to increase brand loyalty. The audience is motivated to act quickly by a sense of urgency. Ephemeral marketing can grab people's attention quickly in this age of shorter attention spans. Moreover, ephemeral marketing is more useful when call-to-action links point to a landing page. Ephemeral marketing requires

less work to create and convey the content because it is raw, real, and spontaneous.

8. **Retargeting:** Retargeting is a cutting-edge advertising strategy. Remarketing was described as "a tailored form of online advertising based on customers browsing history" by Gupta (2019). Any time a customer visits an online merchant, a database is created. Customers' navigation is recorded by tracking technology based on pixels or cookies. Monitoring customer browsing patterns aids in boosting brand recognition and converting interest into sales. Potential clients are encouraged to return by using reminders to arouse wants. In the context of social media retargeting, the research of Gupta (2019) establishes a strong correlation between clicks and purchases. However, retargeting is also incredibly aggravating because products keep appearing on every website an user visits or social media platform they use. In the long term, offending customers can result in more loss than gain. Therefore, it's crucial to set a frequency cap to prevent individuals from viewing advertisements too frequently or too infrequently. After a predetermined period of time or frequency of show, it is advised to remove the advertisement.

9. **Influencer Marketing:** The concept of influencer marketing was first introduced by celebrity endorsement. With the rise of the "follow culture" in the internet world, people with large social followings become authorities in their field. They are excellent influencers because their authenticity is respected. Companies ask these social media influencers to promote their brands in exchange for payments, commissions, or complimentary goods. They typically gain access to upcoming products in order to promote them through the creation of videos, blogs, or the publishing of affiliate links on their blogs or social media pages. Influencer marketing's one significant disadvantage isthat the influencer's reputation will have an impact on how the product is perceived, whether positively or negatively.

10. **Online Public Relations (PR):** To increase online presence, online PR is quite similar to traditional PR. E-PR uses storytelling and creative writing to sway audiences online. The amount of followers, readers, and shares is the sole focus of digital PR. It encompasses a variety of online platforms and networks, such as blogs, social media, community management, customer relations, web searches, etc. Columnists, personal and business bloggers, websites, and social media are also included. PR may involve the media, influencers, or actual customers. Gaining PR hits or back links is the goal of digital PR. It boosts the brand's credibility and trust while being incredibly cost-effective. Utilizing Google analytics, Google URL builder, open site explorer, or share counts, it is simple to gauge the success of digital PR.

11. **Automated Marketing :** To deliver consistent content across all platforms, it requires integrating internet marketing technologies. Messages are automatically sent in accordance with processes, which are collections of instructions. It automatically aids in audience identification and action implementation in accordance with a timetable or consumer behavior. By making time and money savings efforts, marketing automation is the greatest strategy to increase the effectiveness of online marketing initiatives. Since no manual activity is required, it aids in accurately and speedily reaching the right audiences. Marketing automation can assist in organizing work and tracking the effectiveness of all the campaigns run over time. Repetitive operations like an email newsletter, social media post scheduling, lead-nurturing workflows, campaign tracking, and reporting are just a few examples.

3.8. Integration of digital marketing tool in sales funnel

Given that people are spending more and more time on social media and viewing videos, the best methods for raising awareness are ephemeral marketing, videos, and social media. Customers move into the consideration phase after seeing the advertisement. Utilizing SEO, SEM, email, and content marketing, more in-depth information may be disseminated to urge buyers to reflect. Online PR and influencer marketing may be very important in making products popular. The transaction must be completed in order for marketing to succeed. By repeatedly bringing up the product throughout the do phase, retargeting can increase the likelihood that the client will make a purchase. Last but not least, it's critical for advocacy and loyalty to provide exceptional products and services in order to motivate customers to make repeat purchases, like, comment, share, and subscribe. To achieve the best results, all digital marketing tools must be integrated.

3.8. Opportunities in digital marketing

At reasonable costs, digital marketing has an impact on businesses of all sizes. The following advantages of personalizing marketing are possible:

1. Wider reach: The world has truly become a global village as a result of digitalization. It aids in reaching both local and global populations. With the use of email or social media, digital marketing quickly reaches large audiences. Additionally, it is not limited by geography. Massive exposure provides the uncommon chance for small, medium, or large firms to go global in a short amount of time.

2. Exact targeting: Digital marketing has transformed the traditional spray-and-pray strategy into a game that is highly targeted. Positive thinking paves the way for tailored advertising that targets consumers based on their preferences or initial behavior. Both the possibility of sales and the expense of marketing are increased as a result. More traffic is attracted as a result. Unlike traditional marketing, self-driven leads are more likely to result in sales. Digital tools help to ensure that the intended audience is seeing

the material. Similar to this, SEO enables businesses to connect with clients who are looking for information about their products and services online. Businesses can target those who are most likely to be interested in their products or services via sponsored commercials, videos, content marketing, and social media advertising. Digital media tools' algorithms enable more accurate targeting throughout the globe and better conversion rates.

3. Multiplier effect: Digital marketing is quick and adaptable for attracting new clients, keeping existing ones, and creating enduring connections. Digital marketing's sharing function has a multiplier effect. The ads' rating rises as more people share them. Viewers who share the video with their personal networks of followers expand both the viewership and the value of the company's brand. Additionally, it can result in a significant increase in sales.

4. Interactivity and engagement: Digital marketing offers high-level interaction and engagement. By creating informative blog articles, newsletters, webinars, promotional offers, videos, etc., you may maintain a constant connection with potential consumers. Direct two-way communication between customers and marketers is facilitated by prospects who like, share, and comment on them. Long-term client retention aids in the development of a trusting relationship and a reliable reputation for the business. Additionally, it aids in building client trust. An association between a firm and its clients through engagement and interaction is essential for remaining competitive in an online economy.

5. Discretion: Business owners have complete control over time and budget thanks to the great tool of digital marketing. Working on consumer criticism makes it simple to implement necessary improvements. When intended results are not obtained, it also allows freedom to delete or improve the content or video.

6. Economical: For large companies, advertising is the most financial burden, and it is intolerable for tiny companies. The digital marketing tool offers reasonably priced advertising. Even a small business with a tight budget may compete with established corporations online. When compared to traditional marketing strategies, digital marketing is less expensive. Pay-per-click tools, for example, only demand payment when an advertisement is clicked. When published, content marketing, SEO, video marketing, and other strategies bring customers at no extra expense. It is also affordable to run an advertising campaign on websites or social media. When done correctly, digital marketing may reach the right customers for a lot less money than traditional marketing. High ROI in digital marketing is made possible by cost-effectiveness, increased reach, and an anytime stop function.

7. Customization: The main benefit of digital marketing is that it allows businesses to reach the appropriate customers at the right time. Personalized communications and offers from digital marketing are linked to the client database. Everyone is marketed using digital marketing strategies based on their browsing history and according to their interests.

8. Quantifiable results in real-time: It's critical to gauge the effectiveness of a marketing strategy. The efficiency of digital marketing can be easily determined with the help of cutting-edge digital analytical tools and other online measuring tools. In contrast to conventional techniques, ad performance is displayed in real-time. It is possible to simply track the amount of visits, views, clicks, conversion rates, acquisition rates, and cost per order. Businesses can perform successfully by learning about ad performance through data analysis.

9. Simple to modify: Traditional marketing is stiff since it relies on long- or medium-term contracts. However, in digital marketing, additional money and resources can be spent wisely on profitable projects, or they can be completely scrapped if they are not yielding the desired results. In addition to budget modifications, changing or upgrading the content only a few clicks with the majority of digital technologies. Digital marketing is now more practical and less dangerous due to the simple adjustment.

10. Brand development: The reputation of the company's brand is built on digital platforms. A brand name can be built with the aid of well-designed websites, well-written material, personalized messaging, effective films, and alliances.

3.9. Challenges in digital marketing

Digital marketing increases sales, revenue, and audience. However, utilizing modern technologies presents fresh difficulties. The difficulties that marketers must face are as follows:

1. *A talent gap:* For digital marketing to succeed, the appropriate knowledge and expertise are essential. There are two primary difficulties with skills:

   (a) *Hiring issue:* It's challenging to find employees with both creative and technical skill. Due to the fact that demand for digital marketing employment is growing faster than supply, a skills gap exists in the field.

   (b) *A challenge with team up-skilling:* It demands employees' desire and dedication to acquire new skills. People are generally resistant to learning new things and embracing change, and technology is advancing quickly. Therefore, a major issue for marketers is to continually train for the purpose of integrating new skills and influencing team behavior.

2. *Quick changes:* The online world is undergoing quick changes. Due to ongoing change, marketing tactics

investments age faster. High maintenance expenses are a result of an environment that is continually changing. Additionally, it is crucial to continuously adapt to new technologies and platform developments in order to increase awareness. The correct software must be bought, upgraded, and integrated, and it's critical to stay current on the applications, search engines, and other tools that audiences use.

3. ***Demands a lot of effort:*** Although digital marketing appears appealing, success takes a lot of time and effort. Creating compelling content, designing a visually appealing website, interacting with leads on various social media platforms, managing digital advertising platforms to stay at the top, etc. The timely updating or removal of out-of-date content is a crucial issue. Additionally, the emphasis has shifted from keywords to key phrases over time. As a result, businesses must now write about issues rather than just concentrating on popular keywords if they want to rank highly in search engines. To be effective, each of these activities needs sufficient manpower and attention.

4. ***Needs a thick skin to handle criticism:*** Digital marketing is an accessible and transparent platform where the business may experience unanticipated exposure. Social media and review websites might show negative comments or criticisms. In an internet setting, negative word of mouth spread faster than positive. A brand's reputation might be damaged by someone's unfavorable remarks or material. Additionally, a poor response can seriously harm a brand's reputation. Trolls have the ability to ruin a company's reputation. Additionally, one must be watchful to prevent rivals from using the marketing campaign or criticisms against them.

5. ***Intense competition:*** Both locally and internationally expanding creates intense rivalry in the internet business. Companies must captivate target clients around the world if they want to stand out from rivals. The key to success is to organize and optimize the message and website for various countries. Businesses must contend with the billions of websites, pieces of material, movies, advertisements, etc. even in local markets.

6. ***Space with more noise:*** The noise level in internet is increasing daily. The identical product is offered for sale by thousands of companies. There is a million-billion pieces of content on practically every subject, industry, or product. Visitors' attention spans are waning as the average bounce rate rises. The audience is looking for an immediate fix to their issues. In such a congested space, keeping relevant is essential to maintaining constant engagement.

7. ***Security flaws:*** The biggest problem with internet-based digital marketing is the threat of a cyber attack. DDoS assaults, phishing scams, data breaches, identity theft, malware, and other types of attacks are examples of different types of attacks. Such attacks have an impact on both client confidence and the infrastructure system of the businesses. It is crucial to use extra software, such as firewalls, virtual private networks (VPNs), HTPPS encryption, etc., to protect sensitive data.

8. ***Infuriating/maddening:*** Too much of anything is undesirable. A customer visiting any website will typically be inundated with content, adverts, blogs, webinars, etc. Some digital technologies, such as video commercials, pop-up ads, and retargeting ads, are extremely unpleasant. On every website or social media platform they visit, they continue to follow the audience. Daily receipt of sporadic commercial emails is another issue. According to CXM (2019), 52 percent of respondents in the survey The Reality Report of 287,000 mobile users released by the London-based tech company Ogury concur that invasive or unnecessary messages make people have a negative impression of the app or website.

4. Conclusion

The recognition and application of digital capabilities is one of the prerequisites for the development of businesses in the future. The environment in which we live and work has drastically changed recently. If the development of the Internet revolutionized how people communicate and gather information, the accessibility and portability of technology now influence customer behavior and encourage the reshaping of traditional business structures. The ability of businesses to adopt and implement the most recent technology varies, but it is obvious that the technologies change the business environment and have an impact on every industry. In the specialized field of digital marketing, everything evolves quickly; therefore it's critical to anticipate what businesses will want in just few years.

5. Source of Funding

6. Conflict of Interest

None.

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