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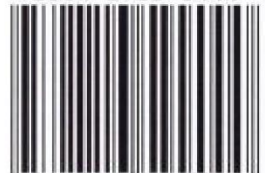
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DIGITAL MARKETING IN ONLINE SHOPPING

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INTRODUCTION

Digital marketing is the usage combination of mobile devices, social media, search engines, internet and other channels to reach the audiences. It is a new way in understanding how customers behave and approaching them compared to traditional marketing (Barone, 2020). However, online shopping is purchasing goods and services over the internet through the use of web browser (Hope, 2020). Consumers can find literally anything that they need without even leaving the house. There are many online platforms for people to shop with, which are widely used in Malaysia such as Shopee, Lazada and PG Mall (Department, 2020). Almost anything can be purchased online today; the e-commerce websites are amounting approximately billion a year in sales.

IMPORTANT BENEFITS OF DIGITAL MARKETING

What's there to gain by implementing a well-rounded online marketing strategy? Nia Gyant (2020) has outlined seven major benefits of having a good digital marketing strategy that is; *i. More Customers to gain; ii. Better Visibility to the potential customers; iii. Improved Local Presence by staying close to your potential customers; iv. Increased Authority by the way your business is perceived by potential customers; v. Higher Quality Website Traffic by targetting your potential customers; vi. In-Person Visitors through direct communications and vii. Building Long-Lasting Relationships*

ADVANTAGES OF DIGITAL MARKETING

Digital marketing allows many brands from all around the world to gather in one place, which can be seen in Shopee and Lazada as an example. It combines many brands and sellers in one place while targeting a larger group of audiences. This is a big opportunity for sellers, to approach their customers with one simple click. Furthermore, if sellers can master the Search Engine Optimization (SEO), they could reach more and more audiences. SEO is the process of improving the site to increase its visibility for relevant searches (Land, 2020).

Lower cost or cost effectiveness is one of the advantages offered by the digital marketing. In this case, users or sellers will be advertising their product brand's advertisements online. It helps businesses to be more visible irrespective of their sizes. The use of social media, websites and many other more will help to increase the conversation rates at a real time. From this conversation, there are higher chances for viewers to convert into customers (Blog, 2020).

The customer loyalty can be created if the platform is managed carefully (Nibusinessinfo, 2020), as can be seen in Shopee, they are providing a feedback section for customers to leave their reviews of their purchased products. This will allow the other potential customers to know whether the goods and services provided are excellent or not.

DISADVANTAGES OF DIGITAL MARKETING

As for the online shopping platform, there is a high competition among sellers. They would be selling the same product category with their competitors and targeting the same market as well. The digital marketing allows sellers to reach global audiences and up against global competition. This is really challenging to grab the attention of customers among the cluttered messages (Nibusinessinfo, 2020).

Customers are encouraged to leave their complaints and feedback right after they received their orders. This will surely help the other potential customers to pre-value their services. However, this could be a drawback for the seller because; there are possibilities of higher percentage of customers that will have pre-perceived the products or services before they make the buying decision. For instance, if there is a negative feedback towards the products or services, there is a higher chance that customers will not purchase it.

Websites nowadays offered cookies to its web users. This will allow the website to track their users' activities. For illustration, Zalora is one of the e-commerce platforms that offers cookies on their websites. Once their customers accepted that, their data is out in the open. However, Zalora can only access to certain data about their customers, excluding customer's financial details (Zalora, 2019).

CHALLENGES OF DIGITAL MARKETING

Online shoppers nowadays are smarter and current with the latest technology. They are exposed to information, particularly to products or services before making any purchase decisions. They tend to ask for recommendations on social media, reading reviews online, review the feedback posted and many more. Heaps have changed, including the content consumed and online communications. As sellers in online platform, it is a bit challenging to figure out on how to attract potential customers and be smarter than them without killing the marketing budget (Hassan, 2017).

Digital marketing is dynamic and sellers can no longer rely on one single type of channel to drive traffic to their online store (Hassan, 2017). Some of the steps to boost the traffic is by using the effective SEO leverage, display ads, retargeting, Geo-targeting and much more. Sellers must be visible where their audiences are paying attention to.

Retaining the current customers, which sellers already have is not as expensive as attracting the new one (Hassan, 2017). In this case, the sellers must implement marketing strategies to help them get the most out of their customers in increasing their customer's lifetime value. Maintaining the existing customers are important because there is room for improvement, less marketing, higher profits and lower costs (Kulbyte, 2020).

CONCLUSIONS

Digital marketing really does the job in boosting the online business revenues. Online shopping is getting known gradually where most people have smart phones and information is at their touch of a button at any time. The research and practices of digital marketing are improving with the advancement of technologies. It is also multifaceted large opportunities and at the same time poses extraordinary challenges for marketers. Marketers can make use of this strategy to allow enough provisions for finding the right target market through its search engine and connections. The strong visibility of an organization or brand through digital marketing also allows potential customers to develop perceiving knowledge about the brand. By spreading the word of

mouth and reviews from their connections will assist users in making an active decision when purchasing.

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