

Review Paper on Impact of Digital Marketing in Revolutionalising International Environment

Asst. Abha Ruparel and Jadhav Manali Baban

Department of Commerce,
Nirmala College of Commerce, Mumbai
abhaamlani@gmail.com

Abstract: *E-revolution is one of the noted & influential trend in business, marketing & IT sector over the recent years. E-marketing also known as online marketing stands for selling goods and services using digital technology. While traditional marketing still continues; online marketing offers a competitive edge to the brands through extra channels & advanced marketing mechanism available on the internet. Since we are in the era of globalization, online marketing is showing its promising colours in the area of international marketing too. The terms e-marketing has gained popularity in certain countries including India. In USA, online marketing is referred to as Web marketing. In the UK and worldwide, however digital marketing has become the most common term, especially after the year 2013. Many businesses in local & international markets are thus procuring positive results with online marketing; its wider reach, ease at doorstep, flexibility and cost-effective nature makes it suitable for all businesses.*

Recent years have witnessed fastest adoption of Online marketing which allowed local & multinational companies to connect, share & collaborate with their customers like never before. Online marketing defined newer & innovative marketing environment with full of challenges. And with great challenges come great opportunities. This article focuses briefly on overview on online marketing and majorly on challenges posed by online marketing in an evolving international environment. Contemplating the solutions to overcome challenges ahead; conclusion is provided.

Keywords: E-revolution, Online marketing, e-marketing, competitive edge, international environment, challenges & opportunities