Social Media Marketing: Opportunities and Challenges in Digital Era

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Abstract: Likely the most important and extraordinary innovations of the 21st Century is the use of social media as significant parts of business, entertainment, and educational exercises. Recent years have seen a quick appropriation of new advanced channels that permitted billions of people to interface, share and collaborate more than ever. In this paper, I tried to identify the challenges and opportunities for social media marketing. Subsequently, the advertisers must consider and investigate the both opportunities and challenges of social media marketing while at the same time arranging the best marketing and defining business objectives. As an ever-increasing number of individuals start to utilize the web, they in time begin connecting with each other by means of different internet based life platform probably some of the platform is Facebook, Twitter, and LinkedIn. These new channels characterized another new marketing environment full of challenges. Social media give potential chances to the advertisers to associate with customers and to audiences interface with the advertiser for getting their items. Anyway, to profit by social media the advertisers need to overcome a few challenges. The paper begins with characterizing internet advertising and assessing historical background to use of internet promoting various types of web marketing, at that point, will be revealed insight upon.

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Meaning of Social Media

The term 'Social Media' has taken from two words. Social infer the correspondence of people inside a group or network. Media for the most part describe to publicizing and correspondence of thoughts or Information through productions. Social media essentially refers to correspondence stages which are produced and continued by the relational connection of people through the particular medium. Social media are personal computer instruments which permit a human being

to allocate information, pictures, thoughts, and recordings, through a particular structure. Blackshaw and Nazzaro (2004) have describe characterized social media in the beginning of the period of social media, as the latest source of online data, where the data itself is initiated, made, circulate and utilized by users for the expectation of communicating everyone regarding items, administrations, characters, and brands. Social advertising submit to "internet contraption where bits of knowledge, points of view, assessments, substance, and media could establish connections and associations among individuals. These instruments incorporate wikis, conversation sheets, web journals, visit rooms, customer item evaluating sites, and social system web-sites. Kaplan and Haenlein (2010) said that social system sites, permit users to upload their information on the internet, post records, and propose that information and chat with various users on the internet.

Social Media in the 20th Century

In the current world, the technology has been changed in the twentieth Century fastly. In 1940 the first super PCs came and from that point forward, architects and researchers began to grow approaches to produce arrange between those PCs, and after that guide to the introduction of the Internet, CompuServe, were created during the 1960s Before the Internet. After that the primitive structures were also developed. Systems administration innovation had improved also improved in 1970, and after that in 1979's UseNet permitted users to be in contact through a virtual pamphlet. Home PCs were increasingly normal in 1980, and social media was getting progressively more complicated. For the first time in 1988, the first web transfer visits utilized and after that it was preceded and well known till 1990. In 1997 "Six Degrees" the main social media site came. With the assistance of this site the user can utilize the site and associate with the other and companions and furthermore discuss to open. For the first time the social media site was mainstream in 1999 and still famous today. Sites like MySpace and LinkedIn came in the year near the 2000s, and social tools i.e. Flickr promote internet online picture allocating. YouTube curved in the year of 2005, Facebook and Twitter both came in 2006, and accessible to users all through the world. After those different websites like Tumblr, LinkedIn, WhatsApp, Spotify, Foursquare and Pinterest be well known and celebrated in the social media world.

Today, there is a more group of social systems administration websites, and quite a bit of them can be associated to allow cross-communication. This made a situation where consumers can reached at the highest number of persons without losing time and costs the intimacy of person to person correspondence.

Social Media Marketing

Social Media Marketing is a sunshade phrase that could be depicted as the utilization of web-based steps as marketing tools. In the expression of Weinberg (2009) said social media marketing as utilizing the 'social' all via the 'media' to platform organizations' component also. It is a method in enabling citizens to encourage their sites, items, and goods all via internet social channel, to interrelate and to take advantage of a lot bigger network which might have not been accessible by means of traditional promoting channels.

Review of Literature

Waqar Nadeem (2015) this research was directed on how customers purchase the items and services internet through companion proposal and Facebook. This research additionally experiment whether the site administration feature affects customer loyalty intention, confidence, and perspectives of the consumer. A study was directed with Italian high school consumers who are utilizing Facebook to buy garments related things on the web. Different hypotheses were framed and these parameters were tested by basic condition demonstrating. After the investigation has been finished there is an outcome that there is an effect of Facebook or internet based life destinations on an attitude of consumer behavior or trust.

Santosh Hulagabali (2015) The investigation expressed that taken the extent of internet trade for book shops. According to Google Indian disclosed supposed that 90% of internet consumer wanted to purchase progressively internet goods and out of approximately 62% of the books has been selling in the bazaar. The investigation secured top variety of books and electronic data resource on the internet with progressively appealing rebate fee which has presented by five Indian web book shops those are more well-liked and fruitful in India.

Karan Joshi (2015) expressed on prospective development of web-based buying has triggered the directing a study on factors influencing on the behavior of consumers towards web-based

buying. Studies conclude that web-based buying in Himachal Pradesh is hugely influenced by different financial elements including advantages and risks like protection, accommodation, source, fun, more extensive decision, landing page, value, consumer assistance. Web-based buying retailers could utilize the proper factors and factors detail their methodologies, can organize the customer inherent and obligation in an internet purchasing atmosphere.

Nabi, Kamalun (2016) focused that advertisement effectiveness on decisions of the customers concerning fast moving customer products in district of Bhadrak and expected to make the awareness and perception of individuals about the detergent powder product. The outcomes anticipated that individuals change their products to attempt the new products and as well suggested that purchaser decisions altered to the kind of salary and males were increasingly open in contrast with females to the advertisement.

Sneha Kanade (2017) The research recognized the possibilities of customers predilection in the direction of internet buying regarding apparel in Bangalore. This paper investigates the connections between attitude and behavior purposes to make buys through internet buying. This paper also analyzed the segment factors like age, area, web-based buying experience, preference, believes, sexual orientation, instructive level, pay, saw benefits, buyer preferences, saw, buyers ways of life, purchaser earlier web-based business experience, web-based shopping recurrence, length of day by day web utilization output no effect on predilection. The research outcome that customers exhibited optimistically and were powerfully associated with behavioral purpose.

Rambabu (2017) attempted to study the variables influencing the consumer purchasing decisions towards Personal Care Products. The research gathered the information from 200 respondents of Nizamabad District with the help of surveys. In this respect Television, Brand faithfulness, and quality are the ground-breaking factors to impact customer purchasing decisions. TV is an integral medium for spreading the data of brands to the consumers who actually need the products.

Social Media Marketing Sites

Facebook

Facebook is a long-range interpersonal communication site on which a person can make their own personal profile, associate with their companions and friends, remarks, and like each other status, pictures, connections, and video (Wikipedia, 2013 A). April 2011that 25 million was from India alone out of Facebook's 800 million dynamic users and Twitter, which has 106 million users around the world, depicted India positioned second in the hours after the US. One author said that with the number of individuals getting to the internet surpassing 49 percent of the total population (Internet World Stats 2017), 1.86 billion active users getting to the social networking tools especially Facebook (internet world stats 2017) and 32 million active users get to the Facebook in Egypt (internet world stats 2017), web-based life can be utilized as a solid dispatch channel for brands that look to interface with their users to upgrade their image. Today Facebook has become a more powerful site for advertising.

Twitter

Twitter is an informal communication stage for microblogging permit users to tweet and post a message of up to 140 characters, just as re-tweet different massages. Twitter was created by Jack Dorsey in March 2006 and launched in the same year in July 2006. Where Facebook can share numerous things, however on Twitter the individual is related to the latest data on what they discover interesting. Each tweeter can communicate something specific up to one forty characters. The tweeter can follow the tweet, whether they don't tweet at all, the tweeter can send many messages in a day there is no restriction of sending messages on tweets. (http://twitter.com/around, 2011) via Twitter, the business presently sends their information or data to massive watchers. It also helps the business organization to build their customer and provide all information about products and make relations with business. Also if there are any consequences regarding products the social network helps the business as well as customers.

YouTube

YouTube is the world's most popular video site. In the year 2005 there were a great deal of matter and photos sharing destinations and there were a ton of methods for sharing photographs. Anyway there was not a single site through which one can share the recordings. When the Youtube was launched by Chad Hurley, Steve Chen, and Jawed Karim at that time the Chad Hurley had examined plan at Indiana University in Pennsylvania and Steve Chen was a software engineering understudy at the Illinois University at Urbana Champaign. After graduation then two began working at Paypal in San Jose, California. In Feb. 2005 the logo and area of YouTube were enlisted by Hurley and after three months the beta test site www.YouTube.com was propelled in May 2005. YouTube got its subsidizing from Sequoia Capital in November 2005 and in the period of December 2005 YouTube formally turned into an enterprise with its office in California. The principal video which flashed on the site was "Me at the zoo" which was a 19 seconds in length video. Google distinguished the developing potential in YouTube and YouTube was obtained by Google for $1.65billion in October 2006.

LinkedIn

In 2002 the LinkedIn was started, but it formally came into existence on fifth May, 2003. Various capable have connected with LinkedIn for the past year to distribute information and understanding with over one million LinkedIn groups. LinkedIn had 610 million enrolled individuals in 200 nations as of 2019. This apparatus also permits the government and employees both to create their profile and connect with others.

Flickr

In 2004, the Flickr is a photograph and the video-sharing site was promoted by Ludicorp and hacked by Yahoo in year 2005. The Flickr sites offer just one type of account; It has been possessed by SmugMug since April 2018 and has changed proprietorship a few times. The Flickr had a total of 87(Eighty-Seven) million registered persons and above 3.5 million new images transferred daily according to detailed in March 2013. In August 2011, the site demonstrated that it was contained in excess of 6 billion pictures. Without the need to register in account Flickr the recordings and photos can be assessed, however, if we want to upload

videoes or photos or transfer content than there must be an account to the site. The Registering accountholder also permits to make a profile page containing recordings and photos that the user has transferred and furthermore award the ability to include another Flickr user as a contact. The people groups who are using flexibility, Flickr has official portable applications for Android and an enhanced portable site.

Instagram

Instagram is an interpersonal organization based on photograph sharing permits its user to take pictures, include filtered and share them Instagram and other informal communities (Wikipedia, 2013 C) the Instagram iOS tool formally came into existence on October 6, 2010. After 2010 the Instagram speedily achieve popularity with one million customers in the next two months, and 10 million every year, and 800 million up to September 2017. In the same year in the month of February, Instagram has a feature that customer skilled to transfer ten pictures at once a time or recordings in a single post.

Opportunity for Social Media Marketing in India

The utilization of online life has explored over the most recent quite a long while, to such an extent that it currently feel almost every surface of our lives. Web based life promoting are about connections and network. These systems could be thought of as an online extension of the many systems administration exercises individuals may as of now take part in as a major aspect of "real world." based on my investigation, it very well may be concluded that web-based social networking sites are without a doubt involving significant spot in a person's life, and are offering huge chances to the advertisers. Electronic verbal communication job in discussing brands and organizations, affecting client manner and sharing data. The social relationship factors have assume significant job in affecting electronic verbal manner in internet based life advertising sites.

Social Media Marketing as an Opportunity for Marketers

One of the opportunity that web-based social networking promoting advertisement part. Commercials on any internet based life like Facebook or YouTube draw in individuals where

they are previously occupied. On Facebook, marketer target notice to precisely the individuals the goods might want to interface with, and choose how much the goods might want to spend. When the marketing are going on, marketer can check how the advertisement will be effected, and the goods can keep on putting resources into the promotions that bring the most achievement the most well known site, Face book offers focused on ad dependent on how much the ad will be on internet, interests of the individuals. There are a many reasons, why Facebook turned into the most mainstream promoting stage among internet based life stages. Facebook gives huge chances to the advertisers and clients, and is the best internet based life site in the majority of the nations. The main reason behind its prosperity is that it expands the loyalty of the clients. Organizations have made Facebook pages that clients could join. These Facebook pages permit organizations to interface directly with clients so they can develop loyalty.

Social Media Marketing as an Opportunity for Customers

Another significant opportunity is the ascent of portable web based life site. Much like online internet based life promoting, portable web-based social networking advertising happens in essential societies. A current pattern for online life marketing sites, for example, Facebook is to make versatile applications to give their clients prompt and continuous access from their instrument. With regards to getting to online life advertising in the current occasions, it is all about getting to them on smart phones through the applications. These applications modified for simplicity of use for the clients. In the current time the utilization of web-based social internet advertising on Smartphone and tablet has developed at a high rate than on Personal Computers and PCs. The essential cause for doing this is clients utilize that screen which is effectively accessible. TV, Sports, motion pictures everything can be effortlessly seen on the cell phones and furthermore can be shared effectively by the client to his family members and companions on different sites. The simple entry of data combined with the simplicity of move of data makes this stage significantly progressively achievable and simple to utilize. Mobile technology implies that individuals are not extra time sitting before their PCs to accomplish their work. Online life marketing can be fruitful and openings in the wake of using different apparatuses and systems. These apparatuses help advertisers to get most extreme advantages of internet based life

promoting, there are some examples like **(1)** *Easy Customer Reach***:**Online networking promoting is a generally well known and compelling of communication for institute to focus on an immense figure of possible clients simultaneously. With the assistance of Internet or using the internet tools for promoting is an expedient method to deal with focus on numerous prospective clients and possibilities at same time universally all over the world. Web-based social networking marketing has also revolutionized these marketing exercises on different internet platform for example, LinkedIn, Twitter, Facebook, Pinterest etc.**(2)** *Direct Advertisement***:**Online life advertisement permits direct promotion and create awareness about an items. With the assistance of Online channels now the organizations could make their ads for items. Be that as it may, a special devices and great online advertisement system can assist online advertisers with executing well in amazingly spirited promoting condition.**(3)***Perpetually Displaying Advertisements***:**Web-based social networking promoting makes advertisement increasingly available to clients at wherever whenever. There is no restriction of time and spot for the possibilities to stay any website and view advertising. Presently the client can visit whenever anyplace for the ads. The interminably shown promotions grab the eye of the possibilities to join with site and find out the products of their employments. But, these promotions should to be oversee expertly to explain on a site. **(4)***Worldwide Advertisement***:**This is one increasingly productive help of social media promoting that empowers the organizations to make ad to all inclusive and extend their client reach to different nations across geological borders. **(5)** *Simple Brand Promotion***:**This is one increasingly proficient help of social media advertising that with the utilization of web in business, and advancement of new advances the items may take an extraordinary commercial favorable position of client's reach and relate its client successfully.**(6)***Cost Effective Channel***:**Mostly, the business profiles and sites create immense traffic for free. Online networking, with its different benefits has implicit a crucial job in advance internet based life marketing exercises. As compared to traditional advertising channels like T.V., newspapers, banners, radio and magazine etc. and utilizing of web, social media promoting is discovered beneficial and less expensive sources of adv. Internet based life promoting permits salesperson to set their adv campaigns subject to according to their budget.

Internet based life marketing tools, for example, LinkedIn, Instagram, WhatsApp, Blogs, Facebook, Google+, Twitter, YouTube and Yelp etc give a huge traffic source. **(7)** *Client's Convenience to Shop Online:*Whether the shops are over the border or over the clients have become more helpful to buy online at any time due to more abilities of internet advertising and reputation. Internet based life advertising has opened-up a possibility for retailers and organizations to direct its customers to an outlet of the online reserve. **(8)***Responsibility of Marketing Activity***:**Web-based social networking advertising to survey and review their electronic matter for quality explanation. Online networking promoting encourage the organizations to decide their marketing exercises implies the web based life advertising is appropriately evaluate the measure of action, the working is correct or not and the conversation that is included. **(9)***Helping Marketers' Career***:**Web based life marketing has gotten a helpful for the client or person who are conspicuous with executing web based marketing procedure and helping business to enlarge their goods to target customers through websites.

Challenges for Social Media Marketing

Identify Target Audience: After clear the intention of the customer will assist them with a more focused on system to address the restriction of client section. As per Shields (2015) in his audience examination understanding viral phenomena the next large task for advertisers is to get why and how their audience share. Online life advertising effort's disappointment or achievement for the most part depend upon the data whether individuals need to talk or offer about the element or content identified with product or not. The higher the share capacity measures the higher chances of victory. Subsequently, it is essential for advertisers to look past segment and to know the inspiration for their audience to impart any data to their network.

Choose Matter or Content: It is another challenge for the web based life advertising is that the present advertisers also face a major challenge while choosing what kind of matter to build for their spectators? Would it be a sound, pictures, videocassette, or content? What about them should be greater shareability? How to know about generating such matters, which is more on both shareability just as quality? Should the market focus more on quality or shareability or

both? If the organization is offering services, for example, counseling services, at that point wish video matters would be a lot of advertisementable as the shoppers would be more associated with know to details of their work instead of simply observing pictures alone. However, in most cases the organizations are probably going to proceeds with a mixer approach and creating a matter of more than one type for example picture, video, and content, and depend on their advertising target objective. Sometime it to be significant that matter and channel get chose at the similar media, channel or time gets chose before content. Since, there are some stages that needto content in a restricted a generic and format matter can't be put on these stages. For instance, Vine permits six seconds recordings only so if an organization first show content and matter, for example, open-ended long recordings appropriate to share on platforms, for example, Facebook or YouTube and after that, they decide to utilize it for Vine, it would not be more helpful or may the impact of advertisement may not be considered by the shoppers.

Select Channels: As per Statista, (2015) there are such web based life promoting strategy or platform to select from today and this might be a major challenge to the advertisers. They need to realize what meida they should to be focus for its online networking system to enhance their return on investment? Should they choose the platforms, for example, Youtube or Facebook with an more watchers (1.3B) but now in modern competition, should they select little but fast developing channel, for example, Snapchat with a audience of a little more than 100 M. For example when we compare Vine and Facebook on these imperative, we can expediently distinguish that the Vine media would be a superior media if the item is focused towards teenagers and is goodimage in as compare to Facebook, which is taking into account a cover bigger areas and gives us free choices to select content in different structures picture, connections, content and recordings etc.

Gather Feedback: In past advertising, online networking promoting was real-time, were routinely receiving feedback, both optimistic and pessimistic in terms of remarks, perspectives, likes, and retweets. In internet based life advertising world feedback is unavoidable, moment, hard to control just as important to improvise or succeed. Hence, it becomes important that advertisers profit by this constant criticism and make these strategy eyes and ears of the

organization. Faculties that are sufficient to get any apathetic responses and solve these in a timely way and time are able to study optimistic sentiments. There are more organizations that can use constant online life feedback to their advertisement benefit.Shields (2015) said in his study that there are five dimensions of real-time feedback, that are measurements are listening, moderating, Iterating, relationship building, and innovating where the listening implies inspect feedback about the image to determine against metrics and moderating methods supervision feedback to address extraordinary or intense behavior. Furthermore, Iterating implies is using feedback to improve web-based social networking creativity. Where the relationship-building implies is attract through feedback to construct best associations with customers. Also, last innovating implies is leveraging feedback to help in growth.

Absence of Face-to-Face Contact: In the past time lack of individual contact is another challenge of internet advertising which has been seen from web based advertising literature and research. Web correspondence includes no personified, individual dealings and that is the cause a some custsomer consider online tools of giving purchaser administration uncongenial and appreciate the experience of purchasing in a mortar, store and blocks. They need to converse with store staff in a personal in a face to face manner, touch the correlated products with their hands, and connect with various customers. The essential marketplace can't present for this capability of offline buying and require a lack of individual interface. Much of the time the face to face contacts isn't important just on account of uncommon types of goods. For instance Rotchanakitumnuai and Speece (2003) in his study said that it could be referred who has designed the lack of personal contact in online associations. Further, they refers to the Asian societies in which individual contacts are of a well-known worth and this, together with the exchange context, is frequently plays a important role in ensuring the success of monetary contract.

Security and Privacy: Drozdenko and Drake (2002) Information protection is major issue in the present electronic world. It is clear enough that these days buyers information can be shared effectively with different relations and organizations without their permission. Besides their more basic individual information, for example, passwords and usernames are not protected from

programmers. Another related issue is spring up includes or spas which estimated by greater part of online benefactors an occurrence of interruption of security. These protection issues and security issues are difficulties in the way of web based advertising. Efficient web advertising, hence, depend upon settling the related issues in such manner.James W. Peltier (2010) point to the role could be played by advertising plan and recommend "that student should to be presented to this subject in fluctuated courses and in shifting degrees of coverage". The primary measurement concerning security and protection is the assent or decision. This dimension has its extraction in this conviction that users whose data has been collected by the organization should have to control by which their data is utilized.

Lack of Trust: One more challenge with security issues is the challenge of the absence of trust with respect to clients which has been recognized as a major challenge in internet advertising development. One author Bart (2005) stated the trust in essential conditions as follows: "online trust incorporates client view of how the webpage would convey on the prospect, how conceivable the website's data is, and how much assurance the website orders". Today a few people still presume electronic strategies for paying and still have a question whether the purchase items will be delivered or not. So more clear to be done to build up the trust and impact the purchasers that correspondences which take place in the major world are as genuine in the real world. No doubt, it is a continuous, long procedure and required a lot of time to realize. It should be on edge that except if this trust has not been build, web advertising can't be exploited from to its fullest imminent. So it is significant for those in charge of internet advertising to understand the truth of a new certain world. So it is a challenge for Advertisers and IT administrators to modifying the online condition so as to keep up online clients.

Risk of Hacking Strategies: That is one of the inconveniences of web based advertising or utilizing web that the danger of hacking advertising methodologies of an organization consistently rests. The competitors or programmers can easily track and make a duplicate of the significant special systems of a well-celebrated business and could use it for their motivation.

Limited of Internet Access: The study suggests that the most challenge for social media advertising is restriction of web or Internet. In certain zones, internet workplace may not be

obtainable to the clients or with poor internet connections. The social media advertising could be ineffective in that area having no internet convenience. So the principle challenge for items is clients' Internet. Web infiltration is still just right around 11% in India, consequently more of the client likely do not know what is the Internet, not to mention how to utilize online networking advertising. Within excess of 70% of India's peoples living in rural zones, and Internet access at 4.3% in rural India, the job is so hard for the items and goods. In one of reports proposed that more number of clients is operating the Internet on their cell phones at anyplace whether they are sitting at home or they may in journey or they are sitting in workplaces.

Limited Customer Link and Conversation: One of the challenge suggested by this study that internet based life promoting is to know how online life connects with clients, enable item and brand recognition, and drives client securing, maintenance and reliability. As web based life advertising is profoundly dependent on internet, so the marketers may think that it's difficult to make their advertisement and start a communication with their customers about the business images or products. Security issue and Privacy issue in web based life advertising are a fundamental role today, and particularly in India, many cases has been happened in most recent few of years. Besides the business point of view also has faced assured problems, as utilization of data leakage to unapproved entity and client data etc.

Metrics: In 2013, just 9% of advertisers were utilizing conventional return on investment (ROI) measurements. Online networking advertising is frequently best estimated as far as commitment, audience reach, and opinion. Most likely, social media advertising is an extension tools for the organizations however it is facing a few difficulties. Approximation the Return of Investment (ROI) of internet advertising is one of the significant challenges in internet advertisement. Leeflang (2014) said that it is difficult for the board to formulate electronic measurements and transform it into actionable approaching, particularly when it come to the monetary effect. A main challenge to calculate the real ROI in online is that most importantly directors needs to identify the Key Performance Indicators (KPIs). For instance, associations and organizations have a propensity to utilize the last-click strategy, where sale is supported to the last medium utilized that ignores the client journey and the fact that customer have been presented to

numerous variables before taking the last click, which lead ad to a imprecise and misdirecting measurements. Holmboe (2011) define the simple formula to find ROI on social media is as per the following Return on Investment (ROI) = Return from Social Media - Investment on Social Media/Investment on Social Media * 100

Conclusions

In this paper, I have analyzed social media marketing opportunities and challenges. I have also defined the various kinds of social media platforms and their role. In any case, the fundamental advantages in this paper are expanded brand exposure and reputation the executives, expanded focused on traffic, site design improvement, informal exchange and leads generation, market experiences identified with target crowd, and competition. In addition, while social media promoting is also a very practical arrangement, it for the most part relies upon which kind of social channels is utilized. Informal organizations, online networking sharing destinations, gatherings, and get-togethers sites are totally considered as social media channels, and would all be able to be altogether useful for organizations in their own particular manner.Also, as the quantity of mobile clients is developing the utilization of web and social media is online ceaselessly from PC/work area to mobile phones and this is changing the manner in which advertisers are presently seeing channels, substance, and crowd for their social media advertising systems. Even for the main platform, for example, YouTube,Facebook, and Linkedln, versatile has developed into the essential accessible site. These stages are currently changing themselves in progressively mobile family platform. The fast-developing number of advanced mobile clients has additionally prompted the rise of new mobile-based applications, for example, Instagram, Snapchat, and WhatsApp and they are currently turning out to be attracting points to focuses on to draw in with clients for organizations. To summarize, as the number of mobile clients will continue developing the popularity of small scale networks, for example, Facebook, WhatsApp, and Linkedin will also keep on rising. The significant focal points web has are its empowering impact, elimination of geographic obstructions, 24 hours/seven days accessibility, cost-effectivity, trackability, and personalization. However, the implementation of the Internet in the field of marketing involves special disadvantages such as the problem of integrity, matrics, lack

of face-to-face contact, choose matters or contents, security and privacy, limited customers link and conversion, lack of trust. But on the other side there are some opportunities for customers like easy accessible, perpetually displaying advertisements, cost effective channels etc.and for advertiser like time saving, collect feedback in large amount in short time etc.

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