The 6 most common e-marketing problems and ways to solve them

Introduction

The science of e-marketing is one of the most important modern sciences, and e-marketing is one of the arts of using the Internet, where, through e-marketing, products or services are provided to the beneficiary parties through the Internet, so that the marketing process aims to reach the researcher for the good or service to the market. The best electronic method, choosing the appropriate payment method for it, and getting the goods as soon as possible, and e-marketing strategies differ according to the parties that use the marketing process through the Internet, and according to the type of good or service being provided, and e-marketing practitioners must possess some skills that enable them to Avoid e-marketing problems, and in this article, the most important e-marketing problems will be addressed

Despite the great and diverse opportunities in light of the trend towards globalization, there are some difficulties that limit the use and benefit of e-marketing

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What are the marketing problems

What we are witnessing today of the information and communication technology revolution, and changes in the technologies of remote communication or using the Internet, have led to rapid transformations at all levels and global and local economies, and a great development of the knowledge society, and these transformations have helped in the emergence of new patterns in business management. The emergence of what is known as electronic commerce, smart markets, and imaginary and virtual companies

The problems of e-marketing include a set of things that may constitute a barrier between those who wish to market goods and services electronically and those searching for them through the Internet or those who benefit from them in general. Among the most important e-marketing problems that marketers try to avoid to increase sales through the Internet are the following

Difficulty reaching all beneficiaries

One of the most prominent problems of e-marketing is the inability of e-marketing to cover all targets or those who wish to obtain goods or services through the Internet

target segment

One of the problems of e-marketing is that there are many segments that can be targeted due to the presence of a large number of websites, in addition to the presence of many social networking sites that sometimes make targeting at the specific scope difficult

Low confidence in the electronic product

One of the problems of e-marketing is the weakness of the electronic social culture related to the process of buying goods or obtaining services via the Internet, and this varies from one region to another depending on the nature and culture of the population and the arrival of technologies associated with the process of buying and selling via the Internet

What are the rules of internet marketing

It is not possible to define a clear and precise meaning of the concept of Internet marketing, as the concepts are numerous and intertwined with other concepts, and it can be said that it is taking experiences from experts in the field of marketing, and working to develop new methods and strategies through which we can achieve the desired goals, and it can be defined as: a new business pattern Researches the need of businesses, consumers and merchants; To reduce costs, improve goods and services and increase the speed of service delivery, it also means: Employing information technology to effectively link what is provided by sellers and buyers

The rules of e-marketing are

Knowing and identifying customers who are Internet users

Determining the target groups for the company's products and services, determining the markets that are dealt with, as well as defining the target age groups

Determining the types of goods and services that can be provided in the market, to meet the desires and needs of customers. Knowing and identifying competitors in the market, and getting to know the types of products and services they offer

Determine the appropriate way to display the company's products and services

Determining the prices of products and services, determining discounts, and how to pay

The possibility of designing sites that attract visitors to enter them

Follow up sites and respond to visitors' inquiries quickly and specifically to create a kind of continuous and effective communication with customers

Making updates and changes to the site. Take advantage of successful websites that attract a large number of visitors

Use simple sites and not complex sites that take a long time to load

What are the pros and cons of e-marketing

The Internet has revolutionized the way of shopping today, and because of its many advantages and benefits, many people prefer online shopping over the traditional way of shopping. Therefore, you will learn about the most prominent advantages and disadvantages of online shopping ,[You may be interested in reading about the importance of e-marketing in sport](#)s

First: the advantages of online shopping

Saving time and effort

Get the best price

More variety

More control

Easy commodity price comparisons

You can send gifts more easily

Provide greater privacy

Buy used items at the lowest prices

Second: The disadvantages of online shopping

Shipping problems and delays

Spending a lot of time on the internet

Negative environmental impact of packaging

Fraud risk

You don't know exactly what you're getting

Minimize contact with others

Eliminate local retailers

Deceptive or complex websites

Returning an item can be complicated

The most important challenges faced by the online marketer

Many marketers face some problems in e-marketing, and these problems may cause them to not make profit permanently or for some time at least, and the most important e-marketing challenges will be presented

No legal cover, [You may be interested to see what an economic feasibility study is, its importance and types](#)

Organizational challenges within organizations

Language barriers

Privacy

The high costs of setting up a website

Lack of confidence in electronic payment methods

The most important challenges faced by the electronic marketer

Too much work in the beginning

Profit is proportional to the effort expended

 capital

 Customer follow up

 Good marketing plans

What are the most common e-marketing problems

Despite the great and diverse opportunities in light of the trend towards profit

from globalization marketing, there are some difficulties that limit the use and benefit of e-marketing ,
 Lack of legal cover
Many international marketing experts suffer from shortcomings in the use of e-marketing, which is one of the fastest and inexpensive marketing methods for companies

This is due to the lack of legal cover that allows marketers to require customers around the world to buy and pay for their products online

It is also the one who guarantees customers the ability to recover their rights in the event that this Internet-marketing company sends products other than the one requested via the Internet or the presence of fake people working for a fake company on the Internet. And the lack of it causes distrust and hesitation before buying the product

 English language
A lot of novice marketers face some problems in the process of online marketing because of the English language factor, which is the first language on the Internet
This can cause frustration for the e-marketer, and this leads to the failure of the entire marketing campaign and the lack of profit
You must master at least the most important rules of the English language. So that you can easily overcome this problem, start doing marketing campaigns and practice your business in marketing without any obstacle
 Customer privacy
Privacy is one of the biggest challenges that hinder and affect e-marketing, and this is because some customers do not accept the idea of online shopping

Especially that the electronic exchange process needs to obtain some data from customers, such as
Name/Gender/Nationality/Address/Payment method etc
Therefore, there is a need to use special software to maintain the confidentiality and privacy of electronic business transactions

 The most common e-marketing problems are technical problems
Technical problems are one of the most important problems facing the e-marketer while starting any marketing campaign
for example
If the e-marketer is conducting a marketing campaign through his website, and

during the marketing, some problems occurred within the programming of the site and it crashed

Hence, the marketer will not be able to deal with these problems, and if you are not able to confront these problems and work to solve them. Do not hesitate to seek the assistance of specialists in these matters so as not to multiply the problem

You can find these specialists and communicate with them through programming services

External sources are the most common e-marketing problems

One of the worst problems facing e-marketers, whether they are beginners or professionals, is the problems of external sources

Which may lead to the failure of the entire marketing campaign and not making any profit

As most marketing and advertising campaigns need to design images or design videos related to the content you are marketing for

And if you can't design these things, you are sure to look for an outside source that designs these things for you. If this source designs these things poorly, the marketing process will certainly not achieve its goals

So you have to pick professional sources or you design those things

Lack of confidence in electronic payment methods

Online credit card payment is the form of payment most closely associated with e-marketing. Transferring money at the heart of any online business transaction is one of the biggest challenges facing e-marketing

Therefore, there has become a trend towards using special software to secure electronic payment methods, and to establish customer confidence in them in the previous period

And if you want a professional designer or want to make a marketing campaign without the problems of e-marketing. You can contact us through our services, as the future site team welcomes you

Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark team

Where we offer you a group of specialists in professional web design services, social media services and many diverse digital marketing services

Hurry up to contact us through our various digital platforms, or visit the digitsmark website on the Internet

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