

A current framework of the challenges of digital marketing

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Abstract. In this paper, we will start with a presentation of digital marketing but also a classification of it, support with which we want to start our research. Digital marketing is one of the best solutions in promoting a product or service because it works with accurate reports, data that provide real statistics of consumer behavior in the digital environment, and allow you to continuously improve by continuous analysis about objectives marketing but also with performance indicators. The main purpose of this paper is to show who are the "main opponents" in the technological sphere, which can stand in the way of meeting the objectives of digital marketing and also offers concrete solutions through which marketers can optimize their resources (money, people, time) when they set a series of marketing objectives. Moreover, we will present the "adversaries" the most important of digital marketing, here referring to spam, adblocker, electronic devices that allow you not to look at advertisements.

1. Introduction

In this paper, we will use a qualitative analysis, consisting of secondary data such as specialized reports, online sources, scientific articles but also specialized magazines.

The growth of digital marketing is directly proportional to the evolution of technology, here we can refer to the emergence of the first personal computer (International Business Machines Corporation-1981), the emergence of the first browser (Archie), or the emergence of the first manual databases, digital marketing had a development rampant.

In this way, we look to identify these opponents who sometimes stand in the way of meeting the marketing objectives, to study them, to analyze them, and to continue to analyze the performance in digital marketing and at the same time to meet the marketing objectives. Moreover, we want to identify and analyze "Adblockers", "TiVo" and other challenges of digital marketing.

With the increase and recognition of the importance and measurement of the contribution of the marketing department within the company, several opponents appeared, also from the technological and digital areas. In our analysis, we want to show that as part of Internet users, they use tools for blocking marketing messages (banners or video ads), which automatically start when you access a web page of a site.

2. Traditional marketing versus digital marketing

2.1 Traditional marketing

A definition of specialists from the American Marketing Association (AMA) states that: "marketing is an organizational function and a set of processes for creating, communicating and providing value to customers and managing customer relationships in ways that will benefit both the organization and the groups co-interested in her civil servant" [1]. Another definition of marketing tells us that traditional

marketing cannot go viral, cannot run non-stop, communication is one-way and campaigns are carried out over long periods [2].

2.2 Defining digital marketing

David Chaffey says the term digital marketing involves the use of digital technology to achieve the company's goals, focusing on customer needs and satisfaction. Moreover, David Chaffey also tells us in his books that digital marketing involves the use of technologies, such as email, databases, blogs, online commerce, crowdsourcing, mobile applications, to acquire customers and retain them [3]. In other words, digital marketing is the promotion of an economic entity with the help of the Internet, mobile phones, and other interactive channels [4].

3. The challenges of digital marketing

3.1 Ad-blocking services

An ad-blocker is software that blocks the display of ads on the sites you browse. Consequently, for the respective publisher it is an income reduction and an impediment in achieving the marketing objectives [5]. Shewan [6], tells us that the level of losses generated by ad-blocks is of the order of one billion.

Some of the most famous ad-blockers in the world AdBlocker, created through a crowdfunding action, Michael Gundlach [7] (but we cannot forget the AdBlocker Plus, made by the Germans by "Eyo Company", in 2016, a one of the largest groove locking solutions in the World) [8].

The main features of an adblocker, (table 1) namely AdBlock, which is currently used by over 60 million users and the Chrome extension has been downloaded by over 350 million users:

- blocks your pop-ups, ads, and banners
- blocks third parties or followers and keeps confidentiality
- You can browse the web safely, blocking misleading ads and blockchain systems
- prevent advertising agencies from accessing your browsing history and personal information [9]

According to specialized studies, 47% of internet users use ad-blocker software.

The main reasons for appealing this decision are the ads affect the browsing experience, the content is irrelevant and the ads are annoying and start on their own.

Table 1. Features of AdBlock

Ad-blocker service	Features
AdBlocker	block pop-ups, ads & banners block third parties block misleading & blockchain block from accessing browser history

3.2 Digital Video Recording (DVR) technology

If we are talking about another great challenge of digital marketing, we cannot but talk about the "DVR-digital video recording" technology, that type of digital technology that offers control in the hands of the consumer.

The organization "TiVo" has some expertise in computerized recording innovation, which permits the client, in addition to other things, to record their preferred projects, stop transmission, or rewind it by 30 minutes. [10].

There are many characteristics of recorded digital video technology, developed by those from "Tivo":

- it works together with the cable TV subscription, so it is a product as well as a service.
- has integration with popular video streaming and audio streaming applications.
- large video content recording capacity, 75-150 hours, height-definition content .

- search function, both in the cable network and in the video streaming network.
- and one of the most important functions, which was the main feature of this system is a button, which if you press it from the remote control you can "skip" an advertisement, a very interesting situation for our research [11].

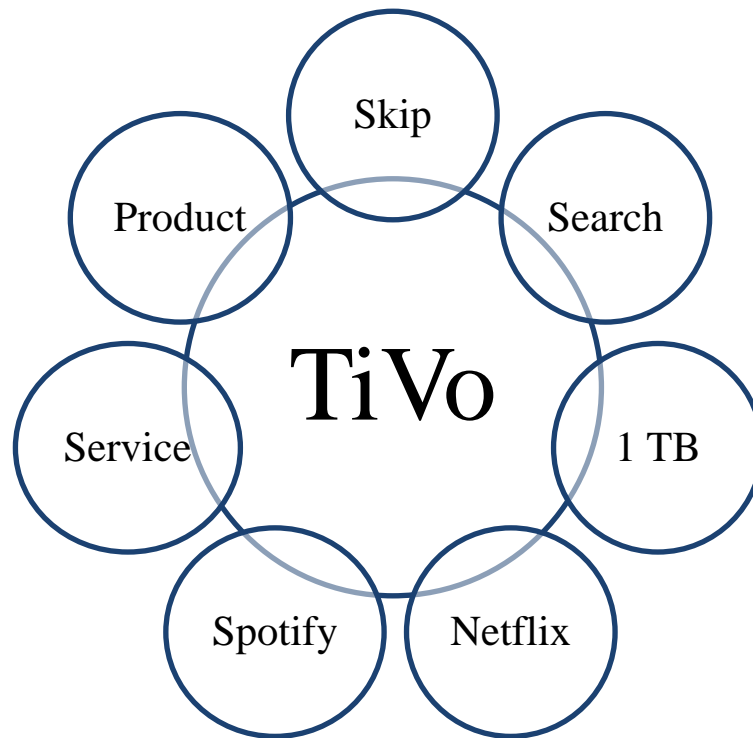


Figure 1. Features of TiVo (digital video recording)

3.3 Transmitting aggressive commercial messages- Spam

Another opponent of digital marketing is sending commercial messages in a sustained, incorrect, and mass way.

In the specialized spam language (Solicited Pornography and Marketing Act) [12], there is a message that we receive through a digital channel, a mass message from a sender that we do not know. Spam can be done through several digital channels, such as e-mail, mobile messages, or through Social Media [13].

Who precisely are spammers? We recognize five classifications:

- vendors of items or administrations: Viagra, cash pyramid games, cigarettes.
- dealers of personal computer (PC) items at a particular cost, however with an illicit license.
- individuals who practice a developing sort of spam, comprising in the offer of extravagance items travel, hotel services.
- the individuals who, through deceitful moves, try to get the bank subtleties of innocent clients.
- the people who test conceivable email addresses, to check their legitimacy, to later offer them to different spammers [14].

In 2011 the main senders of aggressive commercial messages came from industries like pharma, casino, replica watches, loans, software, employment (table 2).

Table 2. The main industries from which commercial spam is made [15]

Industry	%
Pharma	60
Casino	8
Replica watches	8
Loans	6
Software	4
Employment	3

4. Conclusions

The main industries of the digital marketing challenges studied in this article do not affect advertising through applications.

Companies need to send marketing messages across multiple channels, both online and offline. If everyone had a digital video integration system, installed in parallel with the cable TV, we believe that this would be the end of TV advertising.

In support of this argument, we also claim that because this technology (DVR) has installed the most popular video streaming and audio streaming platforms.

According to some studies from Google, the interest for traditional TV decreases, as well as the marketing budgets will be directed towards the digital area, having an impact with better but also measurable results.

Personnel who must implement marketing by permission and not an aggressive one, marketing in which the client agrees to receive commercial messages and the companies offer them useful information and advice.

The model of aggressive promotion leads to the decrease of the company's prestige, decreases the search engine optimization performances (SEO). Every time we make an action in the digital environment, we establish a contract between the parties, that is why it is highly recommended to be very careful where we place our email address, the phone number gives other personal data from which commercial spam is made.

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