**Digital Marketing**

**What is it and how did it evolve?**

Especially in marketing, in the past, consumers were usually reachable only in certain places, or rather only by a small number of media. Through television ads, newspapers, or billboard advertisements.

This is not the case anymore.

Nowadays marketing happens everywhere, because you can reach both consumers and suppliers at any time. This new form of marketing goes hand-in-hand with digitization and it is called “Marketing 4.0” by many professionals.

The importance of digitization for marketing is very evident, as marketing has changed almost completely, compared to the past.

Ironically, marketing today is based equally on consumer swarm intelligence as it’s based on the individual needs of the single consumer.

Advertisements are adjusted to fit the consumption behavior of the consumer using their data. For example, when the consumer likes something on Facebook, the algorithm proposes similar, suitable products to the consumer.

This is just one example of many.

At the same time, the goal of big digital marketing campaigns is to create a big wave of euphoria for the product. This euphoria is also called “hype”.

People who are on the verge of being a fan or buying the product might be tempted by this hype to buy the product or become a fan of something.

However, the exploitation of this swarm intelligence can also backfire, as often the reaction of the general public is quite unpredictable. This can also lead to a serious damage of the image of the company.

**Digital Marketing**

**Opportunities and Risks**

As mentioned above, digitization carries many dangers, generally, but also especially on a marketing level.

In order to avoid the risks, one must first know what risks exist at all and how to benefit from digitization.

The opportunities that digitization opens up to the marketing are manifold. Applying for products or solidifying your own company image gains a lot of efficiency through social media marketing, because it reaches the most people at a quick time.

It’s important to increase awareness and strengthen the online presence of the company or product.

So, it’s apparent that digitization offers many opportunities for the marketing, but also many risks.

Just as the swarm intelligence of the masses can be used online to one’s favor, it also can cause serious damage to your image or brand.

Often, internet users do not adequately inform themselves, and then, when they see that a particular company is vilified, they might start riding that wave of bad press.

This can build up and lead to high losses, that’s why it’s very important to be extremely careful about social media marketing and digital marketing in general.