Exploring Cybersecurity Threats in Digital Marketing
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Abstract

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Cybersecurity is crucial to digital marketing hence dealing with security threats in cyberspace is essential for success in digital marketing which is an online business. The cornerstone of any online business is security. The primary objective of any form of online marketing business is to connect a business or organization with its target audience via digital channels in order to increase its reach. Cybersecurity is crucial to digital marketing hence dealing with security threats in cyberspace is essential for success in digital marketing. Promotions have to be done using an efficient marketing strategy that doesn't have any security issues.

This paper identifies strategies put in place for a successful digital marketing business in the midst of incessant cyber threats. Online survey was used to collect data from those involved in one form of digital marketing or the other. This includes social media promotion, mobile phone advertising, content marketing, influencer advertising, third-party merchant marketing, search engine optimization, paid channel advertising. Usable data was collected from 680 participants who were members of a Facebook group of 34,000 digital marketers. The data gathered was evaluated using (SPSS). Responses from digital marketers indicated major cybersecurity threats and the different ways digital marketers have been able to explore them were exposed

Introduction

With the vigorous advancement of technology in society, it is more important now than ever that we follow a digital marketing strategy. It should be noted that digital strategy should be the foundation of an organization's "key" market procedures. These ideas are which clarified that emerging technologies have constrained organizations to reevaluate techniques. The authors proceeded to explain that integrating technology into marketing enables marketers reach a younger audience who always use mobile devices. The perspectives of this approach is that there is a correlation between embracing innovation and marketing system, and this is in concurrence with the upcoming technologies which both recognize that innovation is quickly creating a new operating style and will indeed change organizations customary operating style

Digital marketers work with e-commerce websites daily and these e-commerce websites' transactions are constantly under attack by hackers. Most times, third party services are used such as pay TM, phone Pay who use customers payment data, sometimes this customers payment information could be compromised and exploited by hackers if not handled securely. Digital marketing strategies have to be prioritized because it enables individuals or organizations to reach clients by combining advanced technologies with existing marketing plans.

Forms of Cyberattacks That Involves Digital Marketing:

- Malware infection from files downloaded or links clicked

  When the users click on links that arrived from unknown sources might lead us to malicious sites and in turn infect our systems by downloading malicious content.

- Browser hijacking and redirection

  When the user is working with a certain site the advertisements that are associated with those websites might redirect us to a different site from that site.

- Stealing of data and other sensitive information

  When a user enters their personal data in unsecure websites there is a high-level chance of that sensitive information being exposed.

- Identity theft

  Identity of that user whose details were masqueraded maybe reused

- Proliferation of fake news

  Unsecure websites may be hacked and fake news make be spread making it as a platform

- DDOS attacks on website

  A surge of network packets would be sent from multiple sources or systems making the server irresponsive towards resolving to any of the host requests

Research question formulation

1. What are the basic tools used for marketing?

2. What are the digital marketing strategies used?

3. How effective are the digital marketing tools?

4. What measures are taken to ensure security in cyberspace?

Most preferred tools:

Below listed are the different tools used for different technologies. Among the interviewed respondents that use organic social media as their digital marketing channel, 81.3% utilize Facebook, 82.6% use Instagram as their digital marketing channel, while 57.5% use Twitter. Facebook and Instagram are the tools of choice among digital marketers for social media without paid promotion. Paid channel advertising, email advertising and social media advertising are most commonly used methods of advertising.

Technique	Tools
Paid Channel Advertising	Adword Blogs Social Media
Social Media	Facebook Instagram Twitter
Design	Canva Photoshop Animator
Video Hosting Sites	YouTube Vimeo MySpace
Analytics	Google Analytics
Search Engine Optimization (SEO)	Google Search Console Google Keyword Planner SEMRush

Digital Marketing Strategies

Below listed are the marketing strategies for digital marketing of different E-commerce websites. E-mail marketing, Influencer marketing, social network marketing and Search Engine Optimization are the techniques usually employed by different digital markets in the industry.

S/N	Types of Digital Marketing	Number of Respondent that prefer this type of Digital Marketing	%
1	Search Engine Optimization (SEO)	407	59.9
2	Search Engine Marketing and Paid Channel Advertising	375	59.9
3	Social Network Marketing	581	85.4
4	Content marketing	450	66.2
5	Influencer Marketing	553	81.3
6	Email Marketing	598	87.9
7	Mobile Phone Marketing	220	32.4

Challenges faced by digital marketers and solutions implemented

1. Generating traffic and leads

- Creating good content
- Content promotion
- Linking back to website
- Search engine optimization

2. Engaging social media followers

- Be social
- Posting interesting and useful content
- Start engaging followers
- Ensure every post offers real value

1. Search Engine Optimization (SEO) for website

- Run a quick SEO audit
- Hire an SEO expert

4. Managing website

- Hire a freelancer
- Host your website on a platform that integrates all your marketing channel

Cyber security threat and digital marketer handling of threats and attacks

1. Content Marketing

- Ensure that only patched and updated operating systems and software packages are used on servers.
- Content Management Systems are accessible via secure private networks alone.
- User password authentication policy is enforced.
- Administrators must moderate the creation of user accounts
- Users must be properly trained on the security features of organization's CMS and install updates immediately they are available

2. Email Marketing

- Never open emails from unknown senders and always verify the identity of suspect email senders and their safety, by contact them before opening it.
- Verify that ISP and servers are reliable and responsible.
- Use security software tools to monitor your email marketing needs and ensure the emails you send out to desired audiences are encrypted to reduce the risk of a phishing attack.
- Set up outbound filters to prevent emails with hidden malware.
- Include the email systems in network security audit

3. E-commerce:

- Use of SSL (Secure Sockets Layer) protocols and a two-step verification process
- Take all the precautions to provide a safe and secure payment method for the customers.
- Guaranty that hackers cannot subtly access client's bank and card details.

4. Non-Human Traffic:

- Botnet discovery tools search the computers against a list of threats and monitor communications for behavior patterns that can be used by bots.
- CAPTCHA (Completely Automated Public Turing test to tell Computers and Humans Apart) checks that ensure that the user is human can be used to combat Bots

CONCLUSION

For any product or service marketing is extremely essential. People hardly find time to look around them for advertisements. So digitalization of marketing strategies has become crucial and it also has it own issues with security. Data protection is very important when it's digitalized so by adopting proper cybersecurity practices and implementing network compliances in place we can make internet a safer place.

FUTURE SCOPE

This research paper published by Susan Konyeha describes about cyber threats that are posed to digital marketing. Even though we ensure proper implementation of safe and recommended practices, new vulnerabilities and security breaches are always encountered. So we need to always update ourselves regarding the ongoing attacks and try to secure and reconsider our marketing strategy and also marketing medium. Hackers are increasing in number and always pose a threat when it comes to digital marketing this discussion can be extended to designing action plan when a cyber incident occurs and design methods to retrieve the data masqueraded while marketing.

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