“What could be the challenges facing a multiproduct large global company like Johnson & Johnson, in the Digital Marketing area? You are a cutting edge technologist in this Generation Next era. What ideas can you bring to help address some of these challenges?”

The challenge faced by a multiproduct large global company like Johnson & Johnson in the Digital Marketing area is budget. Cost is main factor to consider when marketing a product in digital marketing area. A multiproduct large global company has a lot of products. Hence, marketing a lot of products involve a large marketing budget. Also, for some products, marketing budget may exceed profit of products.

Furthermore, target market is another challenge that a multiproduct large global company most likely to face. To use digital marketing to attract customers and increase sales, a company must determine how customers use digital marketing to get information about products. For instance, a product which is targeted to teenagers, a company can promote its products through blogs, social network sites and etc. It is because teenagers spend most of times to surf the internet.

In addition, challenge that a multiproduct large global company faces in digital marketing area is technology. From servers being down to browser and software issues causing banner advertisements and websites not to load, common technology issues can play a major role in the success of a digital marketing strategy. Beyond technical difficulties, companies often have to invest in equipment and services to implement their digital marketing campaigns. For example, a company that wants to do website marketing needs a web server, web expertise to build it.

Also, timing problem is challenge that a multiproduct large global company faces. Planning, implementing and monitoring digital marketing strategies require a time commitment. Digital marketing strategy requires constant monitoring and modification. So, the marketing strategy can follows latest trends of targeted customers. Investing much time in digital marketing involve risks like missing correct time to introduce a new product to the market.

Besides that, a multiproduct large global company also faces talent challenge. The knowledge and experience that a company have is the main factor in influencing success of digital marketing strategy. Before delving into digital marketing, it's important to know marketing options, how to implement digital marketing ideas and measure their success. If no one has previous experience, consider using a marketing consultant who specializes in digital media services.

If I am a cutting edge technologist in this Generation Next era, the idea that I can bring to address the challenges is to develop suitable digital marketing strategies for different products. There are two main forms of digital marketing approaches. First is Pull digital marketing in which the customer must actively seek the marketing content. Websites, blogs and streaming media are examples of the pull digital marketing. Second is Push digital marketing. It involves both marketers and recipients. The marketer has to send the message to subscribers to inform them about latest products. Email, text messaging and web feeds are examples of the push digital marketing.

Depend on budget, audience, technology and talent that addressed in the above for each product, a digital marketing strategy is implemented. For a low budget product, pull digital marketing is more suitable that push digital marketing. Cost to develop a web site is low compared to high cost of creation and distribution of push strategy.

From target market perspective, push digital marketing is suitable for mobile customers. Mobile users do not have spare time to view the content of the web site to get latest information of products of the company. SMS, email and web feeds inform mobile customers about latest information when the mobile customers subscribe to push services of the company.

To address technology and talent challenge, a multiproduct company has an IT-expertise team. IT-expertise implements a web site, SMS gateway, mail server and etc to promote products of the company through marketing strategies.

Conclusions, target market, technology, talent and timing are main challenges of a big multi-products company like Johnson & Johnson face in the Digital Marketing area. To address all these challenges, different forms of digital marketing are applied on each product.