Exploring Cybersecurity Threats in Digital Marketing

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Abstract:-

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 primary objective of any form of online marketing business is to connect a business or organization with its target audience via digital channels. Responses from digital marketers indicated major cybersecurity threats and the different ways digital marketers have been able to explore them were exposed. This paper identifies strategies put in place for a successful digital marketing business in the midst of incessant cyber threats.

This support is likely needed because cybersecurity offerings are technologically complex and systemic by nature, as supported by the finding that value-added resellers pay little attention to supplier's campaigns and price discounts. Thus, cybersecurity suppliers should maintain trusted and informative relationships with their resellers and provide them with hands-on sales tools, because a reseller's commitment to selling cybersecurity solutions is linked with their ability to understand the offering and with the extent of their supplier relationship.

The exponential growth of the Internet interconnections has led to a significant growth of cyber attack incidents often with disastrous and grievous consequences. Malware is the primary choice of weapon to carry out malicious intents in the cyberspace, either by exploitation into existing vulnerabilities or utilization of unique characteristics of emerging technologies.

Keyword:- Exploring, cybersecurity, cyber threats, advertising, digital marketing.

1. Introduction:-

Digital marketing is the component of marketing that uses internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. a digital marketer is responsible for using digital channels to generate leads and build brand awareness. Digital marketers work with e-commerce websites daily and these e-commerce

websites' transactions are constantly under attack by hackers.Security threats majorly come from compromised user accounts, even marketers accounts have higher risks because they are allowed higher permissions and access rights.

Security threats majorly come from compromised user accounts, even marketers accounts have higher risks because they are allowed higher permissions and access rights.Digital marketing strategy enables individuals or organizations to reach clients by combining advanced technologies with existing marketing plans. A marketing strategy which utilizes innovation to enhance an organization's capacity to capture the market begins with a sound procedure. agreed with these arguments and further proposed that digital marketing strategies have to be prioritized. The president of EDventure Holding Inc., Esther Dysan, clarified that the Internet is not simply another distribution or advertisement platform, but has become a media that has fundamentally changed how business is conducted by organizations .

Cyber-attacks fall into two major categories: breaches of data security and sabotage. Private data, intellectual property, trade secrets, and bid, acquisition, and price-related information drive data breach targets. Sabotage may appear as service denial attacks that overload web servers with dubious messages, and result in server downtime arising from compromising systems infrastructure .

1.   Cyber insecurity as a threat to digital marketing:-

Cyber threats are a big deal. Cyber attacks can cause electrical blackouts, failure of military equipment, and breaches of national security secrets. They can result in the theft of valuable, sensitive data like medical records. They can disrupt phone and computer networks or paralyze systems, making data unavailable. digital marketing is very common in many businesses today, because it is very useful in customer drive and helps in retaining the customers. Customers get valuable information through these sources too. Content management systems (CMS) are vulnerable to cyber-attacks. Organizations email accounts could be used by hackers to distribute spam messages that carry viruses thereby causing sites to be blocked by the system of the organizations concerned for the security of other websites on their server.

These study also attempts to understand the challenges faced by digital marketers and measures put in place to prevent, counter and minimize effects of cyberattacks.

2. Methodology:-

The survey information collected was examined using the Statistical Package for Social Sciences

(SPSS).In this study, a survey method is used to collect data by means of questionnaire instrument. Usable data was collected from 680 participants who are members of a Facebook group in Nigeria, comprising 34,000 digital marketers, and the sample population was randomly selected.

3. digital marketing tools preferred by marketers:-

- There are the different types of marketing tools:-

1. Affiliate Marketing:-

Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts. Affiliate marketing tools is Flippa, ShareASale, Hemingway, Yoast SEO.

2.Social Network Marketing:-

Social media marketing is the use of social media platforms and websites to promote a product or service. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social Network Marketing using tools like Hootsuite, Buffer, Sprout Social, BuzzSumo.

3. Email marketing:-

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations. Tools for email marketing is Mailchimp, Sendinblue, Constant Contact, GetResponse.

4. Mobile Phone Marketing:-

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps. In recent years, customers have started to shift their attention (and dollars) to mobile. Because of this, marketers are doing the same in order to create true omnichannel engagement. Tools are available for Mobile Phone Marketing like Google Analytics, Google AdMob, Instagram, Yelp.

5. Viral Marketing:-

Viral marketing is a sales technique that involves organic or word-of-mouth information about a product or service to spread at an ever-increasing rate. The internet and the advent of social media have greatly increased the number of viral messages in the form of memes, shares, likes, and

forwards. There are many types of tools are available for viral marketing like Woorise. Woorise, MobileMonkey, ReferralCandy, AppVirality, GrowSurf, Gleam, OptinMaster, UpViral.

4. Challenges faced by digital marketer and solutions implemented:

cyber security threat is a very present issue which can influence all digital marketing activity. As the value and volume of data continue to grow, and digital assaults become more sophisticated, digital marketers are faced with potentially vulnerable touch points that can be exploited. cyber security threats and proven ways responding digital marketers have been able to tackle them.

4.1. Generating traffic and leads:-

- Solutions Implemented by Respondent Digital Marketer:-

1. Creating good content
2. Content promotion
3. Linking back to website
4. Search engine optimization

4.2. Engaging social media followers:-

- Solutions Implemented by Respondent Digital Marketer:-

1. Be social
2. Posting interesting and useful content
3. Start engaging followers
4. Ensure every post offers real value

4.3. Ideas for blog posts Content creation:-

- Solutions Implemented by Respondent Digital Marketer:-

1. Set up Google Alert for industry and related topics
2. Putting together contents and ideas over the week or regular events to post about
3. Following web trends
4. Hire a freelance writer

4.4. Search Engine Optimization (SEO) for website:-

- Solutions Implemented by Respondent Digital Marketer:-

1. Run a quick SEO audit
2. Hire an SEO expert

4.5. Return on Investment (ROI) on marketing activities Increase conversion rate:-

- Solutions Implemented by Respondent Digital Marketer:-

1. Set up ROI reports
2. Use marketing software
3. Use effective landing pages
4. Target the right channels and audience

4.6. Managing website:-

- Solutions Implemented by Respondent Digital Marketer:-

1. Higher a freelancer

2. Host your website on a platform that integrates all your marketing channels

5. Cyber security threat and digital marketer handling of threats and attacks:-

5.1. Content marketing:- Content Management Systems like WordPress make managing the content marketing more comfortable, but hackers are acquainted with the WordPress product and easily compromise the website to circulate malware.

- Measures Respondent Digital Marketers use in tackling threats and attack:-

1. Ensure that only patched and updated operating systems and software packages are used on servers.

2. Content Management Systems are accessible via secure private networks alone.

3. User password authentication policy is enforced.

4. Administrators must moderate the creation of user accounts

5. Users must be properly trained on the security features of organization's CMS and install updates immediately they are available

6. Host organization's website only with a hosting company that focuses on customer security

5.2. Email Marketing:- Email marketing is one of the effective although traditional methods of digital marketing. It however poses a challenge of phishing attacks. Hackers can use the email accounts of companies to send spammed and virus infected emails. If this attack is not mitigated, servers can black-list and block the site which will affect the company's email campaign.

- Measures Respondent Digital Marketers use in tackling threats and attack:-

1. Never open emails from unknown senders and always verify the identity of suspect email senders and their safety, by contact them before opening it.

2. Verify that ISP and servers are reliable and responsible.

3. 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.

4. Set up outbound filters to prevent emails with hidden malware.

5. Include the email systems in network security audit.

5.3. Social Network Marketing: The approach of Social networks has changed the definition of communication and social interactions. Identity theft is the main threat and risk when it comes to

social network marketing. Whether it's unauthorized downloads, weak passwords, or sharing of confidential information, social networks may be used as a platform to exploit private data.

- Measures Respondent Digital Marketers use in tackling threats and attack:-

1. An effective user password authentication policy must be enforced.
2. Administrator must monitor all social network activity.
3. Implement very strict privacy settings.

5.4. E-commerce:- The high risk and potential vulnerability in e-commerce continue to present a challenge for digital marketers.

- Measures Respondent Digital Marketers use in tackling threats and attack:-

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

5.5. Non-Human Traffic: About half of the traffic on the Internet is not from humans. This includes click fraud bot nets, link scrapers which collect information from web pages, spam bots, and more.

- Measures Respondent Digital Marketers use in tackling threats and attack:-

1. Botnet discovery tools search the computers against a list of threats and monitor communications for behavior patterns that can be used by bots.
2. Another way of combating these threats is to expose false domain lists or to share information and track the originating IP addresses.

5.6. Customer Relationship Management:- Customer relationship management, or CRM, is a core part of any business, and a businesscritical application that stores vital business information. They store information along with the processes they manage.

- Measures Respondent Digital Marketers use in tackling threats and attack:-

1. Firewalls
2. Security software
3. Use of private networks e.g. VPNs
4. A strong password policy is a high-risk factor for cyber-attacks.

Conclusion:-

Digital marketing is about utilizing digital technology to achieve marketing objectives. To be successful and operate safely in cyberspace, digital marketing requires a certain skill set to utilize digital technology effectively. It is very necessary that digital marketers understand the

strengths and weaknesses of the various digital marketing strategies and the risks faced with them in terms of security. The research and practice of digital marketing is improving with the advancement of technology.

All the web platforms, payment systems, and social media sites used should have all possible safeguards in place. Monitoring a site for intrusion or suspicious behavior is also a must. One should integrate security measures for digital marketing campaigns. To be successful in the digital marketplace, sound knowledge of the benefits and limitations of digital marketing is required in addition to the necessary skill to carry out the function of digital marketing.

The advancement in technology fosters multifaceted opportunities and at the same time poses unprecedented challenges for the marketers.cybersecurity suppliers should use digital channel marketing to provide their resellers with concrete sales tools and skills. Value-added resellers commit to sell a cybersecurity solution only if they are able to understand the solution and its value to end customers. The essence of digital channel marketing is to decrease technology and exchange uncertainty and to strengthen collaboration and commitment between suppliers and resellers for improved sales performance.

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