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## Digital Marketing in Web 3.0: Challenges & Opportunities

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### **Abstract:**

*The world is moving from traditional to digital. Digital transformations are already done in almost every field. The impact of digital marketing increases the revenue of businesses and also personal. But marketing can be done digitally only if marketers have the data of the target people. Web 3.0 removes the central authority, people work on the decentralized network anonymously means their identity will not be disclosed. This will create a problem for marketers to find out the target customers. Google Analytics also depends on the tracking data of customers. AI tools minimize the work of marketers. Everything will be done through AI in the future so there may be chances of job reduction for digital marketers. Overall, Web 3.0 will bring new opportunities for digital marketing, but it will also require marketers to adapt to new technologies and rethink their strategies to take advantage of them.*

**Keywords:** Digital Marketing, Web 3.0, Challenges in digital marketing, Google Analytics

### **Introduction:**

Web 1.0 is a read-only web, static pages that are used like a newspaper, one-sided only. Whatever the website owner wants to display only those content users can view. Web 2.0 is participative, Two-sided where users can also create content and not only the website owner. Like Facebook, Whatsapp, YouTube, etc. where the web pages are more dynamic, and personalized. Web 3.0 is the semantic web or the next evolution of the internet. This uses more advanced technologies like AI, Natural Language Processing, and the Semantic web to create a more intelligent, interconnected, and user-friendly web experience.

### **Web 3.0:**

Web 3.0 refers to the next evolution of the World Wide Web, characterized by the use of advanced technologies such as artificial intelligence, semantic web, and blockchain. It aims to create a more intelligent, interconnected, and decentralized web where users have more control over their data and can interact with the web in a more natural and intuitive way.

Web 3.0 is expected to be more user-centric, with a greater emphasis on personalization and individualized experiences. It will also be more secure and private, with the use of blockchain technology and decentralized systems to protect user data. Additionally, Web 3.0 is expected to enable new types of decentralized applications (dApps) and services, such as decentralized finance (DeFi) and non-fungible tokens (NFTs).

### **Digital Marketing:**

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Essentially, if a marketing campaign involves digital communication, it's digital marketing. And Web 3.0 semantic web helps us to market our products or services digitally.

### **AR & VR:**

Augmented Reality (AR) and Virtual Reality (VR) are both technologies that have the potential to revolutionize digital marketing. AR involves overlaying digital information on the user's view of the real world, while VR creates a fully immersive digital experience. Both technologies can be used to create engaging and interactive experiences for customers, and can be used in a variety of ways in digital marketing campaigns. For example, AR can be used to enhance product demonstrations and enable customers to visualize products in their own home, while VR can be used to create immersive brand experiences and virtual events.

### **Metaverse:**

The metaverse has the potential to revolutionize digital marketing by providing new and immersive ways for brands to engage with customers. In a metaverse, brands can create virtual spaces and experiences that allow customers to interact with their products and services in a more engaging and memorable way.

For example, a brand could create a virtual showroom where customers can explore and interact with products in a realistic and immersive way. Additionally, brands could create virtual events, such as virtual concerts or product launches, that allow customers to participate in real-time and engage with the brand in a more interactive way.

In addition, the metaverse could also provide new opportunities for personalized and targeted

advertising, by using data from customer interactions within the virtual world to better understand their interests and preferences.

### **Opportunities:**

AI changing the way of digital marketing. AI can automate content, AI tools can create a blog, heading for you which you may use for your digital advertisements. The content that the AI tool produced for you can again be used to convert voice by using another AI tool. AI tools can also create social media posts for you. AI tools can suggest more appropriate keywords for your site and recommend image optimizations if required for your site. So that SEO ranks your pages in SERP. This all came into the picture when Open AI launches GPT-3 (Generative Pre-trained Transformer 3).

Google Analytics provides you your website's analytics as traffic on your channel, views, which pages are most visited, devices used, geographic areas, gender-wise, date-wise analytical reports, etc. this will help digital marketers to decide further marketing strategies to grow more. Google analytics is very easy to use. No need for mastery in programming only the Google Analytics tag user need to add to his/her website's web pages.

### **Challenges:**

We can't rely on whatever the results are produced by AI. A semantic web or GPT-3 collects data from the internet and produces results. Every time the results produced by SEO may not be the best similarly AI produces some incomplete, approximate, irrelevant results because these results are not produced by the human being and this will affect the user's marketing business.

When a user uses the internet AI track his/her activities, behavior, interest and etc., and accordingly, AI will recommend ads, find target people, give suggestions, predict future behavior, etc. But if this tracking will stop in the future then AI will be weak to recommend ads, find target people, predict behavior and their interest, etc. And because digital marketers rely on AI their business also will go down. Recently Apple added a feature "Allow apps to request to track" and users can turn it on or off. This had affected the recommendations of Facebook ads. And this had affected the ROI on Facebook ads as well.

Google Analytics uses tracking data to produce the analytical report. But if tracking permission is denied by the user then the results produced by Google Analytics may be wrong. Because every user's data is not received and it will affect the analytical reports. So digital marketers can't rely on Google Analytics reports. To overcome this problem Google Analytics uses AI predictive analysis which adds predictive analysis data along with the tracking data and then produces results. E.g. if 40 persons view the site according to website traffic data but Google analytics may show you 55 persons viewed your site as a result. Here 15 counts added from the AI



predictive analysis that means according to AI some people hide their identity and in this example, such people count is 15. So challenges are always in front of every technology but AI finds out the loophole to solve them.

However, as AR & VR are emerging technology, it's important to keep in mind that AR and VR may require a significant investment in terms of cost and resources.

### **Conclusion:**

Web 3.0 is still in the early stages of development, but it is expected to have a significant impact on how we interact with the web and the types of services and applications available online. So it will definitely affect digital marketing industries. Metaverse is still in the early stages of development, it is important for brands to keep an eye on its evolution and explore ways to incorporate it into their digital marketing strategies, while also considering the cost and resources that would be required to take advantage of its potential.

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