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With digital marketing moving at the speed of light, things are changing so fast that people who donâ€™t keep track of technology have no idea what happening around them. Lack of any standards makes things even more confusing.

We talk about helping small business to take advantage of digital marketing which includes various ways of reaching out to their customer which they wouldnâ€™t be able to otherwise. But I donâ€™t think small business owners can realistically comprehend how to leverage digital media cost effectively and tie up with their business objectives.

In fact what they are getting is number of different messages telling them whatâ€™s good for their business from startup digital marketing companies without having any understanding of business objectives.

Till date small business are only able to get the grasp on is, have a good website and maintain wherever whenever possible. Beyond that itâ€™s all smoking mirrors with flashing lights. So they just have to take their chances.

Itâ€™s critical for any business to be able to develop new business when they really need it. Otherwise the business doesnâ€™t have enough oxygen to survive much longer without constant flow of new business revenue.

Digital marketing so far is catering to cashed up large enterprise customers. What we need is customized, simple to understand digital marketing solutions for small business. And digital marketing industry is still in it's infancy and it will take sometime before things start to shape up in a meaningful way for Small to medium business.

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