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**GOVERNMENT PROGRAMS TO TAP ONLINE USER'S
POTENTIAL AND ALLOW THEM TO USE IT FOR DIGITAL
MARKETING AND BECOME DIGITAL AMBASSADORS**

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ABSTRACT

The purpose of the study in this paper is to provide details regarding the initiatives and programs for utilizing the untapped potentials of the users present on different social media sites by training them or guiding them to use their energy in something which will bring good results for them and make them digital influencers. Researchers who are working effectively in this research field are utilizing the qualitative research method. The research data related to it was obtained from Amazon programs, blogs, social media, and e-commerce sites, and it is shared descriptively. The finding from this paper indicates that the creation of programs like this will undoubtedly benefit social media users and improve the way social media is currently used by most people. The way forward to make it possible, multiple hurdles need to be passed for successfully implementing this program. The paper will be limited to the extent to which the motive behind it is clearly

described, then describe the possible ways for creating this program and how it will work, and lastly, what effect the initiative will have on the social media users and the e-commerce market.

Keywords: E-Commerce, Application Programming Interface (API), Plugin, Digital Marketing.

INTRODUCTION

With the innovation of the Internet in 1990 by Tim Berners-Lee, it evolved in many ways. It really helped people from around the world to get connected with each other and know about one another by sharing information and their experiences which could be beneficial for both of them. This means parallelly they are learning from others and also teaching others. In Web 1.0, it was all done through websites, blogs, and emails as most, but in 2000, it all changed with the launch of Web 2.0, which mainly consisted of the more advanced use of connectivity technology, which made it simpler and more convenient for the people to get connected. Social media platforms (Wang et al., 2023) were one of the impactful mediums of this new era of technology. This really revolutionized and changed the way people connect and get information about each other, it also indulges a large number of users who were just getting connected with the internet on and off, and even the new users who don't ever use the internet, are also becoming a part of it and using it actively thanks to the social media attraction. This is one of the biggest successes of social media that it has given access to everyone and made it very easy for them to join it and start to connect and interact with others. Therefore, as time passed, people got more involved in it and started using it for public awareness and campaigning for a positive impact. However, most people still don't have the knowledge and understanding of how they can utilize it properly and efficiently and make the most of it to benefit themselves and others. They are investing so much time and effort in social media platforms (Kumar et al., 2023) but not getting much in return. It doesn't mean spending time on social media is a waste of time only. It has its positive also. But the point we need to understand is that if a user can understand and train for it, they will be able to make every time spent on social media worth it. However, information about it is not very common, and most people are unaware of it. It's not like you require a degree from the university for it; only they need guidance and material for awareness about it. After that, the process is similar to what a user does daily on social media sites. It is

essential with so many digital gadgets and services people have right now, which is very helpful and informative for them. Like every other thing in the world, it can be used positively and has the side effect of its harmful usage. In the case of social media, time and effort are the most critical factors in someone's life, and social media occupies the most. Due to no pre-awareness for the users regarding it, now every person is utilizing this according to their understanding which in most cases is not adequate for the people. It's tough right now to deliberately ignore it because it is becoming necessary for the people. So, neither its usage should be banned entirely and nor is it possible to do it. Therefore, the only way is to let people use it more responsibly and provide ways to benefit from it.

That is why it requires an initiative from the government to introduce a program to discover the potential that most people don't know. If they see, they don't have the clarity to use it efficiently for their advantage, which is digital marketing (Dominique-Ferreira et al., 2023). Digital marketing is a vast concept with so many advancements in it, but we are here to focus on making it easy for the social user to understand it and then implement it without making any extra effort or spending money unnecessarily. The program concept is simple, which is that the social media users already know how to use the platform and how they can share information and reach as many people in their circle as they can. With it, they are also familiar with the online shopping experience through e-commerce websites. They purchase and buy different items from the sites of a wide range of brands, stores, and outlets. So, this program will try to combine both experiences of the social media users with each other and try to find a way to benefit the users to make it worth the time they spend on each of them. The program called Digital Ambassador fulfilled the needs of both parties whereby e-commerce sites need marketing for their brand so people get to know about it more and purchase from them if they are confident of the quality of the product (Peng & Yi, 2023). On another end, social media users have the medium of communication, which means every user with an account will have a voice in the digital environment. Also, they have experience in buying and using e-commerce items. Hence, they just need to be vocal about it on the platform and do word-of-mouth marketing for them (Teixeira et al., 2023). The only problem here is the absence of a bridge that will connect both e-commerce users and social media users together. That gap will be filled by the government platform that can list all the e-commerce stakeholders in one place. Social media users will connect with this platform, then will choose the brand of their experience after getting the link to the

product they used, and finally, share their knowledge about it in your social media accounts. If any order e-commerce sites get because of the social media user efforts, then they will give them the incentive on it. Therefore, it will be a win-win situation for both. Users don't need to make an extra effort as they use the same platform and share their experience as they do it more often. Also, the e-commerce sites that are already spending amounts on marketing now will have to use the same amount for paying incentives (Raj & Saini, 2023). Lastly, on the government's end, they will be able to create employment opportunities for the citizens through it and also will be able to train and upgrade citizens' skills.

Most importantly, they can direct the time and effort of citizens, especially the young population, who are just wasting their time on social media without any learning or getting any benefits. With the help of this program, their energy will be transformed into something good that benefits them financially and also will give them the message about how to utilize technology better and get them focused on using their time and effort for the betterment and progress of the country, which is the best outcome a government will get from it. To make it possible the government will develop an application programming interface (API) or plugins so users and sites can easily connect with it, and they will be giving service charges for the usage of the service. Its implementation will be discussed in more detail in the article.

LITERATURE REVIEW

E-Commerce

E-commerce refers to the buying, selling, and trading of goods and services over the internet. It's frequently referred to as electronic commerce or internet trade (Xu et al., 2023). The word e-commerce can also be spelt as follows: e-commerce, E-commerce, eCommerce, etc. While some firms use their websites to sell products, many use them as a means of distribution as part of a more effective company strategy that includes physical storefronts and other revenue streams (Yin et al., 2023). E-commerce allows small businesses, large corporations, and startups to sell their products worldwide.

The following are examples of the most prevalent e-commerce model types and what they mean (Peng & Yi, 2023)

- a) B2C: Business-to-consumer e-commerce is the most popular type (B2C). Business to consumer refers to any transaction that involves both a business and a customer, such as when you make an online purchase (Raj & Saini, 2023).
- b) Business to Business (B2B): B2B e-commerce refers to exchanging goods or services between businesses, such as manufacturers, wholesalers, and retailers. Consumers are not the primary objective of business-to-business e-commerce, which often involves products like raw materials, software, or combination items. Manufacturers can also sell directly to retailers through B2B e-commerce (Datta et al., 2023).
- c) Direct-to-Consumer (D2C): Direct-to-consumer is the newest kind of e-commerce, and trends in this area are continually changing. Direct-to-consumer (D2C) marketing is when a brand sells directly to the customer instead of going through a retailer, distributor, or wholesaler. Subscriptions are commonly used in direct-to-consumer sales, and social selling on platforms like Facebook, Instagram, Pinterest, TikTok, and SnapChat (Pérez-Morón, 2023).
- d) Consumer to Consumer (C2C): C2C e-commerce refers to selling a good or service to another consumer. Consumer-to-consumer transactions occur on websites like eBay, Etsy, Fivver, etc.
- e) Consumer to Business (C2B): A consumer-to-business relationship is one in which a person provides goods or services to a company. C2B includes exposure-delivering influencers (Bighrissen, 2023).

These are only a few examples of the various delivery models used in e-commerce (Almtiri et al., 2023).

- a) Retail: Sales to customers directly, without the involvement of a middleman.
- b) Dropshipping: The sale of products made and delivered to clients by a separate entity.
- c) Digital products: Downloadable goods, such as templates, courses, e-books, software, or media, that must be purchased to be used. A substantial share of e-commerce transactions involves purchasing software, tools, cloud-based products, or digital assets.
- d) Wholesale: Selling products in Wholesale bulk products are often sold to a retailer, who sells them to customers (Jaller & Dennis, 2023).

- e) Services: These are occupations that may be hired online, such as writing, influencer marketing, and counselling.
- f) Subscription Services with frequent, recurring purchases are known as “subscription services,” a popular D2C business model.
- g) Crowdfunding: Business owners can raise start-up capital for their products through crowdfunding. Once enough buyers have bought the product, it is manufactured and shipped (Alkis & Kose, 2022).

Social Commerce

Selling goods and services directly through social media is known as social commerce (Wang et al., 2023). With social interaction, the entire purchasing process, from finding products to doing your research and making a purchase, takes place on social media (Kumar et al., 2023). Instagram, Facebook, Pinterest, and TikTok are the social media applications that now have native social commerce features built-in (Escobar-Rodríguez et al., 2022).

Digital Marketing

Any form of marketing that marketing experts across the consumer journey can measure leverages electronic devices to deliver promotional messaging (Teixeira et al., 2023). Digital marketing is most commonly used to describe advertising campaigns on a computer, phone, tablet, or another electronic device (Dominique-Ferreira et al., 2023). Online video, display ads, search engine marketing, paid social ads, and social media posts are a few examples of the various formats it can take. Digital marketing is frequently contrasted with conventional marketing methods like direct mail, billboards, and magazine advertisements. Oddly, traditional marketing is commonly grouped with television (Sidek et al., 2023).

Affiliate Marketing

In advertising, affiliate marketing refers to paying outside publications to direct customers to a company’s goods and services (Mangiò & Di Domenico, 2022). The commission payment encourages third-party affiliate publishers to look for ways to advertise the business. Affiliate marketing has become more popular thanks to the internet. By

developing an affiliate marketing program, which allows websites and bloggers to place links to the Amazon page for a reviewed or discussed product in exchange for advertising fees when a purchase is made, Amazon (AMZN) popularized the practice (Deepa et al., 2021). The act of selling is outsourced over a vast network in affiliate marketing, which is effectively a pay-for-performance marketing business. Promoting brands via the internet and other digital communication channels is known as digital marketing, sometimes known as online marketing. This comprises text and multimedia messages, email, social media, and web-based advertising as a marketing channel. A marketing effort is considered digital if it uses digital communication (Suryanarayana et al., 2021).

Influencer Marketing

Influencer marketing combines traditional and modern marketing strategies (Thomas & Fowler, 2023). It transforms the concept of celebrity endorsement into a content-driven marketing campaign for the contemporary era. Because companies and influencers work together to create the campaign's results, influencer marketing's key differentiation is. Influencer marketing doesn't just involve famous people. Instead, it centers on influencers, many of whom do not view themselves as noted in a traditional sense (Barta et al., 2023).

Reviewer Marketing

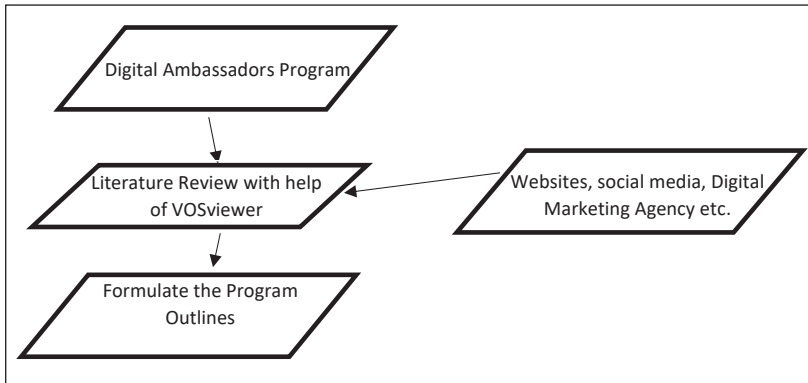
Every firm must use review marketing to stay successful. Customer evaluations provide the essential social proof that buyers seek to base their judgments on the opinions of prior buyers' needs (Avogo et al., 2022). A sizable number of reviews result in an overall rating that indicates if your brand is worthwhile for consumers to invest in or if they should turn to a competitor (Avogo et al., 2022).

RESEARCH METHOD

Related to the purpose of analyzing the trends of digital marketing in the last ten years, a literature review is considered an adequate research methodology. The data source for this research comes from different eCommerce sites, Logistics companies, and digital marketing agencies. This method was employed so that the data may be described methodically, factually, precisely, and consistently.

Figure 1

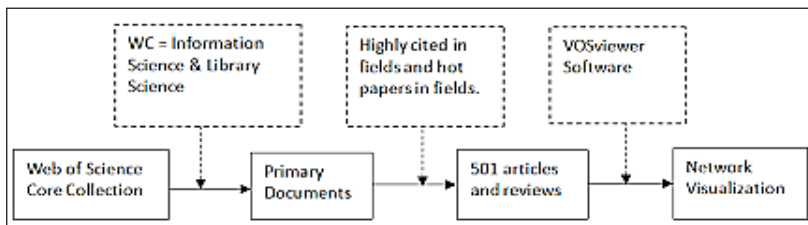
Evaluation of the Strategy-Creating Framework



Also, VOSviewer was used to analyze the data and determine based on the central theme from the bibliometric analysis of research data. A software program for creating and visualizing bibliometric networks is called VOSviewer. It has the following steps to do data visualization using information from the literature review. (1) To construct a co-authorship, keyword co-occurrence, citation, bibliographic coupling, or co-citation map using bibliographic data, select this option and click the following button. (2) Select the data source. Read information from the reference manager files — continue (3) Click next after choosing a file from your PC under the RIS tab. (4) Change any other settings you'd like by clicking co-authorship and full counting, then click Next. (5) Select the threshold and then click the following button. (6) Choose the number of authors, then click the Next button. (7) Validate the chosen authors; hit "Finish."

Figure 2

Step-by-step flow of VOSviewer Bibliometric Analysis



Finally, this article will take up the concepts of social commerce and try to implement them on a vast level for the benefit of the people. Social commerce is the actual means of using social media platforms to buy and sell products or services. Also, for the literature review, we have used the in-direct citation. We have used the grounded theory approach of the research method.

Table 1

Key Points which Differentiate Traditional and Ambassador Digital Marketing

Traditional Digital Marketing	Ambassador Digital Marketing
We have to pay the digital marketing team first to promote their product; they are responsible for promoting only, not for making sales of the product.	Digital ambassadors will do promotion of products without any pay, they take responsibility for product sales, and if they are successful in doing so, then they will get commission.
Digital marketing team didn't know or use any of the products they are promoting, but they are still encouraging others to use them just because they are paid for it.	The key to it is trust, digital ambassadors who promote the product actually bought the product, they used it, and they love it. so, they are the better choice who can honestly guide others about the product.
Digital marketing team strategy depends on posters, videos, ads, etc., which people can easily miss and forget even after seeing them and not last till the end.	Word of mouth matters at last and digital ambassadors will do precisely the same.
Digital marketing team can better present the product, but they still can't connect with actual buyers of the product for an honest opinion.	When digital ambassadors refer others to any product, they always refer to the actual person who has used the product.

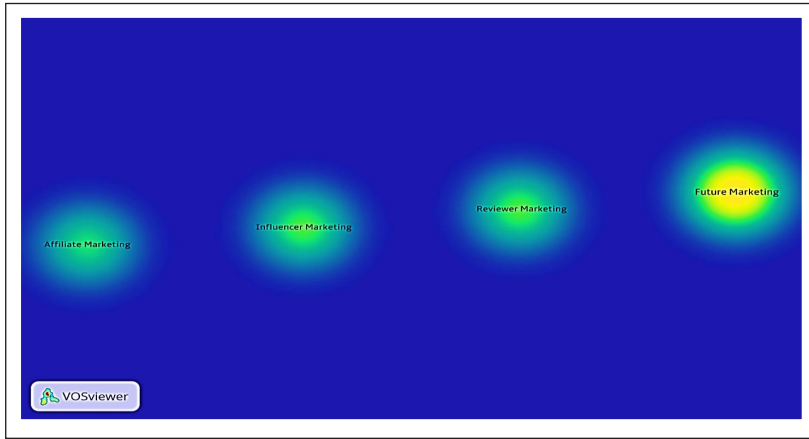
RESULTS AND DISCUSSION

Specific key themes that must be included were identified in the program for the successful implementation of digital marketing training in the nation with the aid of the analysis done using VOSviewer of data

collected about digital marketing methods from various sources. This section will cover these essential topics in detail and explain why we believe they are important.

Figure 3

The Central Theme Highlighted Through VOSviewer Analysis



Ambassador Affiliate Digital Marketing Program

The ambassador affiliate digital marketing will be designed in a way to connect online users who have their websites, blogs, mobile applications, etc., with the digital marketing platform, it will monetize their online space, and then they can start sharing the products of their choice for marketing and earn commission on it. So, to become an ambassador affiliate, online users must have an active website, blog, or mobile application, and no forgery on it should be valid. The flow of the process will be like this:

- a) Online users will visit the government ambassador digital marketing website homepage and click on the “join now as an affiliate ambassador” option.
- b) Then the signup page will open, where you have to fill in details regarding yourself and your affiliate platform.
- c) Enter your personal details like full name, home address, mobile number, email address, etc.
- d) Then enter the details regarding your website, blog, mobile application, etc. Platform and activate the connection between

the affiliate platform of online users and the ambassador affiliate site. After successful integration, fill in details regarding your online platform like what your platform hopes to accomplish, select shopping which you will likely target, how you drive online users' traffic to your platform, how you are using your platform currently to generate income, and how many active visitors your online platform brings in every day. But these questions will be non-mandatory, so you can skip them if you want.

- e) Then you can enter your payment mode option. You can choose how to commission payment against the order sale will pay to you.
- f) Soon, you will reach the verification process, and you will receive a four-digit verification code which will be sent to your mode of communication of choice, email address, mobile number, etc. Lastly, input a four-digit code, and once that is submitted, your account will be approved.
- g) Once your account is created, you'll be able to sign in on the ambassador affiliate digital marketing website. This is where you'll find many options like a performance dashboard (which includes an earnings overview, monthly summary, total clicks, etc.) And most importantly, the list of different online brands, shops, stores, etc., will be displayed on the main page. From where opening any individual online shop, you can see their website, from where you will be to pick and choose products for affiliate digital marketing.
- h) Once affiliate ambassador finds any product of his choice to do digital affiliate marketing, a button will be present against the product, so click that "Get Marketing Link" button.
- i) Clicking on it will give options to customize your link like a link with text and image, a link with text only, a link with image only, or a widget link, etc.,
- j) Depending on the chosen customized link type, you can customize the background color, title color, image size, etc., on the Link for display.
- k) Finally, copy and paste the product marketing link to your website or blog or mobile application and share it for the affiliate ambassador marketing.
- l) After sharing on the online platform, if any online user clicked the link and also then purchases the items, then this sale will be visible to affiliate ambassador account, and the online brand,

shop, or store whose product made a sale due to the affiliate ambassador marketing will pay the commission to affiliate ambassador.

- m) During the affiliate ambassador digital marketing, any complaint is received against the affiliate ambassador. After proving its misconduct, his account will be terminated, and he will no longer be able to do the affiliate ambassador digital marketing.

Ambassador Influencer Digital Marketing Program

The ambassador influencer digital marketing will be developed to link online users with their own social media accounts, like Facebook, Instagram, YouTube, Twitter, WhatsApp, etc., with the digital marketing platform. It will monetize their online workspace before allowing them to begin marketing the products of their choice and earning commission on those sales. Therefore, all required to become an ambassador influencer online user is an active social media account on a site like Facebook, Instagram, YouTube, Twitter, WhatsApp, etc.; the account must be legitimate and free of forgeries. The process will proceed as follows:

- a) An online user will browse the website's homepage for the government ambassador in digital marketing and then select the "join today as Influencer ambassador" option.
- b) The signup page will then open, requiring you to enter information about yourself and your influencer platform.
- c) Enter your contact information, including your complete name, home address, mobile number, and email address.
- d) Next, enter the information for your social media accounts, such as Facebook, Instagram, YouTube, Twitter, WhatsApp, etc., and activate the link between the ambassador influencer site and the online user influencer platform.
- e) After successful integration, fill out the information about your online platform, including what it aspires to achieve, the types of online shopping you plan to target, how you attract users to your site, how you presently use it to make money, and how many active users your site receives daily. However, you can skip these questions if you'd like because they are optional.
- f) After that, you can choose the payment method to determine how commission payments on orders you sell will be made to you.

- g) You will soon arrive at the verification procedure. For it, a four-digit verification code will be provided to the preferred contact method, such as your email address, mobile number, etc. The last step is to enter a four-digit number; after you do, your account will be approved.
- h) You can sign in to the ambassador influencer digital marketing website once your account has been set up. You can choose from various choices here, including performance dashboards (which include an earnings overview, monthly summary, total clicks, etc.) and the Front Page with the online businesses, shops, and brands list. Though opening a particular online store will allow you to access their website, from where you can select things for digital influencer marketing.
- i) After finding a product of his choice, the Influencer Ambassador should click the “Get Marketing Link” button next to it to engage in digital influencer marketing.
- j) When you click on it, options to customize your link will appear, including widget links, links with text and images, text-only links, and links with only images.
- k) You can alter the background color, title color, image size, and other aspects of the Link’s appearance depending on your selected customized link type.
- l) To share the product marketing link for the influencer ambassador marketing, copy and paste it into your social media accounts on sites like Facebook, Instagram, YouTube, Twitter, WhatsApp, etc.
- m) If any online user clicks the link after sharing it on the platform and then buys the products, the sale will be visible to the influencer ambassador account and the online brand, shop, or store whose goods sold well thanks to the influencer ambassador marketing will pay the influencer ambassador a commission.
- n) Suppose against influencer ambassador a complaint is received while engaging in influencer ambassador digital marketing. In that case, his account will be canceled when it is proven that the influencer ambassador was involved in wrongdoing.

Ambassador Reviewer Digital Marketing Program

The ambassador reviewer, a digital marketing initiative, was developed to allow the ambassador reviewer to provide thorough reviews of any products from his preferred online brands, shops, and stores. It will

really put to the test the ambassador reviewer's ability to write with an objective and honest opinion, which can help any online brand, shop, or store create a positive image of their products. Based on this, the ambassador reviewer will receive benefits in the form of commission or discount, etc., when any sale is made based on the positive review of the Ambassador Reviewer. They must write reviews more frequently and diligently to improve their quality as ambassador reviewers. To do this, they must continue to write reviews regularly and in detail. The process will move forward as follows:

- a) A user will visit the government ambassador for digital marketing's homepage and choose the "join today as Reviewer Ambassador" option.
- b) The signup screen will next appear, requesting that you submit personal data and details about your prior writing experience.
- c) Include your full name, home address, phone number, and email address in your contact information.
- d) After that, fill out the form with details about your general review writing experience, including your writing goals, the products you want to focus on reviewing, and your current income sources. These questions are optional, so you can omit them if you choose.
- e) Next, you can decide how you want to be paid your commissions for orders you sell by selecting a payment option.
- f) The process for verifying your identity will soon be at hand. For it, the desired way of contact, such as your email address, mobile number, etc., will be given a four-digit verification code. Your account will be approved after you provide a four-digit number as the final step.
- g) Once your account has been created, you can log in to the ambassador Reviewer digital marketing website. You can select from various options here, including performance dashboards (which include an earnings overview, monthly summary, total review likes, etc.) and a list of online businesses, shops, and brands. Clicking on one of these options will give you the option to open that business's website and make purchases for digital Reviewer marketing.
- h) The reviewer ambassador should write a review against the chosen product after locating it.
- i) After that, you can personalize your review link by selecting one of the 'Get Marketing Link' options next to your review.

These possibilities include widget links, links with text and images, text-only links, and links with only photos.

- j) Lastly, copy and paste the review against the product link for the reviewer ambassador marketing onto your website, blog, mobile application, or social networking profiles on sites like Facebook, Instagram, YouTube, Twitter, and WhatsApp.
- k) The sale will be visible to the reviewer ambassador account if any online user clicks the link, likes or gives the review a 5 Star rating, and even then, purchases the products. The online brand, shop, or store whose products sold well thanks to the reviewer ambassador marketing will pay the reviewer ambassador a commission.
- l) Let's say that a complaint is received against the company while using Reviewer Ambassador Digital Marketing. In that instance, if it is established that the Reviewer Ambassador committed fraud, his account will be terminated.

Overall Summary of the Digital Marketing Program

Below we will discuss the overall summary of the digital marketing program from end to end.

eCommerce Brand, Shop, or Store Role in the Program

In order to get benefit from the government digital marketing program, they first have to list down themselves on the government digital marketing program website, from which different already signed up affiliates, influencers, or reviewer ambassadors can pick and choose their ecommerce brand, shop or store product and start the digital marketing for it. For integrating with government digital marketing, they can utilize the option government provided integration options like API (Application Programming Interface), plugin or sign-up form, etc., which one is suitable. The government will make sure integration should be so smooth that it shouldn't affect the user experience. They shouldn't find any problems or issues during or after the integration. Online ecommerce brands, shops, or stores should allow customization features during integration, through which the product link creation for marketing or writing reviews on their products should be well managed. Ecommerce brands, shops, or stores should also promote government digital marketing program on their websites or mobile applications for better awareness regarding the program.

Convert Online Customers to Digital Ambassadors

Ecommerce brands, shops, or store owner can approach online customers who buy orders from them currently or previously through their marketing to join government digital marketing programs and become affiliates, influencers, or reviewer ambassadors. After signing up, online customers who have already purchased the products know the good or bad about it, so they are more eligible to give an opinion about it. So online customers will promote and do digital marketing of the products they purchase and use. They can guide other online users also through their positive comments and review ratings on the shared products, which we think will really play a significant role in the success of the government's digital marketing program by converting online customers into digital ambassadors.

Government Role in the Program

The Government will play a vital role in implementing digital marketing by providing the following options,

- a) Development of the online platform to connect ecommerce stores, shops, or brands with potential affiliates, influencers, or reviewer ambassadors. That platform should be web based and mobile based for ease of use. The online platform will have three types of users; the first is the government user, who will be the admin of the platform for handling and making sure the smooth running of the platform; the second user will be the potential online people who will become affiliates, influencers, or reviewer ambassadors of the platform for doing the work of digital marketing and the last user will be the shipper or merchants of online ecommerce brands, stores or shop which will become the marketing opportunities provider of the platform for listing down themselves in the platform and giving chances for digital marketing and paying commission in return. The success of this program lies in the efficient creation of an online platform that offers the best user experience and then the training of the users for its effective usage.
- b) Making sure the flawless and timely transaction of commission to ambassadors from the ecommerce team against their effort of successful digital marketing. The government should create a consensus between them and make them viable about the

standard way of commission payment, the fixed time and date of commission payment every month, and also what will be the consequences if any violation of agreed terms is done, etc., all these terms should be a part of the contract on which both parties will sign, and the government will be the guarantor of it.

These all are the basic steps that need to be taken by the government to ensure the success of the program.

Future Digital Marketing Strategy Planning

These mentioned points are part of the government's future digital marketing program to make the current program relevant with future advancement and increase the program's scalability.

Creating Earning Opportunities for Digital Ambassadors

It's crucial that, with time, the government should think of more ways through which digital ambassadors can earn and continue the work of digital marketing. For this purpose, below points mentioned will be added in the future.

- a) Transforming digital ambassadors to digital freelancers to make it a possible collaboration between the government digital ambassador program and also the different freelancing sites and businesses will be done. With its help of it, the current nature of the government ambassador digital marketing program, which is only limited to 'business-to-consumer,' will be transformed, and now 'consumer-to-consumer' will also be possible through it, which means now only online ecommerce stores can ask for the digital marketing service from digital ambassadors. Still, with this strategy, any individual person can become part of a government digital marketing program and can ask for digital marketing services from digital ambassadors. Through this strategy, the program will become more scalable and also will create more earning or employment opportunities for digital ambassadors.
- b) Highlighting the top performer digital ambassador by ranking them. In order to motivate more people and inspire them, the digital ambassadors ranking will be introduced. So, people can understand the power of digital marketing and can learn from them to become successful themselves.

- c) Allowing the hiring of digital ambassadors by introducing digital ambassadors ranking now, online ecommerce stores have the visibility of the potential digital ambassadors, so now, to make their companies' digital marketing strategy more successful, they will be able to hire any individual digital ambassadors specifically and can assign tasks to ambassadors and treat them as their employee. This will give extra financial benefits to digital ambassadors and motivate other ambassadors to work hard to increase their rank and get hired.
- d) In order to create competition between digital ambassadors, a bidding for any e-commerce store, brand, or shop for a campaign regarding a new product or new sale will be done, which has a high probability of going well, which means more sales and more sales means more commission. That way, it will create more excitement in the digital marketing program, and an excellent earning opportunity will be created.
- e) Extending digital marketing from products to companies, stores, or shops, which means now digital ambassadors can be hired or task given by online ecommerce stores, shops, or brands, so they will provide commissions for digital ambassadors for their efforts towards creating a positive image about their company or business. Digital ambassadors will be writing blogs, articles, Facebook posts, etc., for the promotion of their brand.
- f) Other ways of making earnings will be made part of a program like incentives to ambassadors on recommending ecommerce products to friends, liking their Facebook page or following them on Twitter or LinkedIn, sharing their promotional flyer or videos on social media sites, etc.,

Addition of Value-Added Features in the Program

Many innovative value-added functionalities will be made part of this Ambassador Digital marketing program in the future like:

- a) Government will be creating the feature of 'Social Media Monitoring Tool Feature'; it will help online ecommerce store, shop, or brand to track their online presence and also informs them about what different online users are saying regarding their brand, services and product online on the other social media platform. This will also give them instant access to online mentions, which is a great benefit of using this feature. It will

- be utilizing a web crawling feature to do it, and government will be developing it and making it a part of premium features.
- b) Government will be creating the feature of ‘Single Platform of Sharing,’ which will help online e-commerce stores, shops, or brands and also for digital ambassadors to broadcast any information about the product or sale season. news etc., to any social media platform (Facebook, LinkedIn, Instagram, etc.) through one single click. This feature will really make the work be done fast in a smaller amount of time. The government will be developing it, making it a part of premium features.
 - c) The government will also be creating the feature of ‘Sidewalk Chat with Online Website Visitors’; with the help of this feature, digital ambassadors can be able to chat with people visiting the ecommerce store, shop, or brand website. So, digital ambassadors can also be able to find people specifically looking at the same product as digital ambassadors promoting. Through this feature, they can able to talk with online visitors and can guide them to buy or choose which products. It will create a win-win situation for customers and digital ambassadors. Customers can easily find the right product, and also digital ambassadors can create sales. So, digital ambassadors will become a digital guide for them.
 - d) In order to remove any discrepancies or human errors in the process of commission amount payment from online ecommerce stores to digital ambassadors, we will be automating the flow of commission payments to digital ambassadors through a smart contract of blockchain. It will help in making the process transparent and unbiased.

Research and Development Work on Neuro Marketing

Neuromarketing is the study of how a person’s brain responds to any advertising or any brand-related messages by observing and monitoring eye movement, face gestures, the way fingers are used for scrolling, and also brain waves. Through this monitoring, data is then used in order to predict a person’s decision-making behaviors and then find out the pattern from it. With the help of neuromarketing, companies can able to suggest and advertise a particular product to people online. So, neuromarketing will be playing an essential role in the future of digital marketing, which is why it is necessary for the government to invest in the research and development of neuromarketing to be

prepared for the future advancement in digital marketing and then tailor the program direction according to it.

Making Digital Marketing a Part of Basic School Education

Also, making citizens emphasize more on digital marketing more and use it to their advantage, the best strategy is to make it part of the school education curriculum. In that way, firstly the government will be able to train and guide the citizens from a very early stage. Then it will be easy for them to correct their direction because, later on, it will become more and more difficult for citizens to learn due to their age. So, citizens, through this step, will become experts and start to earn at a very early stage; even if they don't want to pursue Digital Marketing, but still, they will still be aware of the Norms and conduct as Digital Users and how they should responsibly use digital space for their benefit and society.

CONCLUSION

Based on the results of this study paper, programs to train and educate digital users to use it for their benefit will be crucial to the country's digital future. However, it will depend on the results once it is put into practice in a real-world setting. We now have a better knowledge of the idea behind creating the standard program for digital users to give them an awareness of how they can utilize their time better in an online environment. The unhappiness with the current way of social media usage carried out by online users and how it negatively impacted the efficiency of people and it is becoming worse with time. These situations necessitated thinking outside the box about our current approach towards it and coming up with new, creative solutions tailored to the nature of the issues at hand, one of which was the creation of government standards programs that will help to decrease the negative impact of the issue. We all agreed that its direction needs to be put into the right place as soon as possible because there are already so many problems coming because of it. This will allow the present digital experts to coordinate their plans in accordance with it. However, by learning from our errors and recent experience, we now have essential criteria regarding program guidelines to meet before successfully adopting it in any nation. These guidelines are covered in depth so that we can fully grasp them, as well as the justification

for doing it or the reasoning behind it. We are confident that the findings point we have discussed will be helpful in resolving present problems. Finally, this program responds to the alteration in online users' behavior brought on by cyber transformation. It is still in the experimenting phase, so we must constantly monitor any changes and make a plan to address them by using various methods. But for the time being, it is more than sufficient to guide the digital users based on it and give them a new learning experience and employment at the same time while also continuing to learn and conduct additional research practices that should be the right step towards the new concept for online users to get maximum benefit by spending time online.

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