**What is Digital Marketing ?**

[**Digital marketing**](https://www.simplilearn.com/tutorials/digital-marketing-tutorial) is the process of promoting products or services with the help of digital devices and technology, such as social media marketing, affiliate marketing, email marketing, etc.

In simple words, digital marketing is any form of marketing that occurs online with the help of mobile, laptop, internet, etc. In addition to digital signage and technology that may not be connected to the internet.

It offers a chance for brands to focus clearly on marketing to the right audience.

**Differences between Traditional Marketing and Digital Marketing :-**

|  |  |
| --- | --- |
| **Traditional Marketing** | **Digital Marketing** |
| The promotion of products and services through TV, Telephone, Banner, Broadcast, Door to Door, Sponsorship, etc. | The promotion of products and services through digital media or electronic mediums like SEO, sem, PPC, etc. |
| It is not cost-effective. | It is more cost-effective-promoting. |
| It is not so good for Brand building. | It is efficient and fast for brand building. |
| It is difficult to Measure. | It is easy to Measure with the help of analytics tools. |
| It is difficult to quantify the return on investment in traditional marketing. | It is simple to calculate in the case of digital marketing. |
| After the posting of the advertisement, it cannot be altered. | Even after the posting of an advertisement, it can be amended. |
| traditional Marketing includes.   * T.V. advertisement * Radio. * Banner Ads. * Broadcast. * Sponsorship. * print Ads. | Digital Marketing includes..   * Search engine optimization (SEO) * Pay-per-click advertising (PPC) * Web design. * Content marketing. * Social media marketing. * Email marketing. |
| Users have no option except to watch the ads. | Users can even skip the ads if they lack interest. |
| The traditional type of marketing has local reach. | The digital type of marketing has carried a global reach. |
| There are standardized ways of targeting users. | The targeting here is customized and relies on the type of user. |
| The methods opt in traditional marketing for market analysis by a company leads to waiting for weeks or months to get results. | Digital marketing gives quick results and thus helps in getting real-time marketing results easily. |
| No real-time results are obtained in traditional marketing so there is a need to draft a marketing strategy beforehand as it relies on marketing results. | The improvement in marketing strategy is quite flexible as it can be changed according to marketing results. |
| One-way communication occurs in traditional marketing because of its rigid means to carry out the process of marketing. | Two-way communication occurs that leads to more customer satisfaction. |

# Digital Marketing Process :-

**Digital Marketing Process**can be universally applied to any Business, Product, Brand, or Individual.

Following is a **5 Step Digital Marketing Process**, that can be used for marketing anything on Digital Media.

**Step 1 :** Research

**Step 2 :** Create

**Step 3 :** Promote

**Step 4 :** Analyze

**Step 5 :** Optimize

**Research :-**

At this stage, you will collect all the information that will be required for decision making in the next stages. Information collected during the research will become your raw material to strategize & create your digital marketing campaign. This stage can also be called as ***Digital Marketing Research***. At this stage, you will research 4 sets of information:

1. About Business
2. About Your Target Customers
3. About The Product That You Want To Market
4. About Online Competition

#### ****Create or Design :-****

Once you collect information at the research stage, you can now start creating:

**Digital Marketing Objectives / Goals** :- These are the ultimate goals that you want to achieve through your Digital Marketing Campaign. Every business is unique, therefore their goals will also be unique.

**Digital Marketing Strategy** :- After you set the goals, it’s time to create a strategy to achieve those goals. Your Digital Marketing Strategy will include Positioning Strategy, Branding Strategy, Content Strategy, Digital Marketing Channels Strategy.

**Digital Marketing Plan :-** At this stage, you will lay down a documented plan that will include all your detailed Digital Marketing activities with timelines.

**Creating Primary Digital Identities :-** The 3 primary Digital Identities of business are Website, Blog & App. These are like your online office, shops, or showrooms. These are the places where you want your target customer to reach & ultimately buy your products & services.

#### ****Promote :-****

After your primary digital identities are fully ready, you will start promoting them. That means you want relevant people to start coming to your primary digital identities. This is also called as generating relevant traffic. Relevant traffic is an important word here.

The more you get relevant traffic to your website, the more the conversion you can expect. Your options to promote your website/blog / app will be:

1. Search Engines
2. Display Network
3. Ecommerce Portals
4. Social Media
5. Email
6. Messaging
7. Affiliate

The above are also known as Digital Marketing Channels,

#### ****Analyze :-****

Once you create your primary digital identities & start promoting them through various digital marketing channels, it’s time to start monitoring your performance. Analyzing is like looking at the outcome of your digital marketing work. You will receive analytics for your primary digital identities, as well as the channels through which you have done the promotions.

The most important & ultimate analytics for any business is the analytics of your website/blog / app. Google Analytics is widely popular to generate analytics of your primary digital identities. The 4 major sections of Google Analytics are:

1. Audiences
2. Acquisition
3. Behavior
4. Conversion

#### ****Optimize :-****

 At this stage, based on analysis & observations, you start making changes (fine-tuning). The changes could be in your primary digital identities or digital marketing channels. Changes are also referred to as content & design of your identities & promotional communication.

## Characteristics of Digital Marketing :-

### 1. Two Way :-

Unlike traditional marketing, digital marketing**uses a unidirectional message encouraging the customers to interact** with the brand instantaneously. It is a great way to involve the audience in your promotion and advertising process rather than them being a mere recipient.

### 2. Measurable :-

One important characteristic of a digital marketing campaign is measurability. **The word digital in itself has ‘digit.’**

 The collection of this data is more straightforward in digital marketing and acts as an asset for future marketing purposes. It helps to know which audience you can narrow how, how effective your copy was and which strategy worked well or failed in the past.

### 3. Targeted :-

Every digital or online marketing strategy is targeted, meaning it **focuses on a specific audience group**. The data collected helps the marketers to target specific key demographics. For instance, a vegan cosmetics brand would target a female audience between the ages of 16 to 45.

The aim should be to deliver a meaningful message and enhance user and brand engagement.

### 4. Personalization :-

When your digital marketing copy is measurable, you can also track your customer’s shopping habits, frequently viewed products, and preferences. It helps you **personalize product suggestions** for each customer and**recommend related goods or services**.

### 5. Remarketing :-

Another significant characteristic and digital marketing tactic is Remarketing. It stems from **previous marketing advertisements** wherein the company **shows ads specifically to** those who have **visited their page earlier or showed interest**. It is mainly used for services or products for which the customer frequently visits the website. Remarketing could be of three types: Audience based, behavioural and contextual.

### 6. Multi-channel :-

A digital marketing strategy needs to be used on multi-channels. Not all of the audience uses all of the platforms, or maybe they act selectively active on some. **The goal is to reach the prospective buyer through various modes of online communication.** The communication method should be easier and simpler to navigate through.

### 7. Adaptability :-

Digital marketing demands **flexibility and adaptability to the changing technological, customer, and media requirements**. The campaign is supposed to adapt to the evolving situations of the target audience

# Why You Need Digital Marketing ?

Every business needs digital marketing. It’s necessary you understand the benefits of digital marketing for businesses, which include:

## 1. Affordability

Digital marketing is considerably less expensive than other marketing methods. Specific prices vary based on what you’re doing but ad spend tends to be lower than other forms of marketing.

## 2. Mobile Access

You may not know this but  [77 percent of American adults](http://www.pewresearch.org/fact-tank/2017/06/28/10-facts-about-smartphones/) own a smartphone and are likely to use that smartphone or another mobile device for news, social networking, and countless other activities. [Digital marketing helps](https://www.ballantine.com/the-ultimate-digital-marketing-guide-for-industrial-manufacturing/) you reach them while they’re doing this. With remarketing ads, email and text marketing, and social media – you can be in front of your audience while they use many different apps on their mobile phones.

## 3. Flexibility

There are many [forms and uses of high quality digital marketing](https://www.ballantine.com/services/digital/), including banner ads, email marketing, content marketing, and social media posts. Thus by learning how to creatively market yourself digitally, you open up a wide range of possibilities for future publicity strategies. With digital marketing, you also have the flexibility of testing and stopping poorly performing campaigns in real time.

## 4. Expansion

Many consumers do almost all of their shopping online. Digital marketing lets you appeal to these people and thus expand the reach of your company. Between Google Shopping Ads and brand awareness campaigns, you can expand your brand recognition and boost sales.

## Multimedia

Customers tend to engage more with marketing materials that combine multiple types of content, including photos, video clips, and audio. It is far easier to [incorporate all these content types](https://www.ballantine.com/5-reasons-your-website-needs-professional-video/) into digital marketing than any other type of publicity – and it is very important.

## 6. Interactivity

Digital marketing lets you communicate directly with the customers who see your content, notably through website comments, messages, reviews, and social media posts. This shows those customers that you care about what they say and think, leading them to feel respected and part of the community you’re building. It also allows you to gather invaluable information on customers’ reactions and preferences.

## 7. Tracking

Besides communicating with customers, digital marketing lets you track their activities. You can monitor which ads and types of content they have seen shortly before they make a purchase. This tells you which marketing methods are most effective, allowing you to refine and improve your strategy.

## 8. Authority

Digital marketing makes it easy to comment on issues and controversies that relate to your product or your industry. In this way, you can establish yourself as an authority on such topics, leading readers to trust you, come back for more information, and eventually make a purchase. Digital marketing allows you to come off as the industry expert that you are and will instill trust in your business.

## 9. Influencer Engagement

Many of the most influential figures in modern culture promote themselves online or through social media. Digital marketing allows you to engage with these influencers and gain their respect. If you play your cards right, you can get them to endorse you, leading their followers to become customers and spread brand awareness.

## 10. Print Enhancement

Digital marketing lets you expand on your print marketing efforts. By writing online content that explains claims you make in your print ads, you can go into greater detail, maximizing the effectiveness of all forms of publicity and integrating your campaigns.

### Digital Marketing Tools :-

#### 1. Social Media

This one is the most powerful one as we all know that Social media is the collection of communication, interactions, and collaboration. Apps and Websites will dedicate the social networking blogging, and many more are there. This technique supports the understanding of your brand and content on your social media channels; it will drive traffic and generates directions for your company.

Some important digital marketing tools of Social media :-

* **Facebook :-** As we all know, Facebook is one of the popular and top levels of the social network. Facebook allows users to create their own profile on the site from that you can connect with your friends and family, and the important point is that you can share and upload the photo and video with your friend, family, and colleagues with just one click.
* **Twitter :-** This is another popular and powerful network. Twitter is a microblogging service that is free for registered members. We can also say that Twitter Tweets are the most powerful in the world. In Twitter, we can follow any registered twitter member to see their tweets using multiple platforms.
* **Google Plus :-**  Google plus is also one of the famous networks which Google manages. To Join with Google plus, first of all, we need an account on Google. When you first sign up, some groups, including Friends and colleagues, have been set up by Google. You can add your own as well. In this, you can share images and links with your friends and relatives.
* **LinkedIn :-**  This one is famous for business purposes. This LinkedIn network is specifically designed for business uses. The purpose of the site is to allow registered members to set up and document network-aware from trusted networks of people.
* **Instagram :-**  According to the search, about 850 mill users are active, with that 1.8 billion like have been given to post. There are also a lot of influencers with a lot of supporters on the site. And you can also become an important brand with the correct strategy. To keep applicable to the present supporters, you must post the correct kind of data and also add fresh ones.

#### 2. SEO :-

SEO stands for Search Engine Optimization. Seo is a technique to get traffic for the website. This is one of the best parts of Digital marketing tools. From this, you can drive more traffic to the sites. This is the way to “rank” your website in search engine scores, thereby improving the percentage of organic traffic. The organization uses the SEO technique to grow their business over the world wide web.

To perform SEO, there are many digital marketing tools available in the market. Below is a list of SEO tools.

* **Yoast SEO :-**If you use WordPress, then Yoast SEO is the best plugin you can use. Yoast SEO is used to optimize the content, metatags, keyword density, SEO title, etc.
* **Google Analytics :-** Google Analytics is a website analyzer tool. The organization uses this tool to analyze its website. It gives overviews of the traffic for the website. [Google Analytics gives information](https://www.educba.com/google-analytics-alternatives/) about the website like the number of users visiting the site, how much time they spent, which page of the site the user visits, etc. It discovers and fixes any technical issues using the search console.
* **Keywordtool.IO :-** Keywordtoll.IO is a keyword analyzer tool. This tool is used to get an idea about the keyword mostly used by the users for any web browser. It gives the keywords search volume over the web like Google, Amazon, youtube, bing, play store, Instagram, Twitter, and eBay.
* **Ahrefs’ Backlink checker :-**The organization uses this tool to get backlinks for their web pages. It also shows DR, i.e. Domain Rating, and UR, i.e. URL rating.

#### 3. Affiliate Marketing

Affiliate marketing has become one of the oldest [ways of digital marketing](https://www.educba.com/digital-marketing-roles/) tools where you refer somebody to an online product. If that person buys that product, you will get a commission based on that recommendation. The advertisements in affiliate programs are connected to websites of companies and are referred to as affiliate links. Affiliates usually have to apply for affiliate programs, while most affiliate programs have no price to join. Affiliates decide which banners or advertisements they will place on their websites within their affiliate programs. They will also agree to membership programs with the highest Commission structure for merchants, although the structure is not usually considered very paying or beneficial.

#### 4. PPC

PPC means Pay Per Click. In this model of marketing, the owner pays money as per click. The most important PPC ad format appears on the search results pages of search engines like Google or Bing. Most, but not all, PPC ads appear in the search results. There are three major types of marketing ads PPC.

* **Text Ads :-**  Text Ads mean written content by the owner of the site. Format and character depend on the PPC platform on which you are working. Text advertisements are most frequently initiated through the Search Network when consumers search within your PPC campaign on Google or Bing for a keyword.
* **Display Ads :-**  this type of ad is in the form of an image or GIF. PPC platforms offering display advertising often have size, and advertisers need to comply with content requirements when creating their visual creative.
* **Shopping Ads :-**  Typically, a shopping advertisement is provided after a search engine or shopping engine submits a query. Typically shopping advertisements contain a picture of the item, its price, and any here specifications such as size, color, dimensions, etc.

#### 5. Landing Page Tools

* **Lead-pages :-**This Leadpages tool will help to make a user-friendly landing page. It will Offer lead magnets and collect email addresses and integrate your email automation software with your pages.
* **Click-Funnels :-**  You don’t need a hosting platform, a domain name, a high-end theme, a coding developer, email automation software or any other technical expertise to make a shopping funnel. Click-Funnels create the levels of Landing pages to collect the Email address; Product sells and many more.
* **Optimize-Press :-**This Optimize-press was designed to produce comparable look and feel pages for your WordPress website. You can edit your landing pages in real-time with loads of templates and customizable components to get your content up quickly.

#### 6. Email Automation Tools

* **Active-Campaign :-**Active-Campaign is an all-in-one packet platform for your CRM software for email marketing, marketing automation, and sales. It allows you to communicate with welcome posts, trigger campaigns, follow-up sales, and more with your contacts. In addition, you can ensure that you never miss a chance with a prospective lead with multiple data-driven automation.
* **Hatch-buck :-** Hatchback automates the communication of lead generation and customers. Its CRM is intended specifically for small companies to allow you to see their activity in real-time and trigger hot leads when they are prepared to purchase.
* **HubSpot Sales :-** HubSpot Sales gives you the opportunity to see who opens your messages and when. It also pulls up the professional background, business data, and recent tweets of the contact and even allows you to schedule messages to be sent later.
* **Omniscient :-**  This is the bonus tool for marketing for E-commerce. You can reach your clients by email, SMS, Web Push or Facebook Messenger, depending on their behavior.

#### 7. Visual Design Tools

* **Canva** :- It will help you to design a beautiful image with the help of the Drag and drop option. Choose one of their countless different templates, or choose a pre-sized blank design for your chosen platform. Even the branding section can be customized, so you always have your choice of colors, fonts, and logos on your platform.
* **Animoto :-**From this, you can create a professional video, GIF, Custom Text Visual effect, and many more things that you make from this Animoto.
* **Design Wizard :-**Design Wizard is outstanding [graphic design software](https://www.educba.com/graphic-design-interview-questions/) that helps you modify pictures and videos of high quality within seconds. This tool is best suited for advertisers of social media, company owners and party planners! The tool’s standard features include a custom color palette, a free font library, and resize functionality.
* **FreePik :-**FreePik has a collection of images, and it is free for everyone. Be aware that Freepik’s resources have their own copyright (Freepik), so you will not be able to register an image containing any of our resources. This will give you millions of pictures, icons, photos, and many more. You can find the ideal stock photo for your blog or your Company logo icon without worrying about the authorship.

#### 8. Content Curation Tool

* **Feedly :-** Feedly picks up all of your favorite blogs in one location so you can quickly scroll through them. It even says how many shares an article has, helps you to explore the most famous stocks for social media sharing.
* **Buffer :-**  Buffer is the quick way to share anything you read. Simply download the chrome extension or application, and there are links to the device, and the social media platform of your choice will automatically add your post.
* **Snip.ly :-** Snip.ly will create a call-to-action for each shared blog post and social media post. With topics, colors, logos, and more, you can personalize your connections, making it a wonderful way to boost conversions.

## What Is Social Media ?

The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications.

The four main categories of social platforms are these:

1. **Social networks :-** People use these networks to connect with one another and share information, thoughts and ideas. The focus of these networks is usually on the user. User profiles help participants identify other users with common interests or concerns. Facebook and LinkedIn are good examples.
2. **Media-sharing networks :-**  These networks focus is on content. For example, on [YouTube](https://www.techtarget.com/searchcio/definition/YouTube), interaction is around videos that users create. Other media-sharing networks are TikTok and Instagram. Streaming platforms like Twitch are considered a subset of this category.
3. **Community-based networks :-**  The focus of this type of social network is in-depth discussion, much like a blog forum. Users leave prompts for discussion that spiral into detailed comment threads. Communities often form around select topics. [Reddit](https://www.techtarget.com/searchcio/definition/Reddit) is an example of a community-based network.
4. **Review board networks :-**  With these networks, the focus is on a review, usually of a product or service. For example, on Yelp, users can write reviews on restaurants and endorse each other's reviews to boost visibility.

Here are some examples of popular web-based social media platforms :-

* **Facebook** is a free social networking website where registered users create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.
* **LinkedIn** is a social networking site designed for the business community. Registered members can create networks of people they know and trust professionally.
* **Pinterest** is a social curation website for sharing and categorizing images found online. The main focus of [Pinterest](https://www.techtarget.com/whatis/definition/Pinterest) is visual, though it does call for brief descriptions of images. Clicking on an image will take a user to the original source. For example, clicking on a picture of a pair of shoes might redirect a user to a purchasing site; an image of blueberry pancakes might redirect to the recipe.
* **Reddit** is a social news website and forum where site members curate and promote stories. The site is composed of hundreds of [sub-communities called *subreddits*](https://nealschaffer.com/subreddit/). Each subreddit has a specific topic, such as technology, politics or music. Reddit site members, also known as "redditors," submit content that members vote on. The goal is to elevate well-regarded stories to the top of the site's main [thread](https://www.techtarget.com/whatis/definition/thread) page.
* **Twitter**is a free [microblogging](https://www.techtarget.com/searchmobilecomputing/definition/microblogging) service for registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other active users' tweets using several platforms and devices.
* **Wikipedia** is a free, open content encyclopedia created through a collaborative community. Anyone registered on [Wikipedia](https://www.techtarget.com/whatis/definition/Wikipedia) can create an article for publication; registration is not required to edit articles.

### What are the benefits of social media ?

Social media provides several benefits, including the following:

* **User visibility :-**  Social platforms let people easily communicate and exchange ideas or content.
* **Business and product marketing :-**  These platforms enable businesses to quickly publicize their products and services to a broad audience. Businesses can also use social media to maintain a following and test new markets. In some cases, the content created on social media is the product.
* **Audience building :-** Social media helps entrepreneurs and artists build an audience for their work. In some cases, social media has eliminated the need for a distributor, because anyone can upload their content and transact business online. For example, an amateur musician can post a song on Facebook, get instant visibility among their network of friends, who in turn share it on their networks.

# Characteristics of Social Media :-

**1.**  **Web space :-**The website should provide the users free web space to upload content.

**2.** **Web address :-** The users are given a unique web address that becomes their web identity. They can post and share all their content on this web address.

**3.** **Build profiles :-**   
Users are is asked to enter personal details like name, address, date of birth, school/college education, professional details etc. The site then mines the personal data to connect individuals.

**4.** **Connect with friends :-**   
 Users are encouraged to post personal and professional updates about themselves. The site then becomes a platform to connect friends and relatives.

**5.** **Upload content in real time :-** Users are provided the tools to post content in real time. This content can be text, images, audio, video or even symbolic likes and dislikes.The last post comes first, giving the site freshness.

**6. Enable conversations :-** Members are given the rights to comment on posts made by friends and relatives. The conversations are a great social connect.

**7.** **Posts have time stamp** **:-**   
 All posts are time stamped, making it easy to follow posts.

### Advantages of Social Media :-

#### Connectivity :-

Connectivity is among the most significant benefits of social media. It can link countless users at any time, everywhere. Information could be spread globally through social media and its connectedness, making it simple for people to interact with one another. It results in global relationships.

#### Education :-

The use of social media in education is commendable. Learners and educators can enroll in global collaborative platforms to facilitate constructive learning. It also aids in skill improvement by fostering knowledge and creativity.

#### Information and Updates :-

Stay informed about events happening across the globe or in other people's lives using social media. In contrast to television, radio, or newspapers, social media lets everyone convey information accurately by presenting the real picture. It aids in showcasing real-world news across the globe.

#### Awareness :-

People have become more conscious thanks to social media. It serves as a channel for information, thus paving the way to innovation and success via developing their knowledge and abilities. Social media well-covers global events, making people more aware of their surroundings.

#### Share Anything With Others :-

Social media is the best platform to convey feelings and opinions - a song, a poem, a work of art, a decadent dessert, or anything else. Anyone can let their creativity shine through the platform for it to be shared by millions of others. Sharing the artistic works with others could open the door to achievement and several milestones.

#### Helps in Building Communities :-

Live in a diverse world where individuals from different cultures, beliefs, and backgrounds exist. Social media brings these people together by linking them on a common platform. Thus, fostering a sense of unity facilitates the development of community links. For instance, food lovers can join the community of food bloggers, while gamers can join communities focused on gaming, etc.

#### Noble Cause :-

Noble deeds can be promoted on social media. It is the ideal tool for endorsing causes like giving donations to those with cancer, for instance, to those who need money for treatment. While everyone can use social media to assist others in finance, it is also the simplest and fastest way to advance any worthwhile cause.

#### Mental Health :-

Social media serves as an excellent stress reliever. Several groups can support people battling against stress, depression, and loneliness. By creating a feeling of elation, these communities can bestow a brighter attitude while also helping develop healthy relationships with others, thus enhancing mental health.

### Advantages of Social Media for Business :-

#### Brand Reputation :-

Social media improves company relationships by fostering goodwill among users; its promotion increases sales, which in turn increases profitability. The comments and feedback left by customers are a fantastic resource for businesses. Due to the user likes garnered, companies can experience enhanced popularity and a boost in revenue.

#### Brand Awareness :-

Networking platforms contribute to greater brand recognition. Visually appealing products and information capture users' attention, which increases brand visibility and raises customer knowledge about certain goods and services.

#### Customer Interaction :-

Social media enhances customer engagement by providing goods and services and soliciting comments on them. Users from across communities leave various feedback and suggestions, which can assist in improving areas of focus and satisfy them.

#### Promotion :-

Social media is a great supporter of internet commerce and marketing. Posts and promotions facilitate effective user connections and contribute to the profitability of a business. It fosters user relationships and endorses customer loyalty, which is crucial for any company's expansion.

### Disadvantages of Social Media :-

#### Affects Social-Emotional Connection :-

Social media hampers emotional bonds. Everything is conveyed through texts digitally, which can stunt expressions. Ingenuity is lost when people who would ideally visit one another to convey greetings only send text messages instead of hugs.

#### Decreases Quick-witted Skill :-

With the decrease in real face-to-face conversations and in-person chats, quick-wittedness is rare. Sense of humor and sporty tête-à-têtes have been compromised – the sense of love, friendship, fun, and enjoyment have all disappeared due to the effects of social media on human mental health.

#### Causing Distress to Someone's Feelings :-

People who use social media to communicate lack empathy and do not wink an eyelid when they have to hurt someone. The latest trolls, negative comments, and feedback are all witnesses to the hard-heartedness that has evolved due to the invisible nature of social media.

#### Present Physically Not Mentally :-

Spending time with each other is about being 'present' and in the moment. As friends and family gather, create memories by speaking to one another about times past, present and future. Unfortunately, today with social media being made available on the mobile phone, people spend time with each other 'scrolling' through posts.

#### Lacking Understanding and Thoughtfulness :-

Feelings are conveyed through word and voice – but to do this, there is a need to be physically present in front of the other person to communicate feelings effectively. However, social media gives it a different hue when anyone puts them into a text, thus masking the real meaning.

#### Lack of Quality Family Time :-

Social media has been the cause of many disrupted relationships simply because families cannot spend quality time with each other. Family time has taken a hit with 'me' and privacy taking precedence (due to the quality of texts that appear on social media).

#### Cyberbullying :-

People, particularly children, have been victims of cyberbullying where threats, cons, and other negative activities easily ensnare them. Fake news and rumors spread effortlessly, leading to depression and suicide.

#### Hacking :-

The vulnerability of social media has also thrown light on how easy it is to gather a person's data. Privacy settings must be constantly updated and profile locked to avoid such situations.

#### Distracted Mind :-

Social media is impulsive. New messages, notifications, and updates are the impetus to constantly checking the phone, resulting in distraction. The individual wastes time even ignoring important work to only look at the menial update.

#### Facilitates Laziness :-

Spending hours on the couch glued to our smartphones results in several health problems such as obesity, stress, and high blood pressure. Technology and accompanying social media have led to a rise in laziness among people due to no physical activity or exercise.

#### Addiction :-

A serious issue among youth social media addiction has led to disastrous consequences. While checking social media and using the smartphone in moderation is not bad, productive time and energy are wasted due to overuse.

#### Cheating and Relationship Issues :-

Individuals are now using social media as a platform for dating and marriage. However, chances are that the information provided on the profile is false, eventually leading to a toxic relationship or even divorce.