



What Is Digital Marketing?

The use of the Internet and other digital media and technology to support 'modern marketing' has given rise to a bewildering range of labels and jargon created by both academics and professionals. It has been called digital marketing, Internet marketing, e-marketing and web marketing .

Simply Digital Marketing is a way to promote products, services, any business or any website online .

It is most effective strategy to promote business world wide. Don't judge digital marketing as offline marketing which we see around us like boards, pamphlets, newspaper advertisement etc. It is very wide concept and very effective for online promotion at worldwide level whereas offline marketing restricts only at local level or where you promote things or business.

To clearly define what digital marketing is, it's sometimes easier to start with what it's not.

For instance, it does not include more traditional forms of marketing such as radio, TV, billboard and print as they do not offer instant feedback and report.



So from above discussion you can understand what is digital marketing ? and how it is better than offline marketing. Now we will know discuss about digital marketing and its benefits in detail in further lessons.

Why Digital Marketing is Important?

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know.

Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.