**Why is Digital marketing increasingly preferred over traditional marketing?**

The [advantage of using Digital marketing](http://www.arevadigital.com/) over offline marketing primarily certain to reach information, customer communication and measuring ad effectiveness. The Internet is also less intrusive than traditional traditional marketing. People can ignore the ads by skipping over them or bookmark websites and view them later at their leisure. Small companies have several key tools to enjoy the full benefits of online advertising

**Benefits of online marketing**

* Wider, Targeted Reach
* Reduced Marketing Costs
* Personalization
* Relationships
* Data Gathering

If you are interested to learn digital marketing**,** [**Digital Marketing Training in Cochin**](http://www.arevadigital.com/)provide a good training in digital marketing. Digital marketing covers almost all part of advertising part of a company. To promote a particular brand digital marketing strategy is essential, in case of a start-up this is the best way to introduce their company

[Modules of Digital marketing](http://www.arevadigital.com/)

* Search engine optimization
* Search engine marketing
* Social media marketing
* Email marketing
* In bound marketing

Digital Marketing is going to take over the marketing scene in a few years and make Traditional Marketing completely obsolete.