1. What is digital marketing?

Digital marketing is any form of advertising targeted at mobile devices like smartphones, computers, tablets, and almost anything else that can connect to Wi-Fi. While traditional marketing will concentrate on radio, television, print, and film, digital marketing should consider apps, websites, blogs, social media, email, and online content.

1. Would digital marketing be advantageous to my business?

Yes, Although you don't have to replace your current traditional marketing strategies with digital ones, your company won't succeed if your marketing plan doesn't include the word "digital" in 2022. That's actually how easy it is.

1. What advantages does social media marketing provide for my business?

Whether your business is taking advantage of it or not, social media has forever changed the way that consumers communicate with businesses, and vice versa. Being accessible to your customers – and your prospective clients – via social media is a vital means of developing relationships with them and helping them through the sales funnel.

1. What sets Tapclone apart from other Keralan digital marketing firms

Tapclone is pleased to employ a group of well vetted experts. Our upbeat outlook and unwavering dedication set us apart from other digital marketing companies in Kerala.