What is digital marketing?

Digital marketing is an undeniably important channel that enables products and services to reach the target audience over the internet, and it activates the buyer directly.

What Does Digital Marketing Do?

The digital marketing function is to promote products in every medium where the internet is used, such as websites, search engines and social media tools. Today, since the interest in traditional media has decreased, more efficiency is obtained from the advertisements given in the digital world. The promoted product reaches users faster and increases interaction.

Why is digital marketing Important?

The importance of digital marketing is related to protecting the economy of brands and reaching a large audience. Thanks to advertisements, the products that are gaining popularity rise with a rapid acceleration. Therefore, the demand for the product increases. Brands that integrate themselves into the new lifestyles and new consumption areas of potential customers do not lag behind the times, but turn the crisis into an opportunity.

What are the benefits of digital marketing?

The benefits of digital marketing are meeting the target audience at the right time and reaching more users with a low budget. These ads need to be tailored to audience interests. An advertisement that attracts the attention of the user increases the interaction on the brand. Unlike traditional media, it is possible to see how many people the advertisement reaches in digital media. Digital ads are of great importance for small brands. Since the cost of advertising in traditional media is high, using digital advertising contributes to the protection of the economy of brands.