1. **What is the definition of digital marketing?**

Digital marketing means using digital channels, devices, and platforms to promote products, services, and brands.

According to American Marketing Association ‘’ Digital marketing refers to any marketing methods conducted through electronic devices which utilize some form of a computer, including online marketing efforts conducted on the internet.’’

In simpler term it can be defined as: Achieving marketing objectives through applying digital technologies, and media.

1. **Why is digital marketing so important?**

Digital marketing is essential for businesses of all sizes and industries because it enables them to connect with their target audience, build brand awareness, and drive business growth. Here are some reasons why digital marketing is so important:

* **Wide Reach**: Digital marketing allows businesses to reach a vast audience through various digital channels. Wide Reach is important for awareness campaign, and Brand Promotion.
* **Cost-effective**: Digital marketing is more cost-effective when compared to traditional marketing methods such as TV, radio, or print ads.
* **Real Time Analytics**: Digital marketing offers a range of tools and metrics to track the performance of marketing campaigns. Results can be compared, as well as measured in terms of various parameters.
* **Targeted marketing**: With digital marketing, we can target specific demographics, interests, behaviors, and geographic locations to reach the right audience at the right time with the right message.
* **Engagement**: Digital marketing enables us to engage with the audience. Audience can message or comment or email us via Call to Action feature provided in Digital Marketing. They can enquire about product or business, buy it, and review it as well.

1. **What are the essential functions of digital marketing?**

Digital marketing lets business communicate with their customers in real-time. It helps them reaching right audiences, educate/aware them about their Products/Services, generate leads, and encourage them to take desired Actions.

**conducting and promoting digital campaigns, generating leads**, **optimizing landing pages**, **Search engine optimizations** are some of theessential functions of digital marketing**.**

1. **What is the definition of traditional marketing?**

Traditional marketing is any form of marketing that uses offline media to reach an audience, like print ads in magazines or newspapers, handouts, billboards etc. It can also include commercial on radio or Television.

In Simpler term, anything except digital ways to promote brand is traditional marketing.

1. **In digital marketing, how do you locate your target audience?**

Audience is a group of people, these group of people might have different needs, characteristics, purchasing power and preferences.

In Digital Marketing, Detailed targeting is done to locate the target audience. Target audiences share similar demographic traits including, but not limited to: **Location**, **Age**, **Gender** etc. Above mentioned factors helps a lot in locating target audience in digital marketing.

We have so many options for targeting audiences in digital marketing, Let’s say, If we want to target our ad to female only, that can be done easily; if we want to target audience of particular location, that can be done as well, Same goes for age group, we can exclude other age group and include only one age group as well, based on their need and interest.

1. **In traditional marketing, how do you find your target audience?**

Television, Radio, Hoardings, Direct Mails, Print Medias, Telemarketing and Events are some of the traditional marketing methods. Depending upon the need of the business as well as budget, one or more of above-mentioned methods can be chosen.

To find target audience we need to find our customer base, conduct market research, and create personas. We can also look at competitor’s audience base.

Ad in Radio, Television or Newspaper can be placed to reach the audiences. Hoardings at prime locations can be put as well; the problem with traditional marketing however is that detailed targeting can’t be done like in digital marketing.