**Assignment 3**

1. What is the definition of digital marketing

Ans: DM mean how to promote product, services, brand using digital channel , devise and platform.

2. Why is digital marketing so important?

Ans: DM is important because is provide biasness with the tools, strategies, to connect with target audience .

3. What are the essential functions of digital marketing?

Ans: search engine optimization,search engine marketing , content marketing , social media marketing , email marketing ,

4. What is the definition of traditional marketing?

Ans: traditional marketing is a way to market the product, service and brand in traditional way like news pape ,radio, tv

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

Ans: In digital marketing, locating your target audience involves a combination of research, data analysis, and strategic planning to identify and reach the people most likely to be interested in your products or services.

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

TM can effectively identify and locate their target audience understand their need and preference and development marketing strategies that resonate with their target audience and business growth