**Importance of digital marketing in Nepal**

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Digital marketing is the marketing of the product or service to the targeted customers through digital platforms such as social media, email, SMS and so on. These days, mobile has reached almost all corners of the world and access to the internet is being easier, the trend of marketing has changed. Online marketing has become alternative to traditional marketing.

Gradually, the trend of web marketing is growing day by day in Nepal. There were only a few companies practicing internet marketing before few years. Due to the lack of knowledge about digital marketing and its impact many business houses used traditional tools for doing marketing of their products and services.

Now, the scenario is changed. Almost all the companies in Nepal are using digital platforms for promoting their business. As the mobile phone has become the basic tool of entertainment for almost all the Nepalese people, corporate houses of Nepal have no option than to promote their products digitally.

According to the Nepal Telecommunications Authority, there are more than 38.3 million mobile phone users till mid-July 2018. This data shows the reach of internet marketing. Even the small companies can choose on-line marketing and can reach to the targeted customers. When it comes to price, digital marketing is affordable for all kinds of businesses. Any company can invest in digital marketing with the budget of as low as possible for the promotion of their business. At the same time, business houses can get the feedback of their customers which will allow companies to track the changing behavior of customer and move ahead according to the market. Facebook and Instagram are the most popular platform for digital marketing and SEO (search engine optimization) as well as email marketing is also equally popular in Nepal.

Regarding the scope of digital marketing in Nepal, whether you are an SEO freelancer or a full-fledged [internet marketing agency](https://swopnadigital.com/), there’s a huge potential in this field, here in Nepal. If you want to make a career in internet marketing you can choose to be a SEO specialist, content writer, marketing officer or digital project manager. Companies will do the handsome payment to the hired person from any of these above areas of digital marketing.

Many companies like e-commerce are growing crazily in Nepal where online marketing needs most which will gives a platform for the digital marketers. Big brands of in Nepal used to spend around Rs500,000 annually for the web promoting few year ago but now that is increased to around Rs3 million. The digital platform has benefited both business houses and general customers. Whereas we need to adopt changes and this is the demand of the time.