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## IMPORTANCE OF DIGITAL MARKETING

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### Abstract

In today's world everything is online. The internet has made our lives easier. Through the internet we can take advantage of many facilities through phone or laptop. We can do many things like online shopping, ticket booking, recharge and bill payment, online transactions, etc. through the internet. Due to this fashion (trade) of the internet, businesses are adopting digital marketing. If you look at the market statistics, about 80% of buyers search online before buying any product or service. And that's why digital marketing is so important for any company or business. Attempts to establish a digital market were made in the 1980's but were not successful. But its name and use began in the late 1990's. Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

### Keywords

online payment, Digital Market, Social currency, Focus on online movements

### Definition

Digital marketing is a form of marketing for promoting and selling products or services on the Internet. It's the process of leveraging different online marketing channels like search engines, social media networks and email to reach your target audience. Through digital marketing, you can find people interested in your offering, interact with them, and build trust with your brand.

### Objectives of Digital Marketing

1. To make online advertising more comprehensive.
2. Gain more potential customers using search campaigns.
3. Making your business website more effective to make your business more visible through online marketing (digital marketing).
4. To see how digital marketing helps businesses to reach their customers.