

A STUDY ON THE EFFECTIVENESS OF DIGITAL MARKETING

Avinash Raj Kumar*

*Teerthanker Mahaveer Institute of Management and Technology,
Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India
Email id: avinashtmimt1982@gmail.com

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ABSTRACT

In this digital era, marketers are confronted with new problems and possibilities. The use of online media by advertisers to push goods or services into the market is referred to as digital marketing. Digital marketing's primary goal is to attract consumers and enable them to engage with the business through digital media. The significance of online marketing for both marketers and customers is the subject of this essay. We look at how digital marketing affects a company's revenues. In this article, the contrasts between conventional marketing and digital marketing are also discussed. This research examines the different types of digital marketing, their efficacy, and the influence they have on a company's sales. The sample for this study is made up of 150 companies and 50 executives who were chosen at random to demonstrate the efficacy of digital marketing. The collected data was examined using a range of statistical tools and methods.

KEYWORDS: *Digital Marketing, Promotion, Effectiveness, Customer Reach*

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