

A Study of Traditional Vs. Digital Marketing in Creating Brand Awareness

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Abstract: *Businesses have turned their attention from conventional marketing channels to digital marketing techniques in the ever changing digital environment. The capacity of digital marketing to greatly influence brand recognition is one of its main benefits. This article examines how companies may use digital marketing to have a strong online presence and how it enhances brand recognition.*

Keywords: Digital marketing, brand awareness, consumer engagement, online advertising, social media impact, brand perception