

Study on Digital Marketing and It's Impact

Mr. Prachi Naik¹ and Mrs. Vijaya Bhosale²

Student, M.Sc. I.T., I. C. S. College, Khed, Ratnagiri, Maharashtra, India¹

Asst. Prof., Department of I.T., I. C. S. College, Khed, Ratnagiri, Maharashtra, India²

Abstract: *Marketing is not an exception to this shift from analog to digital. The use of digital marketing, social media marketing, also search engine advertising is too rising in tandem with technological advancement. Digital marketing has made the most money because it mostly relies on the internet, and the number of people using the internet is growing quickly. The buying habits of consumers are changing, and digital marketing is now more popular than traditional marketing. The reason for this survey paper is to concentrate on the effect of advanced showcasing and how significant it is for the two customers and advertisers. This paper begins with an overview of digital marketing before focusing on the various digital marketing channels, the distinction between digital and traditional marketing, as well as the advantages, disadvantages, and implication of digital marketing in today's creation.*

Keywords: Digital Marketing, Internet, Online Advertising, Internet Marketing

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