

# An Evaluation of Digital Marketing in Critique

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## Abstract

Opinions on a few current and forthcoming marketing trends are discussed in this article. Recent literature and events in the business sector serve as the basis for the material. The study's foundation is secondary data. The research utilises published and online literary sources. Numerous papers, studies, reports, newspapers, magazines, webpages, and online data have all been examined. In India, there has been a significant shift towards digitization. More and more consumers are turning to the internet instead of traditional or conventional means while looking for the greatest offer from suppliers around India.

We found in this study that digital marketing services, including search engine optimisation (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, can be very beneficial to businesses. These services are also becoming more and more common as technology advances and include e-books, optical discs, games, and social media optimisation. It has been shown that Facebook and WhatsApp have connected us all, and that social media's growing popularity is giving digital marketers new ways to reach out to consumers online. Understanding why consumers produce content about a brand or shop is crucial because it gives us a better understanding of the factors that drive user behaviour.

Digital marketing is very economical and beneficial to the company's bottom line. This study supports the notion that understanding the social media platforms that a company's target market uses is another important component of successful online marketing. It is possible to analyse the efficacy of Internet marketing in relation to various businesses. The study may be expanded to examine internet marketing strategies tailored to different types of organisations.

**Keywords:** - Digital marketing, social media, internet, marketing trends, and digitization

## 1. Introduction

The commercial activity of marketing is dynamic, ever-changing, and restless. Due to a number of crises, including shortages of energy and materials, inflation, economic downturns, high unemployment, dying businesses and industries, terrorism, war, and the consequences of quick technical advancements in some sectors of the economy, the function of marketing has undergone significant changes. Today's marketing executives must make more strategic decisions based on the market as a result of these developments, which include the internet. This calls for a formalised process for gathering fast and reliable data on consumers, goods, the market, and the environment at large.

The practice of using the Internet to advertise and sell products or services is known as internet marketing. Product sales and marketing are accomplished through the use of electronic commerce in internet marketing. Any online market is considered to be a part of electronic commerce. Electronic commerce facilitates the online sale, purchase, and exchange of goods and services. Internet marketing has a subset called electronic commerce. The surge in popularity of the internet has led to a rise in internet marketing. It is stated that text-only websites providing product information were the first to offer Internet marketing services in the start of 1990.

With the expansion of the internet, product sales are no longer the only thing being done; information about items, software, stock trading, auctions, and matching are now being offered. A few firms, including Google.com, Yahoo.com, Amazon.com, Alibaba.com, and Youtube.com, have completely changed the way that the internet may be utilised for marketing. Opinions on a few current and anticipated advancements in internet marketing are discussed in this article.

## 2. Literature Review

A crucial component of the process of digital company transformation is digital marketing. It integrates cutting-edge, information and communication technology-based marketing strategies. Because of this, putting it into practice is essential to the business's successful growth in the current market environment. This paper's theme is the benefits and drawbacks of digital marketing, and its purpose is digital marketing. This paper's primary goal is to categorise and delineate the disparate words for digital marketing that are used in specialised literature and online. The second is outlining the key features of digital marketing's benefits and drawbacks. With a thorough understanding of them, businesses can create digital marketing plans that are both appropriate for their target audience and highly likely to accomplish corporate objectives. As a result, they will be able to decide which and how much of the entire

suite of digital marketing tools are most appropriate for their marketing endeavours. (Tsvetanova, 2020)

The emergence of a plethora of digital marketing strategies brought about a radical transformation in the corporate environment, thanks to the internet. However, marketing managers now have to decide which digital marketing strategies to invest in in addition to having to prioritise their list of goals in light of these new tactical possibilities. Four business strategies—prospectors, analyzers, low-cost defenders, and distinctive defenders—are taken into consideration while examining these problems. The purpose of this article is to help marketing managers implement their firm's chosen strategy as effectively and efficiently as possible by giving them insights into how different tactics are approached by firms to these digital marketing difficulties. (Eric M. Olson, 2021)

In the digital era, marketers confront both new possibilities and obstacles. The use of electronic media by marketers to introduce goods and services to the market is known as digital marketing. Attracting customers and enabling them to engage with the company via digital media is the primary goal of digital marketing. The significance of digital marketing for advertisers and customers is the main topic of this essay. We investigate how digital marketing affects the companies' revenues. In this study, the distinctions between digital and conventional marketing are also discussed. This research has discussed the many types of digital marketing, their efficacy, and how they affect a company's sales. The sample under examination comprises 150 companies and 50 executives who were chosen at random to demonstrate the efficacy of digital marketing. Numerous statistical methods and tools have been used to analyse the collected data. (Afrina Yasmin, 2015)

The promotion of goods and services using digital technologies—primarily the Internet, but also mobile devices, display ads, and other digital media—is known as digital marketing. The evolution of digital marketing over the 1990s and 2000s has altered how companies and brands utilise technology for marketing. Digital marketing efforts are becoming more common and effective as individuals utilise digital gadgets instead of going to physical stores and as digital platforms are increasingly integrated into marketing strategies and daily life. This essay primarily focuses on the conceptual understanding of digital marketing, the ways in which it benefits modern businesses, and a few case studies. (Desai, 2019)

An overview of the technological aspects of internet marketing is given in this chapter. The framework includes both strategic planning and development as well as an introduction to digital marketing. Our contribution provides theoretical and practical understanding of this expanding field of marketing, together with details on the primary applications of internet marketing, including: The first section on e-

commerce examines various business models and the strategies employed in their creation; the second section on web search marketing concentrates on SEO and SEM as well as keyword selection for optimisation; the third section on e-mail marketing provides engaging content to create an effective newsletter; and the fourth section on social media marketing discusses planning and the key instruments utilised to maximise communication through social media.

This chapter provides a summary of digital marketing and its tactics for having a visible and productive online presence. (Teresa Piñeiro-Otero, 2016)

The increasing prevalence of companies incorporating technology into their marketing plans highlights the necessity of doing a thorough analysis of digital marketing tactics. Businesses may participate in a new era of creative marketing techniques by strategically switching to client-centered marketing strategies, which leverage digital marketing to fulfil their main marketing needs. A survey of the best literature on digital marketing strategies gives businesses useful tools to reach a wider audience by fusing elements of traditional marketing with newly developing technology. The current study offered digital marketing tactics to researchers, businesses, organisations, and people to help them become more visible to their target market. (Gibson, 2018)

### **3. Rationale for the Study**

The most intriguing outcome of the proliferation of technology and customers' simple access to it is the upheaval of the market and marketing strategies. Consumers of today are empowered users who have command over interactive online media, content, and communication channels. The effectiveness of conventional marketing techniques and communication is waning, and consumers have less faith in corporate messaging and brands. Technology is transforming the marketing landscape and its practices. Marketers are being pushed to operate in a world that is more complicated and dynamic, where they no longer have complete control over the media and their message.

Consumer behaviour is also evolving: instead of being as trusting as they once were, consumers are becoming more astute, critical, knowledgeable, and proactive than before. Modern and upcoming marketers need to acquire new information, abilities, and strategies in order to appreciate and interact with the evolving, technologically driven marketing landscape as well as to understand and cater to new clientele. Digital marketing is growing in popularity, and new possibilities and difficulties are presented by ongoing technical advancements: Among the most fascinating and difficult fields in which future marketers are anticipated to be proficient are mobile marketing, the Internet of Things, analytics, big data, 3D printing, cloud computing, artificial intelligence, and consumer neuroscience / neuromarketing. It is really difficult to stay

on top of and make the most of the extremely fast advances in digital technology and social media. Author felt compelled to concentrate on this in this study for that reason.

#### **4. Problem Statement and Study Objectives**

Given that social media and the internet will only get stronger in the next years, this subject will be essential for all organisations (Giedd & Chief, August 2012). Many businesses are always facing an increasing danger from the power of smartphones and social media (Felt & Robb, 2016). The second major factor to take into account is the ongoing trend of kids, teens, and adults utilising digital and social media in an increasingly excessive amount (Giedd & Chief, August 2012). For that reason, this research aims to achieve the following set of objectives by concentrating on comprehending internet marketing and its methodology:-

- What are the modern, effective methods of internet marketing?
- What fundamental differences exist between digital and conventional marketing?
- Which online marketing strategy is the most popular?
- Do businesses favour online marketing over offline marketing?

These inquiries will enable us to forecast online marketing trends and provide businesses with relevant recommendations.

#### **5. Methodology**

The purpose of exploratory research is to essentially let a researcher wander about in relation to a phenomena in order to generate ideas that may be of interest (Reynolds, 1971). The exploratory character of this study calls for both quantitative and qualitative examination. Data have been gathered for this study (critical review) from all throughout India. This work has undergone rigorous analysis of secondary data and information. The secondary data and material came from a variety of sources, including published e-books, articles from magazines, journals, conference papers, working papers, annual reports, CSR activity reports, and internal newsletters from businesses. Data and information about the firm that are publicly accessible on their websites are used. For a critical review type of study, this is the best/standard procedure.

#### **6. Analysis and Discussion of Study**

##### **6.1 Internet Marketing**

An international network of linked computers is called the Internet. Millions of public, commercial, academic, government, and private networks make up this network of networks. The Internet is the most extensive source of information available to humans and operates through the integration of several technologies. Additionally, the internet established the basis for more information channels than individuals had till the 20th century. (Phillips 2003). The meanings of "marketing" are numerous. "Marketing is the social activity by which individuals and groups produce and trade things and value with one another to satisfy their wants and aspirations." states one of the most well-known definitions. (Keller and Kotler, 2007). "Marketing concepts may be implemented in the online space" by combining these two sectors. The major ways to accomplish this are via building websites, advertising on the internet, conducting online marketing research, engaging in electronic commerce, etc. However, compared to traditional marketing, online marketing necessitates a somewhat different strategy in several areas. (Blažková, 2005). In its most basic form, internet marketing—also known as online, web, e, or i marketing—is the promotion of goods and services via the Internet.

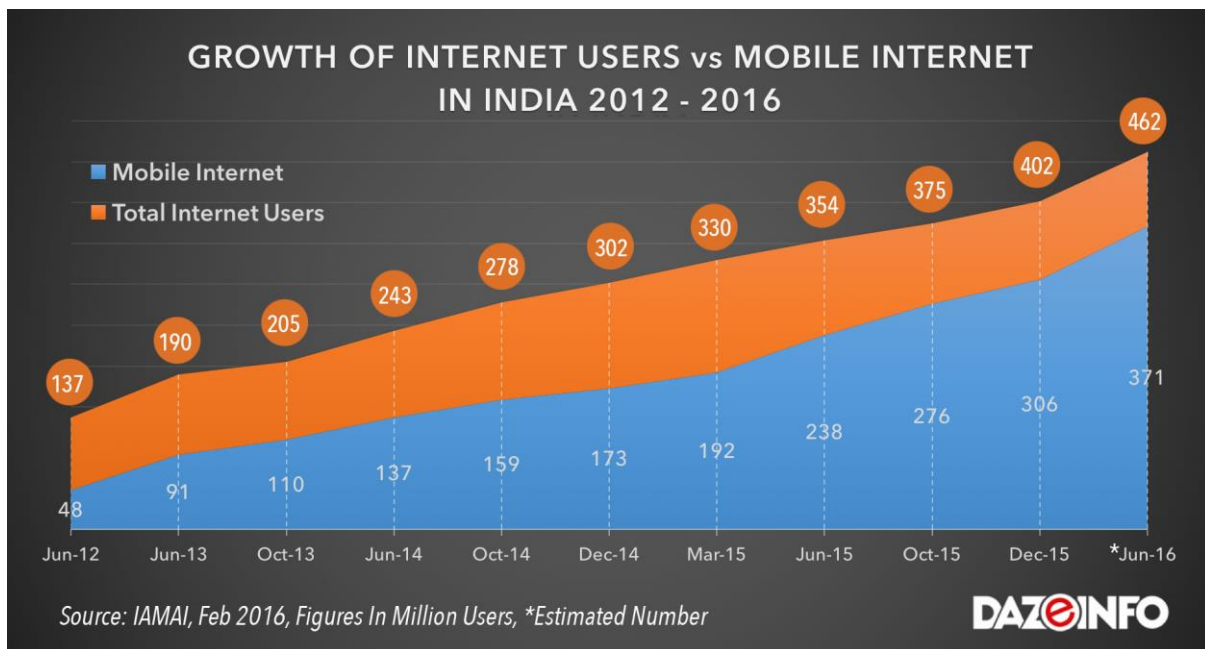


Fig. 1: Internet and Mobile Users

## 6.2 Power of Internet / Digitization

The most potent instrument in the burgeoning globalisation is the internet. These businesses are the largest Internet users today because they recognised the potential of the Internet and digitalization early on.

## Examples of the Internet's and digitization's power

- The largest bank in the world, Bitcoins, in lieu of real cash.
- Uber, the largest taxi service in the world, doesn't own any vehicles.
- Facebook, the most well-known media owner, doesn't produce any content.
- Amazon, Alibaba.com, is the most valuable store in the world, but it doesn't have any inventory.
- Booking.com, the largest lodging provider in the world, does not own any real estate.

### 6.3 Different Trends/Techniques of Internet Marketing

An internet marketing strategy may assist in defining precise e-marketing goals and formulating plans to guarantee that resources are allocated to both leveraging the Internet's marketing potential and mitigating its risks. E-marketing is the study of how a business and its brands engage with consumers online and through other digital media, such email and mobile media, to achieve marketing objectives. To create the definitive list of marketing trends for 2017, we combed through every niche in the industry, from social media and content marketing to marketing technology, analytics, and organisational change. The following is a summary of the numerous marketing trends articles written by various writers and professionals that were read, examined, and evaluated:

#### 6.3.1 Search Engine Optimization (SEO)

Simply said, search engine optimisation, or SEO, is the process of making changes to your website so that it appears in search results on Google, Yahoo, Bing, or any other search engine in an organic or natural way. Google constantly modifies its algorithms to ensure that only pertinent results appear. According to several experts, SEO is dead and the effort is pointless from that angle. The fact is that Google censors websites that don't deserve to be at the top of SERPs (Search Engine Result Pages) in an effort to prevent algorithm manipulation. Thus, there's no question that you ought to spend money on SEO. The technical aspects of content and query matching, spidering, indexing, and understanding non-text information should all be included on your website. Recall that this is the most economical marketing tactic to get inbound traffic to your company.

#### 6.3.2 Search Engine Marketing (SEM)

SEM, or search engine marketing, is a whole approach to increasing website traffic, mostly through paid advertising. That's why it goes by the name Paid Search Marketing. The SEM world is vast and intricate. You can select a PPC (pay per click), CPC (cost per click), or CPM (cost per thousand impressions) model depending on your business structure, or CPM (cost-per-thousand impressions) model. There are different platforms for SEM. The most often used are Bing Ads on Yahoo Bing Network and Google Ad Words on Google Network. Paid social advertising, mobile marketing, display advertising, and search retargeting and site remarketing are also included in SEM.

### 6.3.3 Content Creation

A variety of forms are available for content presentation, including as blogs, white papers, e-books, case studies, how-to manuals, news and updates, forums, Q&A articles, pictures, banners, infographics, podcasts, webinars, videos, and material for social networking and microblogging websites. Whatever the latest iteration of Google's algorithm, Panda, Penguin, or Hummingbird, they all indicate that content is the most crucial factor to consider when sifting search results. You can use creativity to write about whatever you choose, then deftly weave an indirect connection between it and your company. You might find it interesting to read our piece on how to use content and promote your startup or company for free. Additionally, you must adapt your material to other platforms. For instance, material for mobile devices should be succinct and clear. Recall that a successful approach will captivate your audience and pique their curiosity about what you have to say. The greatest approach to market your company is by sharing high-quality content.

### 6.3.4 Social Media Marketing (SMM)

SMM, or social media marketing, is a subset of search engine marketing. It entails using social media platforms like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, and others to drive traffic to your websites or businesses. Good material gets loved and spread, as we just discussed. Thus, produce and alter material for various social media channels. Always remember to be creative and prolific; you should interact with people four or five times a day, minimum. Specifically, your social media marketing activities may aid with branding and sales. With the advent of social media, the methods and instruments for consumer communication have undergone significant shift; For this reason, companies need to ensure that their social media strategy aligns with their business plan (Mangold and Faulds, 2009). An open customer base is necessary for the creation of a successful social media marketing strategy.

### 6.3.5 Digital Display Advertising



Once more, this is a portion of your SEM work. To reach a prospective audience, you may utilise a range of display advertising formats, including rich media, interactive, text, image, banner, and video ads. You may tailor your message to a customer's interests, the subjects of your material, or where they are in the purchasing cycle. But keep in mind that digital display advertising is quite expensive. To achieve a strong return on investment for your company, you need professionals.

### **6.3.6 Mobile Marketing**

The term "mobile marketing" refers to the relatively recent field of marketing that focuses on two-way marketing communications between businesses and their clientele via mobile devices. Mobile device optimisation is being applied to the website, applications, and content. The number of mobile users is increasing daily, and marketing with them is the most successful strategy. In his article, Dushinski (2009) characterises mobile marketing as a revolutionary technology that allows businesses to communicate with each of their clients via their mobile devices at the proper time, location, and with a direct message that is suitable.

### **6.3.7 Interactive Marketing**

Make sure the prospective buyer is conversing with you as a result of your advertising plan. In an ExpoTV.com study, 55% of participants said they would love to be in constant contact with the businesses they purchase from, and 89% said they would be more devoted to the businesses if they were asked for feedback. Utilise technologies such as opt-in features and widgets to track user activity, make your website dynamic, and ask for feedback. Actively interact with the clients and adjust offers according to their browsing habits and interests.

### **6.3.8 Viral Marketing**

The modern technological version of word-of-mouth is called viral. Viral marketing is a tactic used when original content becomes viral online due to widespread appreciation, sharing, and like. This is a fantastic approach to build your brand and increase website traffic. Any format will work for the information; your only limitation is your creativity. Now that they've caught the virus, marketers are incorporating viral elements into their campaigns more and more. The strategy is not only less expensive than traditional advertising, but it also has the potential to be more credible at times. (Source: Howard, 2005)

### **6.3.9 Email Marketing**

Email marketing is the process of sending a sales message to a list of prospective clients via email. You may keep email lists that are divided according to a number of criteria, such as spending patterns and the preferences and aversions of your clients, with efficient email marketing software. Don't forget to send individualised emails; this fosters confidence. But take aware that email marketing may also be seen as spam, and in many nations, it is illegal.

### **6.3.10 Affiliate Marketing**

In affiliate marketing, you compensate publishers for referring you consumers through a performance-based marketing programme. The performance might be measured by conversions, which could be sales, leads, or promotions. You could like participating in the affiliate networks offered by various publishers. In essence, you will pay the publishers according to the compensation model in exchange for them providing you with space on their pages to promote your company and encourage conversions. You may get assistance from an affiliate network, which can provide you with a wide range of publishers as well as additional advantages like technology for tracking and reporting. For new businesses, affiliate marketing is quite helpful since it may increase website traffic through high-traffic websites.

To put it simply, affiliate marketing benefits publishers as well as retailers. Affiliate programmes are offered by websites like Flipkart, LinkShare, Amazon, and eBay. Actually, the majority of websites with a sizable following have affiliate networks of their own.

### **6.3.11 Online Public Relations (Online PR)**

One important component of contemporary marketing techniques is public relations. Businesses that disregard public relations risk losing clients. How many clients can they lose, is the question. The answer to this issue is somewhat challenging since, unlike internet advertising, PR is more harder to assess. That being said, when PR is done well, a firm always benefits. Online PR has a benefit over traditional PR in that it allows for excellent and quick two-way online contact. Online businesses may cultivate their online public relations by disseminating news releases to online media outlets and PR pieces in online PR catalogues, by sharing music or movies with commercial messages or advertisements, or by taking part in different discussion forums about the product or issue at hand.

### **6.3.12 Digital Media Planning and Buying**

Digital media planning is the process by which a media firm does research and creates a thorough strategic framework. The media agency develops several channels and formats to reach the target audience, whether it is for altering consumer behaviour, introducing a new brand or promoting an existing one, or increasing sales or conversions. It investigates the frequency and reach of various mobile and online applications. The agency purchases pertinent ideas and space and collaborates with various partners. We refer to this as media buying. Media buying and planning, in its most basic form, encompasses all of the previously covered tactics.

### 6.3.13 Web Analytics

Web analytics might be the most crucial component of any digital marketing strategy. In essence, web analytics aids in the gathering, measuring, comprehension, analysis, planning, reporting, and prediction of online activity for your company. Web statistics and web analytics are not the same thing. Unlike basic reporting, Web Analytics provides you with various perspectives and analysis related to your company. Among the crucial Web analytics tools are Woopra, Clicky, Mint, Chartbeat, Google Analytics, and Spring Metrics. It should go without saying that every advertiser uses Web Analytics to better understand his industry and increase conversions and return on investment.

### 6.4 Traditional Marketing v/s Internet Marketing

When contrasting online marketing strategies with traditional marketing tactics, there are many instances and chances when internet marketing excels, has benefits, and is always chosen over traditional marketing strategies.

- Online marketing provides real-time feedback from customers, in contrast to traditional marketing where we must wait a certain amount of time to receive an answer.
- Because real-time consumer feedback allows us to track if a campaign is effective for a product and make necessary adjustments to the promotional campaign based on feedback, traditional marketing does not allow for this kind of flexibility.
- Due to the expense and strategy-making expertise required for traditional marketing, small retailers find it challenging to compete with larger players in the market. However, with online marketing, a well-designed website can provide greater service assurance and a wider audience for your target audience.

- Another factor that sets traditional marketing techniques apart from online marketing is cost. A business can establish a digital marketing strategy for very little money, which can then replace more expensive traditional advertising methods like print, radio, television, and magazines.
- Any business promotional idea can reach a far wider audience through online marketing than through traditional marketing campaigns because it can be seen globally with a single marketing campaign at the lowest possible cost. Additionally, once a marketer optimises the key words in the website's content, there is a great return on investment and only minimal cost to maintain the positioning.
- By using electronic marketing, advertisers can design ways to encourage their target market to visit the relevant website, take positive appropriate action, and learn more about their products, features, and various services. Through this mechanism, customers can express their opinions about the product, their decision to purchase it, and any related feedback, all of which are displayed on the website. In this way, the marketer gains a valuable opportunity to interact with the consumer, which is typically lost in the case of traditional advertising.
- Online marketing is a more effective way to build a brand than traditional marketing methods. A well-designed website with high-quality content may target client requirements and significantly exceed their expectations by creating more chances. Compared to traditional marketing methods, online marketing has the ability to have a viral and ripple impact on promotion. For example, using social media platforms, email, and networking websites allows the message to be disseminated very rapidly.

## 6.6 Advantages digital marketing brings for customers

Rapid advances in technology have altered consumer purchasing patterns, particularly in the area of digital marketing. As shown below, it has provided customers with a number of benefits:

- Keep up with products and services – Digital marketing technologies enable customers to receive updates on corporate information. Many consumers today have access to the internet at all times and places, and businesses are always updating their product or service information.
- Increased engagement – Customers may interact with the company's different initiatives through digital marketing. Customers may browse the

company's website, learn details about its offerings, purchase goods or services online, and leave reviews.

- Explicit information about the goods or services - Customers can have a clear understanding of the goods or services by means of digital marketing. A small percentage of information obtained from a salesperson in a retail setting may be misinterpreted. On the other hand, consumers may rely on the Internet to supply thorough product information while making a purchasing choice.
- Simple comparison with competitors - With so many businesses attempting to market their goods or services online, digital marketing is quickly emerging as the consumer's best friend when it comes to comparing goods or services offered by various vendors in an efficient and timely manner. Consumers may learn about the goods and services offered without having to visit several retail locations.
- 24/7 shopping - Customers can purchase products online at any time of day since the internet is accessible 24/7.
- Distribute product or service content: Digital marketing allows users to distribute product or service material to other people. Digital media makes it simple to share and get information about the features of goods and services with others.
- Appear Pricing: The company uses digital marketing channels to display the costs of its goods and services, which makes them extremely transparent and easy for clients to understand. The business may provide discounts or alter pricing on a regular basis.
- Facilitates Instant Purchases: In conventional marketing, consumers view the advertisement first, then locate the appropriate physical store to make their purchase of goods or services. Digital marketing, on the other hand, allows clients to buy goods and services right away.

## 7. Conclusion

In India, there has been a significant shift towards digitization. More and more consumers are turning to the internet instead of traditional or conventional means while looking for the greatest offer from suppliers around India. In his study, Cha (2009) also found that the more users believe social networking sites' shopping services are helpful and simple to use, the more probable it is that they will purchase for goods on these platforms. The majority of target customers may be addressed due to the diverse variety of consumers that use social networks (Cha 2009). In their 2011 study, Shankar et al. also found that an

increasing number of consumers use social media (such as Twitter, Facebook, MySpace, and LinkedIn) and depend on it to help them make marketing decisions when they purchase; as a result, social media promotion has grown in significance.

We found in this study that digital marketing, including search engine optimisation (SEO), search engine marketing (SEM), influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, can be very beneficial to businesses. These strategies are also becoming more and more common as technology advances and include e-books, optical discs, games, and social media optimisation. Vogus (2011) also found that big firms view social media platforms as strategic tools, and some are even employing staff members to manage their social media accounts. According to Mangold and Faulds (2009), social media should not be treated lightly and should instead be seen as a crucial component of an organization's integrated marketing strategy.

It has been shown that Facebook and WhatsApp have connected us all, and that social media's growing popularity is giving digital marketers new ways to reach out to consumers online. Understanding why consumers produce content about a brand or shop is crucial because it gives us a better understanding of the factors that drive user behaviour. Chu (2011) provides more support for this, having investigated the relationship between advertising responses, group membership connected to Facebook brands, and the psychological aspects of attitudes and self-disclosure among Facebook group members and non-members. Facebook group members are shown to be more prone than non-members to divulge personal information, according to the study. Additionally, Chu (2011) discovered that Facebook group members have a more positive outlook on social media and advertising.

Digital marketing is very economical and beneficial to the company's bottom line. In fact, small businesses may now compete with larger ones on an equal basis and reach their target audiences for less money (F. Palumbo and P. Herbig, 1998).

## **8. Limitations of the study**

This study supports the notion that understanding the social media platforms that a company's target market uses is another important component of successful online marketing. It is possible to analyse the efficacy of Internet marketing in

relation to various businesses. The study may be expanded to examine internet marketing strategies tailored to different types of organisations.

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