



“A COMPREHENSIVE PROJECT ON STUY ON DIGITAL MARKETING AND ITS IMPACT IN TRIZONE INDIA BRANDING”

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ABSTRACT:

Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firms sales. 112 respondents opinion are collected to get the clear picture about the present today.

KEYWORDS: digital marketing, internet, online advertising, internet marketing

INTRODUCTION:

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms digital communication. This includes not only email, social media, and web based advertising, but also text and multimedia messages as a marketing channel.

Digital marketing became more sophisticated in the 2000s and the 2010s, when the proliferation of devices' capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of [social media](#) in the 2000s, such as [LinkedIn](#), [Facebook](#), [YouTube](#) and [Twitter](#), consumers became highly dependent on [digital electronics](#) in daily lives. Therefore, they expected a seamless [user experience](#) across different channels for searching product's information. The change of [customer behavior](#) improved the diversification of marketing technology.

Digital marketing is also referred to as '[online marketing](#)', 'internet marketing' or 'web marketing'. The term *digital marketing* has grown in popularity over time. In the USA *online marketing* is still a popular term. In Italy, digital marketing is referred to as *web marketing*. Worldwide *digital marketing* has become the most common term, especially after the year 2013.

Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioural Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of [consumer privacy](#) and [data protection](#).

Digital advertising in 2019 witnessed a 26% increase from 2018 to reach Rs. 13,683 crore, where the overall advertising growth was 9.4% as per the report by [Dentsu Aegis Network](#). The digital marketing sector is booming and expecting to grow at 27% in 2020 to cross the 17,000 crores mark. In 2020, India has around 700 million internet users, and the numbers are expected to grow to over 970 million users by 2025.

Literature Review

International Journal of Management Science and Business Administration Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. digital marketing review digital marketing review Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio. Canon iMage Gateway helps consumers share their digital photos with friends online. L'Oréal's brand Lancôme uses email newsletters to keep in touch with customers and hence tries to strengthen customer brand loyalty (Merisavo et al., 2004). Magazine publishers can activate and drive their customers into Internet with e-mails and SMS messages to improve re-subscription rate (Merisavo et al., 2004). Marketers increasingly bring brands closer to consumers' everyday life. The changing role of customers as co-producers of value is becoming increasingly important (Pralhad and Ramaswamy, 2004). Khan and Mahapatra (2009) remarked that technology plays a vital role in improving the quality of services provided by the business units. According to Hoge (1993), electronic marketing (EM) is a transfer of goods or services from seller to buyer involving one or more electronic methods or media.

E-Marketing began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force. McDonald's uses online channel to reinforce brand messages and relationships. They have built online communities for children, such as the Happy Meal website with educative and entertaining games to keep customers always close to themselves (Rowley 2004). Reinartz and Kumar (2003) found that the number of mailing efforts by the company is positively linked with company profitability over time. The primary advantages of social media marketing is reducing costs and enhancing the reach. The cost of a social media platform is typically lower than other marketing platforms such as face-to-face sales or sales with a help of middlemen or distributors. In addition, social media marketing allows firms to reach customers that may not be accessible due to temporal and locational limitations of existing distribution channels. Generally, main advantage of social media is that it can enable companies to increase reach and reduce costs (Watson et al. 2002; Sheth and Sharma 2005). According to Chaffey (2011), social media marketing involves "encouraging customer communications on company's own website or through its social presence". Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to "marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles" (Chaffey and Smith, 2008). Giese and Gote (2000) finds that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture.

Objectives of the Study.

Some key objectives throughout a digital marketing strategy are:

- Conversion/sales: That is commercial success.
- Consideration: That is evaluating if the product or brand meets your needs.
- Awareness: This is about audience reach.
- Retention: This enables you to establish customer engagement.

TRIZONE INDIA

Trizone India is a full service brand Consultancy. With a passion for creating and propelling brands, we provides strategic brand communication solutions. Our toolkit consists of 360 Integrated Marketing Communication solutions that ensure your brands are an experience in themselves.

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Type : Private Held

Founded : 2009

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Akhil Dave is a passionate marketing professional and a dynamic business leader. He is an IIM lucknow alumni with over 20 years of experience in branding, Marketing and Strategy especially in Healthcare Industry.

Akhil Dave had the opportunity to develop and execute marketing strategies and business processes that have revolutionized many healthcare businesses and to provide with their exponential growth. After working with various healthcare organizations in March 2020 he joined Trizone India as partner and Director, he also founded consultancy firm "Trizone Healthcare Consultant LLP" in the same year to address the greatest challenges of marketing in the healthcare industry.

His pursuit is to be an expert on the principles and techniques of practical Healthcare Marketing and Business Strategy.



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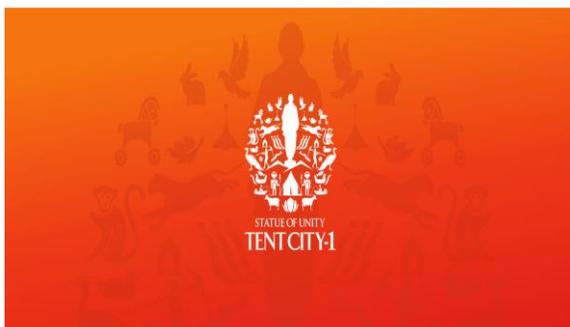
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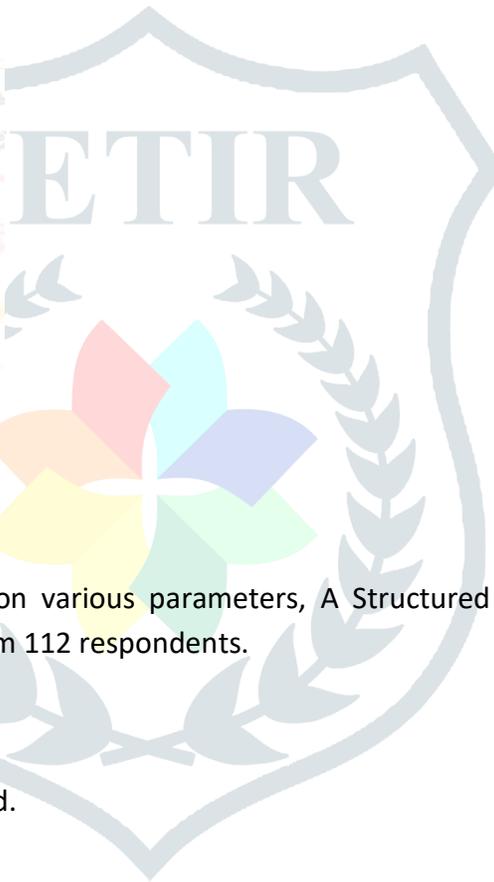
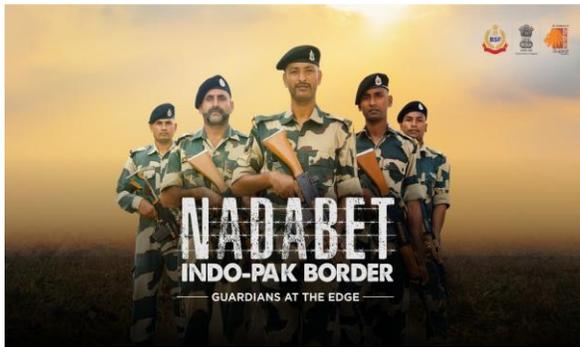
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MR. Niraj Upadhyay is an accomplished entrepreneur, creative director, and marketing professional. Post his illustrious career in films, television and events and activation industry. He ventured out with Trizone India in 2009 in Gujarat, his home-town.

Ever since, he has strived hard and helped more than 250 brands to achieve their business goals from across all major industries, nationally and internationally. He strongly believes in It's all about MINDSET, Let's change it!"

Projects of Trizone





Research Methodology

► SOURCE OF DATA

To Study the impact of Digital Marketing on various parameters, A Structured questionnaire for collecting primary data. Primary data was collected from 112 respondents.

► SAMPLING METHOD

Convenience sampling method has been used.

► SAMPLE SIZE

Sample Size for this study is 112 who are purchasing products or services through digital channel.

► The data was analyzed and hypothesis is tested with Statistical tool like chi-square test.

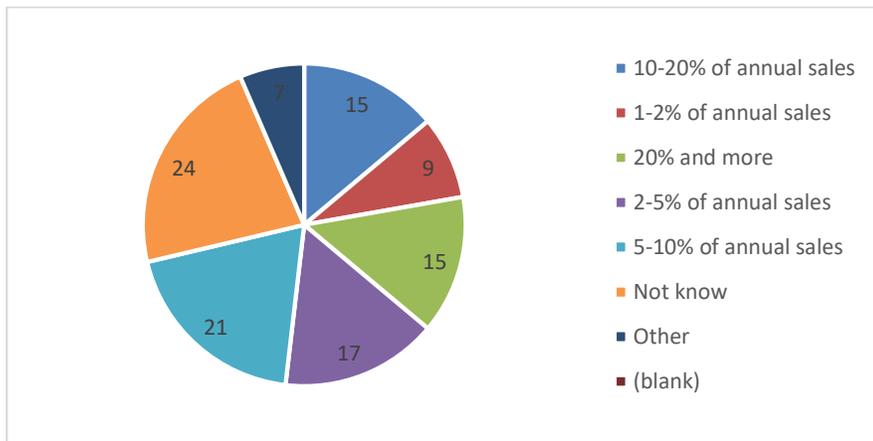
DATA COLLECTION

Primary Data : Questionary, face to face interview, personal observation, field visit

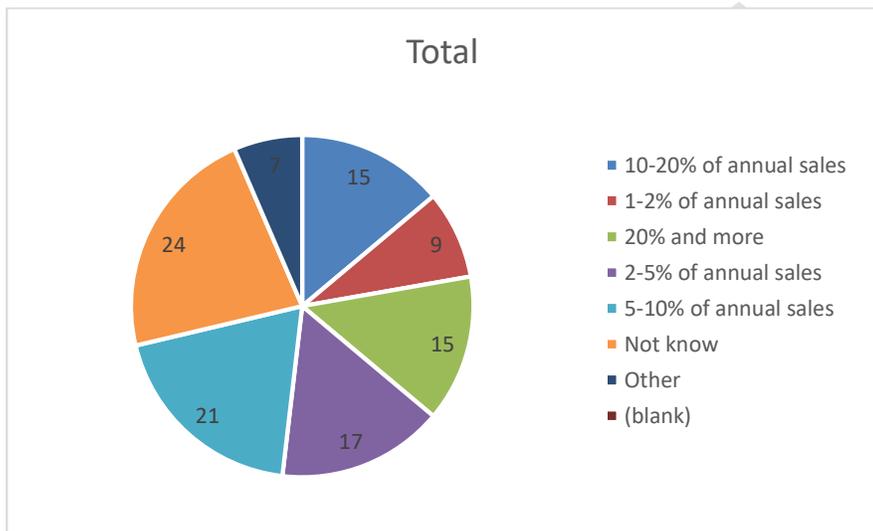
Secondary Data : journals, Magazines, Book, Internet etc

Data Analysis

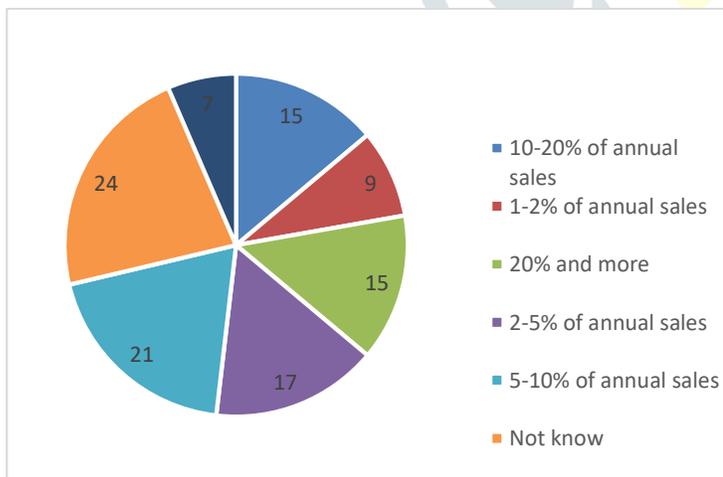
Which describes your position the best within the company?



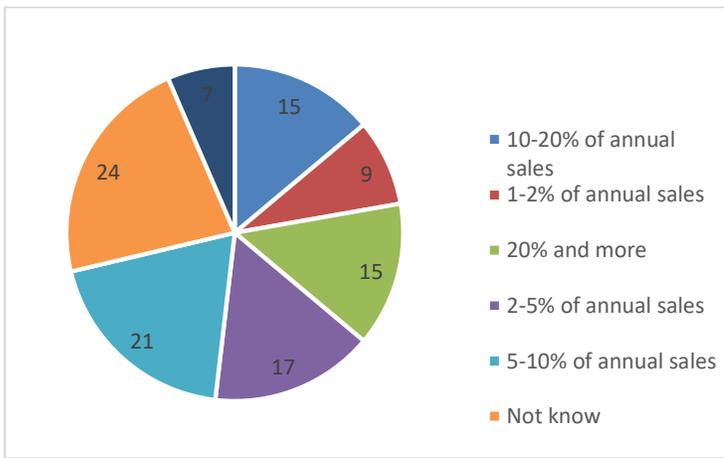
What is your company trying to achieve by doing digital marketing?



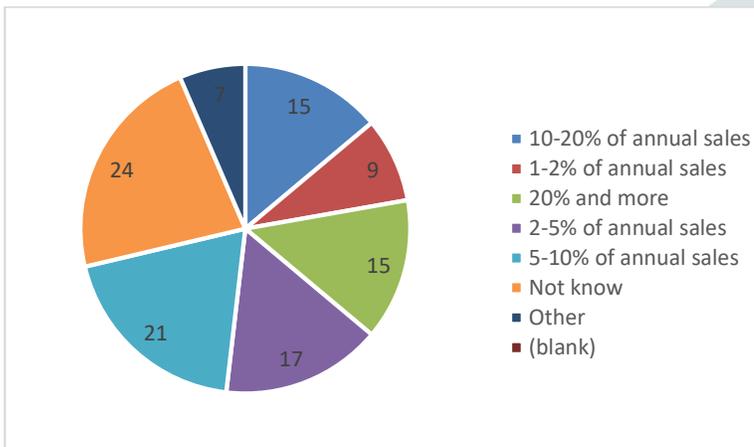
Which digital marketing activities does/did your company do?(you can choose more than one)



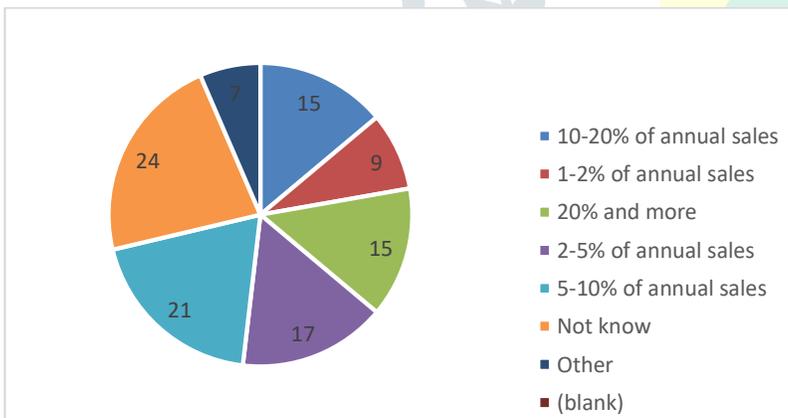
Which sources does your company use for these activities



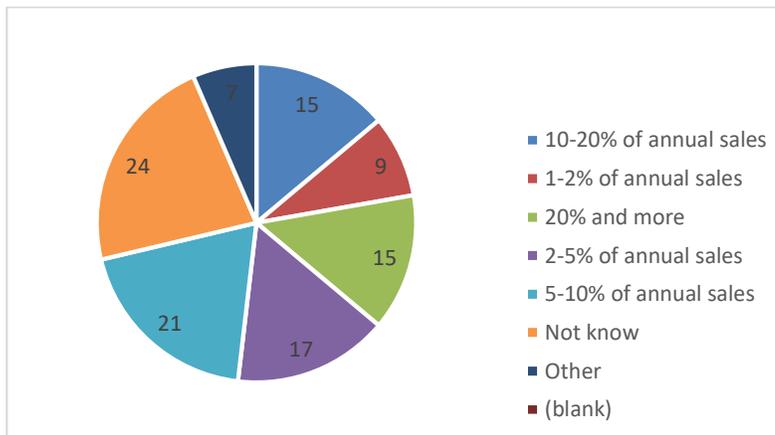
How do you get information about product?



How satisfied are you with your company's digital marketing activities



Please select the ratio that annual spending for digital marketing activities over annual sales?



Findings of Digital marketing project

Advantages of digital marketing

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

The benefits of digital marketing include:

- Global reach - a website allows you to find new markets and trade globally for only a small investment.
- Lower cost - a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- Trackable, measurable results - **measuring your online marketing** with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- Personalisation - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- Openness - by getting involved with **social media** and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- Social currency - digital marketing lets you create engaging campaigns using **content marketing** tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
- Improved conversion rates - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

Together, all of these aspects of digital marketing have the potential to add up to more sales.

Disadvantages of digital marketing

Some of the downsides and challenges of digital marketing you should be aware of include:

- Skills and training - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.
- Time consuming - tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.
- High competition - while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- Complaints and feedback - any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.
- Security and privacy issues - there are a number of legal considerations around collecting and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data protection.

Digital Marketing Tips

Emotive helps ecommerce businesses harness the power of texting as a key component of a successful digital marketing strategy. But we know there's more to it than just texting, so we're sharing our best digital marketing tips with you.

1. Understand Your Customer

Understanding your target audience is an essential step in ecommerce marketing. Who are they? What are their interests, needs, and desires? Where do they spend their time? To identify and understand your customers, you may want to conduct market research: this can be as simple as surveying some of your existing customers. You'll use this data to develop various buyer personas and a customer journey, which maps the steps a prospective customer takes on the path from anonymous shopper to loyal purchaser. You'll want to define customer segments, based on factors like age, gender, occupation, income, location, and interests.

With a clear picture of your target customer, you can begin to create targeted marketing campaigns that speak to their interests. And don't forget customer feedback: this is a great source of data you can use to improve your offerings and your brand's customer experience.

2. Create Compelling Content

One of the most important aspects of digital marketing is creating compelling and relevant content that draws people to visit your website. Clickbait content might get shoppers' attention, but if it doesn't provide value to your target audience, they'll likely leave before making a purchase.

Valuable content can be in the form of blog posts, videos, infographics, or social media posts. Following are some marketing tips for effective content creation:

- Post content regularly.
- Create content that's entertaining, informative, and empathetic.
- Ensure your content is original and reflects your brand values.
- Make use of infographics and video.
- Customize content for different digital platforms.
- Consider asking customers to create user-generated content, featuring your products.
- Don't skimp on photography or design: aesthetics matter.
- Don't just promote your products: your content should speak to customers' needs and desires.
- Maintain consistent branding so shoppers can more easily identify you.

3. Regularly Optimize Your Website for SEO and Conversions

Your website is the gateway to revenue, so it's important to optimize it for conversions. This means making sure it's easy to navigate, has a clear call-to-action, loads quickly, and offers frictionless checkout. Optimizing your website for conversions can yield a significant increase in online sales.

Your site can also help you collect valuable customer data, such as top purchases, browsing history, click pathways, and more. By analyzing this data and identifying patterns, you'll discover opportunities for future optimizations and can target and segment customers more effectively.

Your website and published content should also include top search keywords: the words and phrases that customers type into search engines when looking for products, services, and websites like yours. Google, most ecommerce platform providers, website builders, and other companies offer free tools that can help you research keywords and optimize your content accordingly.

4. Build a Presence on Social Media Platforms

Most of your current and prospective customers spend a large part of their days scrolling their social media accounts, or hanging out in online communities at Reddit and Discord. Here are some social media marketing tips to help you take advantage of these ubiquitous platforms.

- Identify the platforms and communities where your customers spend time. Monitor what kinds of things they share about your business and industry, and their feelings about it.
- Publish content that entertains, educates, or informs your target audience: not just about your brand and products, but about your audience's needs and desires.
- Engage with your followers regularly by listening and responding to them on the social media platform or online community where they hang out.
- Employ high-quality images and video, as these are the most popular content forms.

5. Create Mobile-friendly Content

Did you know that the Top 1000 North American-based online retailers receive 65% of their traffic from mobile devices?⁽³⁾ If your website isn't optimized for mobile, you're likely losing new customers (and maybe even some loyal ones as well.) Make sure that your website looks good, loads quickly, and is easy-to-use on all devices. Optimize your site so that it's responsive on all digital devices like mobiles, tablets, and laptops. Measure your page speed as this is a critical factor to hook customers to your website. If the web pages load

at a slow speed, chances are that your customers would leave the website. When framing mobile-friendly content:

- Keep your content short and straightforward.
- Use infographics and video content.
- Create a presence on social media as mobile users spend most of their screen time on social media platforms.

6. Integrate Marketing Across Multiple Platforms

A key component of digital marketing is integrating your messaging, branding, and campaigns across many different platforms at once. Managing content across digital channels can be a challenging task but it's a critical to succeed online. Here are some digital marketing tips for integrating across platforms:

- Develop long-term digital marketing strategies that map to your mission and goals
- Use a CRM tool to track customer data and better understand audience behavior
- Run A/B tests and pay attention to conversion metrics like open rate, CTR, etc.
- Create a content calendar and socialize it across your organization
- Maintain consistent branding (fonts, colors, writing style) across channels

7. Get on Google My Business

Google my Business is a free platform that allows businesses to create a listing on Google. It's free to use and a great way to reach potential customers, especially if you're a local business with customers who live near you. Make sure to claim your business listing and fill out all the information correctly. Other advantages of Google My Business:



- You can add or update relevant information about your business, such as contact details, website URL, images, videos, events, business hours, and more
- Customers can rate your business and add a review, which means you can respond to feedback and learn what your audience likes or dislikes
- Adding your shop to Google My Business is a form of search engine optimization that enhances your search rankings
- You'll get timely reports with data on your business listing, such as the number of page views, notifications about user reviews, and more

8. Use Email and SMS/Text Marketing Efficiently

There's a reason email is still the foundation of most digital marketing efforts: it's a high-volume, low-cost way to stay in touch with customers, remind them about your business, and promote your products, sales, and news. A plethora of software products make it easy to build email templates, track open rates and clicks, and keep your email list compliant and up-to-date. And adding a form, banner, or pop-up on your site to collect email addresses is an easy way to grow your potential customer base. Email is an ideal channel for communicating important information and timely information, but for urgent messages, look to SMS.

SMS marketing — especially when it's two-way and [conversational](#) — helps you build relationships, create a sense of urgency, and meet shoppers where they spend a majority of their time: on their phones. Though a majority of marketers rely on email marketing, research firm Gartner has found that text marketing campaigns have response rates are 7X higher and click-through-rates more than 30 times higher than email.⁽⁴⁾ Texts are an ideal channel for high-conversion marketing messages, such as [abandoned](#)

[cart](#) reminders, Black Friday sales and other promotional content, and personalized or segmented messages based on user data.

9. Invest in Digital Advertising

Pay-per-click advertising is one of the most effective digital marketing strategies for reaching your target audience and driving traffic to your site. It can feel risky to spend money on digital ads, but in the highly competitive ecommerce marketplace, PPC ads are table stakes.

PPC ads can be a useful tool for experimenting with your message and brand, with the end goal being that you learn what gets the most clicks and can constantly improve your ROI. Google Ads and YouTube Ads are examples of PPC advertising, as are social media platforms like Instagram, LinkedIn, Twitter, and Facebook.

10. Personalize Content

Every day we share key pieces of information about ourselves online. As an ecommerce business, you can harness this data in respectful and legal ways to better understand your shoppers and connect them with the products they need and desire. This kind of personalization — whether it's addressing emails to customers by their first name, or notifying customers that an item they browsed at your website is back in stock — is a key competitive advantage in digital marketing. Research from Demand Metric finds that 82% of customers feel more positive about a brand after engaging with personalized content.⁽⁵⁾ By personalizing your content to shoppers' needs and interests, you'll be able to improve your conversions and see a higher return on investment for your efforts.

11. Make Use of Modern Digital Tools

Just as online stores are an evolution from brick-and-mortar stores, digital marketing tools make marketers more efficient, data-driven, and effective online. They can also help you improve your site's customer experience and customer journey, from lead to referral. Here are some examples to explore if you're not already doing so.



- Chatbots use artificial intelligence to communicate with visitors. They can be used to answer questions, provide customer support, and promote products. Chatbots are a scalable and affordable way to connect with customers on a personal level when you can't have a real human available to answer every question.

Video is a growing medium for connecting with consumers: the amount of video people watch online has doubled since 2018, and 87% of marketers who use video say it has positive ROI.⁽⁶⁾ Try video prospecting: using short, personal videos to introduce your business and brand, explain your products, and build relationships with potential customers. Or add product demos to your site to help educate customers and speed up the sales process.

Make sure you're using all the [integrations](#) available on the ecommerce platform you're using. These integrations are designed to make your business more efficient and free you up to focus on other things, primarily by connecting your data across software platforms and giving you a more accurate view of your business.

Conclusion Of Digital Marketing

Simply put, digital marketing is the method of sales and promotion of a brand through digital media, particularly with the help of various tools available on the Internet.

Compared to traditional sales and marketing strategies it is more complex, omnipresent and efficient. This produces quicker positive results than traditional techniques, and is a more versatile form of marketing than conventional methods.

The great thing about digital marketing is that it offers numerous resources for an immediate study of the impact of every digital marketing industry. And if a vendor uses Google AdSense, they have a method to find full statistics of the effects.

Basic Aspects Of Digital Marketing

Below mentioned is the important aspect of digital marketing. Read the below-mentioned points carefully to know more about the conclusion of digital marketing.

Social Media Marketing

Social networks rapidly proliferated. It is the most powerful platform on the internet, where an organization can very easily touch countless people.

All modern companies, such as Facebook, Instagram and Twitter, use social media to advertise their brands.

Email Marketing: Conclusion Of Digital Marketing

It's the first digital marketing term but it's still really relevant. This program tells current customers and others about the different goods and services provided by the company.

Also, the public is encouraged to take part in various fascinating events conducted by the company.

SEO (Search Engine Optimization)

It's the process of making a page in a search engine more accessible compared to other related types of web pages. A successful campaign for search engine optimisation will in the long run produce an incredibly profitable company.

There are many innate processes in SEO which require expert attention to create a useful and successful SEO target, such as content marketing and link building.



Direct Advertising

You can get to know your customers about your products during the digital marketing. It would help you to perform well in the highly competitive sector if you follow a fantastic advertisement strategy and promotional tools.

The Digital Marketing Costs

If you want to make the most of digital marketing, you'll need to grasp the digital marketing premise and conclusion of digital marketing.

Consumer-Friendly

Digital marketing is a perfect way to interact if the primary goal is to reach vast numbers of people. Marketing in social media has revolutionised marketing behavior.

There are various social [media channels](#). They're cost-effective on Facebook, Twitter, Whatsapp talk, Skype, Google+, Blogs, Instagram, YouTube, etc.

Unlike traditional marketing platforms such as TV, radio, newspapers, magazines, banners and so on, digital marketing is free.

Social networks have a very important role to play in promoting digital behavior. This feature helps small businesses promote their companies by reaching foreign clients.

24/7 Availability: Conclusion Of Digital Marketing

Digital marketing is perfect advice for the world. It's good enough because it never sits on the network. The goods will only be available to the public for 24 hours.

Easy Marketing For The Brand

The growth of the digital market means that numerous brands can meet their consumers quickly.

Global Announcements: Conclusion Of Digital Marketing

Through digital marketing, given geographic barriers, you can expand your customer's scope to other countries. This is one of the best digital marketing advantages.

Easy To Calculate

Having a proper understanding on the conclusion of digital marketing gives companies the ability to evaluate their advertising activities. Additionally, it allows advertisers to analyze and audit their quality content online.

Save Time

It will save you time and money when you launch your company on the Internet. There are other ways to stay in contact with your clients, the support of live chat and the segment of FAQ.

Immediate Output

You can get direct feedback from your customers during the digital marketing. So, you can improve your services quickly.

5D's In Digital Marketing And Conclusion Of Digital Marketing

To understand the importance of digital marketing in every industry and the future of marketing, it's important to think about the experiences with the customer that we need to consider and handle.

Digital marketing today includes far more forms of public contact than email or web site. Later implementation. 5D provides customers with opportunities to engage with brands and businesses to reach and learn from their audience in various ways:

Digital Media

For example, Separate, paid, owned and originated contact platforms, including ads, email, texting, search engines and social media, to reach and engage the public.

Digital Devices

When communicating with web sites and mobile apps, brands are encountered by the public, usually through a variety of connected devices like smartphones, laptops, desktops, televisions and gaming devices.

Digital Channels

Many of these devices communicate with each other through a browser or main platform or service applications, namely Facebook (and Instagram), Google (and YouTube), Twitter and LinkedIn.



Digital Technologies

Companies are using marketing or martech stack technologies to construct digital interactions from blogs and mobile apps, in-store kiosks, and email campaigns.

Digital Performance

Data obtained by businesses about their customer profiles and their experiences with businesses, which in many countries must be covered by law.

Final Words

Digital Marketing is very important for specialists in digital marketing. Digital marketing is a perfect business opportunity for digital marketers. To be competitive on the digital market, you need to have a clear understanding of the advantages and disadvantages of digital marketing.

This is a growing business field. Digital marketing is nothing more than taking advantage of new technologies to achieve marketing objectives. The digital marketing team and the marketing department are no different.

The following details should assist digital marketers in recognizing the benefits and drawbacks of digital marketing. Finding digital marketing, however, is a useful concept because digital marketing requires only some skills in using digital technology.

You should take the opportunity to invest in the digital economy, after acquiring the understanding above. It's an active rising sector. So, don't neglect digital marketing luck.

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