

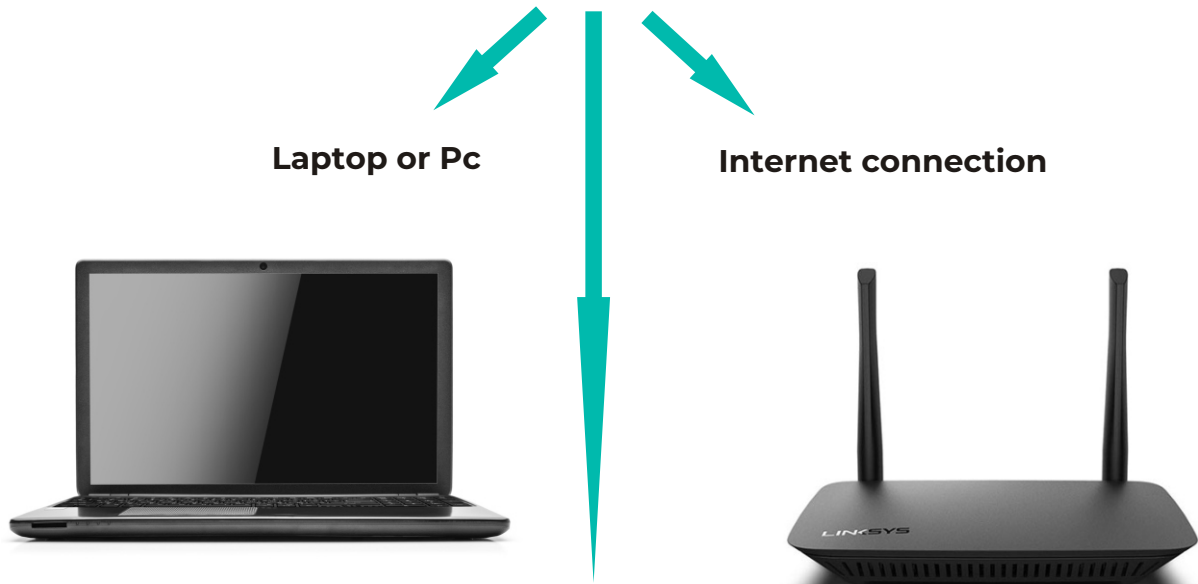
1. Introduction

To create conversion which could be sale or any other goal by promoting any product or services via telecalling, news paper, t.v ads, pamphlets etc. is called as Marketing.

Digital Marketing is when we do the same via Internet Medium such as Social media, search engine, email, apps, mobile browsers etc.

Things to remember for doing DM:

- ➔ Detailed knowledge of product or service to create content.
- ➔ Knowledge of right audience to target



Strategy to reach audience

