

DIGITAL MARKETING

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What do we study?

- **What is digital marketing?**
- **Why are people going online?**
- **Benefits of digital marketing?**
- **What does digital marketing consist of?**
- **How digital marketing evolved?**
- **Search engine optimization (SEO)**
- **Social media Marketing (SMM)**
- **Digital marketing measurement**

Introduction

“Digital marketing”

is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.





**THANK
YOU**