

Digital Marketing – A new era in marketing

Digital Marketing is marketing where the internet is made use of to advertise products and services. When there was a boom in technology in the late 1900s and 2000s, computers, mobiles, and other digital media were increasingly used by people to start using the internet for buying instead of visiting physical stores.



Hence, the [digital marketing company](#) found a growth on the online platforms. The scope of digital marketing extends to non-internet using digital media such as television, mobile phones, and on-hold mobile ring tones. And this is the differentiating factor between online marketing and digital marketing.

Digital marketing companies use digital marketing metrics and KPIs (Key Performance Indicator). It is made use of to measure the effectiveness of their marketing campaigns.



More people have started using the internet for buying, selling, and enquiring through search engines. And this has given birth to a marketing tool called SEO or search engine optimization. A website's quantity and quality of traffic determine by the SEO. The cost of SEO for a business depends on various factors such as content creation, graphic design. Personalized options are available based on business needs.

The following are the benefits of [SEO Service in India](#).

- **Optimization of a website**
There are many types of optimization like on-site content and web page optimization or website backlink optimization.
- **Increase ranking**
[SEO India](#) increases the ranking of your product. It helps by making your website appear on the top of a search engine.
- **Brand development of your product**
Your brand can develop and enhance using SEO.
- **Visibility of your product**
Research suggests that SEO increases the visibility of your product and help you gain new customers. It also helps in getting you leads. And these new leads can convert to customers.

In conclusion, the role of digital marketing is to help your products get advertised to the right target audience, find new leads, and convert these leads to customers.

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