

# Blend: A Tapestry of Multi-Disciplinary Narratives

ENGLISH PART - II, MARATHI & HINDI



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## **8. Big Development in Business with Help of Digital Marketing**

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### **Introduction**

Digital marketing is the use of digital technologies and platforms to promote products and services. With the right strategies and tactics, companies can leverage digital marketing to increase their visibility and reach a larger audience. Digital is at the core of everything in marketing today. Digital content and marketing is so common that consumers now expect and rely on it as a way to learn about brands. Because digital marketing has so many possibilities, you can get creative and experiment with a variety of marketing tactics on a budget.

Step-by-step guide will walk you through the process of creating a well-thought-out digital plan. Outline your brand, define the audience, establish your goals, Select a digital marketing strategy, create a budget, and evaluate the results.

### **Five Pillars of Social Media Marketing**

|             |
|-------------|
| Make a Plan |
| Strategy    |
| Publishing  |
| Reporting   |
| Advertising |

Internet is home to a huge source of potential customers, so by marketing your brand using the above techniques we discussed, you're able to target a lot more people than you would normally. Now shine some light on women in digital marketing. What is the current state of Digital Marketing? Is there equity, or is there a major gender disparity that needs to be closed? Over the last decade, several women have risen through the ranks of the marketing business to become

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significant thought leaders and trailblazers. Even though women make up less than a third of the digital marketing workforce, this achievement is remarkable.

So, while there are still barriers for women in the field, such as representation, access to senior roles, and bridging the gender pay gap, substantial progress is being made as many female marketers continue to push the envelope.

Many women have become more entrepreneurial, launching profitable businesses.

### **Advantages and Disadvantages of digital marketing**

#### **Advantages**

- It Helps To Build Your Brand
- It Is Cost-Effective
- Dynamic content
- Building a loyal customer base
- Increased traffic

#### **Disadvantages**

- Security and privacy issue
- Dependability on technology
- Skills Requirements
- High Competition
- Negative Feedback



### **Conclusion**

Any type of marketing can help your business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, in January 2024, there are 5.35 billion internet users from social media to text messages, there are many ways to use digital marketing tactics in order to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses. Mostly women entrepreneurs.

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