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the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques. Keywords: Digital Marketing, Promotion, Effectiveness, Customer Reach 1. Introduction Digital marketing is one type of marketing being widely used to promote products or services and to reach

Effectiveness of Digital Marketing in the Challenging Age ...

the most efficient marketing mix in order to implement a successful marketing strategy. 4Ps of marketing are essential elements of a marketing strategy, and WOM often complements and extends the effects of promotions and has an effect on the sales of the product.

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A Study on Digital Marketing and its Impact

Effectiveness is the capability of producing a desired result or the ability to produce desired output. When

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something is deemed effective, it means it has an intended or expected outcome, or produces a deep, vivid impression. Etymology. The origin of the word "effective" stems ...

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