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Abstract

Digital Marketing has become more famous after the involvement of the latest technologies in businesses. It has completely changed the old marketing methods and compelled marketers to stay connected with their buyers or customers via the internet for selling their products and services. Consequently, the marketers must consider and analyse both advantages and disadvantages of digital marketing while planning the best marketing and setting business goals. Due to its high efficiency and effectiveness, Digital Marketing has been recognised by all business entities, and now it is growing faster with every passing day. Soon, it will become easier for small businesses to compete with their large-scale competitors on the same platform. So digital marketing has become a crucial need of small and large scale businesses in today's digital environment.

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