

DIGITAL AND INTERNET MARKETING

Напрасник М.В., здоб. вищ. осв.
Науковий керівник – ст. викл. **Л.А. Подворна**
Державний біотехнологічний університет

Digital marketing is often referred to as internet marketing, online marketing, or web marketing. With the increasing use of digital media, the term digital marketing and its impact has also grown. Digital marketing is one of the most convenient and effective way of marketing these days and with the development in technology, its technique and scope is also developing. When digital marketing evolved, it was mostly only on the internet, and that was the reason it was started to be referred as internet marketing, web marketing or online marketing. Even today many of the countries still refer digital marketing as internet marketing, and a large proportion of the population still think that they mean the same. But it is very important to understand that digital marketing and internet marketing are not the same things.

Digital marketing is the marketing using both online and offline digital technologies, and internet marketing is marketing only using online technologies or on the internet. So fundamentally internet marketing is only a subset of digital marketing, but digital marketing has a lot of other channels under it. It is essential to understand the difference between digital marketing and internet marketing because it might help us in shaping our overall marketing strategy.

Digital marketing refers to marketing or promotion of products, services or brands using digital media, or electronic media through various channels both online and offline like social media marketing, pay per click, search engine optimization, email marketing, content marketing, phone marketing, print ads, banners, digital advertising, television marketing, radio advertising, gaming advertising, etc. All these channels can be divided into two subgroups i.e. online and offline channels. All the channels that need or use internet as their platform come under internet marketing. Internet marketing or online marketing is the most common ways of digital marketing and is also the most expensive way. Since it is the most common channel and the evolution of digital marketing was through online marketing, the concept of digital marketing for most of the people is still only marketing through the internet. This is the major reason why most of the people still refer digital marketing as internet marketing.