



DIGITAL & SOCIAL MEDIA MARKETING

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Digital Media Marketing is segmented into **Digital Marketing** and **Social Media Marketing**.
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- **Digital marketing** is the marketing of products or services using digital technologies, mainly on the internet digital medium. Development of Websites and their maintenance is a salient segment of Digital marketing.
- **Social Media Marketing** is now an integral part of advertising that everyone from personal bloggers to mega corporations implement in order to fortify their image and connect with consumers. Successful social media marketing is multifaceted and requires being both an active listener and a conversationalist. Face Book, Instagram, YouTube & Tweeter etc. are the popular tools of Social Media Marketing.