

A Study on Digital Marketing : The Use of Social Media and Artificial Intelligence

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Abstract: *Digital marketing is the component of marketing that uses the Internet and online based digital technologies to promote and advertise products and services. Digital marketing often makes use of technological devices like computers, laptops, tablets and phones and it uses platforms such as Instagram, Facebook and YouTube. It is very crucial to use digital marketing because connecting with the target audience at the proper time and proper place has always been the goal of marketing. This calls for the companies to reach out to them today online, where they are already spending time*

Keywords: Digital marketing, social media marketing, online ads, social media, artificial intelligence, search engines.

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