

# The Study of the Emerging Trends used by Traders in India with Respect to Implementation of Digital Marketing

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**Abstract:** *Digital marketing refers to the strategic activities undertaken by a firm to advertise and sell its products and services to potential clients using internet-based tools. The tools and techniques employed to deliver customers with enhanced and innovative purchasing experiences are continuously advancing in the field of internet marketing. Advertisers are continuously engaged in innovations to better promote themselves in order to attract a larger number of clients. Businesses exploit customers' inclination for novelty. Consumers have a preference for experimenting with novel products or services, which motivates sellers to always seek out innovative experiences to provide to their customers. This study investigates the advantages that sellers gain from implementing state-of-the-art internet marketing tactics in their campaigns, as well as the latest developments in these methods. The study also examines the obstacles faced by marketers and customers in internet advertising, as well as strategies that marketers might employ to overcome these challenges. The study reveals that both the buyer and the seller are enthusiastic about adopting innovative online marketing tools.*

**Keywords:** Tools for online marketing, digital marketing tools, and emerging trends, digital marketing