

# **A Study on Digital Marketing and Its Role in Building Brand Awareness, Customer Engagement, and Sales Performance**

**Mudit Shandilya**

Tecnia Institute of Advanced Studies, New Delhi

**Abstract:** *With the rapid growth of the internet and digital technologies, marketing practices have undergone a major transformation. Companies are increasingly shifting from traditional marketing methods to digital platforms to reach a wider audience and communicate more effectively with customers. This research paper focuses on understanding the role of digital marketing strategies in improving brand awareness, customer engagement, and sales performance. The study also highlights the importance of artificial intelligence in personalized marketing and compares digital marketing with traditional marketing methods. The research is based on secondary data collected from books, journals, websites, and published reports. The study reveals that digital marketing is more flexible, cost-effective, and result-oriented compared to traditional marketing, making it an essential tool for modern businesses.*

**Keywords:** Digital Marketing, Brand Awareness, Artificial Intelligence, Social Media, SEO, SEM