

# Digital Marketing - An Overview

**Dr. S. Yesodha**

Assistant Professor, Department of B.Com (e-Com & SF)  
PSGR Krishnammal College for Women, Coimbatore, TamilNadu, India  
yesodha@psgrkcw.ac.in

**Abstract:** *A business is a legally recognized organization designed to provide goods or services or both to the consumers, business and Government entities. It is typically formed to earn profit that will increase the wealth of the owners and lead to develop the business itself. The entrepreneurs and organizers of a concern have as one of their primary achievement the token or generation of a financial return or generations of a financial return in exchange for work and acceptance of risk. Businesses can also be formed as not for profit or be state owned. The etymology of "business" pertains to the kingdom of being busy both as an man or woman or society as a whole, doing commercially possible and worthwhile work.*

**Keywords:** Marketing.