Digital vs. Traditional Marketing: New Trends in Advertising

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ABSTRACT

Social media is nowadays an effective way to spread the message all across the globe within a few moments. Digital marketing is being done by multinational companies to even sole proprietors on social media and other social networking websites to showcase their products and services to the public. There is a subject matter that seeks to determine how different digital marketing is from traditional marketing and how well it meets its standards. A large part of the media industry now relies on digital media which plays a major role in worldwide marketing. More than 300 people are experimenting with Quantitative research techniques to find out how many of the marketers meet standards of digital marketing with regards to tools and techniques. The survey was conducted to ascertain the impact of digital marketing and the Marketing communication

(MarCom) process between viewers, differentiating between traditional marketing and digital marketing, and discussing the advantages and disadvantages of both. The study also examined the ease and difficulty of interviewing 8 traditional and digital marketers by testing Qualitative research methods.

Keywords: *Digital median, Digital Marketing, Social Media, traditional Marketing, MarCom (Marketi g Communication)*

Introduction

Marketing is a process to fulfil the needs of customers about their influence and attraction towards the brand products. So here comes Integrated Marketing Communication (IMC). These are integrated, permanent means through which firms seek to inform, direct, persuade and remind consumers directly or indirectly about their products and brands. IMC's goal is to unify all aspects of marketing communication so that they can work together more efficiently and effectively. The communication integration model includes 4 standards for the effectiveness of the IMC system. **Coverage** predicts the reach of promotional activities to potential consumers who are still unaware of the brand or product. Reaching potential customers using different marketing channels should be maximized but in this case, overlapping between different marketing channels should be avoided. For example, if a user has seen a particular ad in their social media account, they should. Will

not reappear on another account. We can define **Price as the** overall cost of promotional activities that should be kept to a minimum. A highly efficient and effective marketing channel should be used to reach the audience at the lowest cost. **Co-Action** means using different marketing channels in a way that is natural and complements each other so that the message conveyed is natural. For example, TV commercials for a clothing brand can show the quality of clothing and how they can express their concerns about society by giving sewing jobs to rural women and empowering women. Can help create. After examining the mix of marketing communications, let's see how the AIDA model can be applied in digital marketing. The purpose of an advertisement is to create awareness about the product among the consumers, to create interest in them so that they want to try the product and finally take action to buy the product. It is abbreviated as "AIDA".

AIDA model:

The AIDA model, which includes attention, interest, desire and action models, is an advertising impact model that identifies the stages where an individual goes through the process of buying a product. **Consciousness** is the first step in the purchase process, So that the brand and the product are identified in the mind of the consumer. Digital marketing plays an important role in this phase as some channels of digital marketing such as social media advertising, SMS, email marketing etc. are very helpful in promoting a brand or product. **Interest** Awareness alone is not enough. Consumers should be interested in buying products and learning more about the brand.

There are a large number of brands in the funnel model at this stage and consumers will choose from the brand they are aware of and are interested in. **Desire defines that the** Consumers develop a preference for certain brands and products based on which they evaluate. The review can be done using input from reviewers, colleagues, retailers, influencers, experts, marketers and competitors. Community forums, blogs and review ranking websites are some of the digital channels that are more appropriate at this stage. **Action is** the last step in which consumers buy the products they prefer. Brands generate revenue at this stage and this stage is the result of various promotion efforts. Having conveniently located shops and e-commerce facilities will make it easier for consumers to purchase products. The marketer must ensure that all barriers are removed and that consumers find the right product at the right time and the right price.

The traditional ADDA model had only four stages because marketers did not pay attention to the after-sales stage. Therefore, this is the fifth step of the Ada model where consumers become loyal to the brand or product and buy it and pass it on to others. **Advocacy is s**atisfaction or dissatisfaction of the user experience on after-sales products. Based on his experience, he spread the word to his friends, family or colleagues or posted a review on social media. If consumers are extremely satisfied, they become loyal to the brand or product and buy it again in the future

Marketing Communication Tools

Marketing tool	Activity/Benefit
Public relations	Build third-party endorsement and credibility
Advertising	Create awareness, interest and loyalty
Sales promotion	Encourage trial and usage
Personal Selling	Persuade and negotiate
Exhibition and Events	Develop face–to–face relationships and demonstrate products and services
sponsorship	Build awareness aligned with complementary brands
E-Marketing(digital)	Build two–way relations, advertise, sell
Design and packaging	Create a memorable and attractive visual identity
Product Placement	Secure implied third-party endorsement by putting brands into the hands of actors and celebrities, for example in television programs and films
Direct Marketing /Mail	Provide an immediate call to action- for example, ' *buy now and get money off*'

Literature Review

In Romania, research conducted at the National-Defense-University "**Approaches to the Modern Concept of Digital Marketing**", i.e., "Access to the modern concept of digital marketing" 2018". Digital marketing, which is called "electronic marketing" or "internet marketing", was first introduced by professional companies at the time in the early 1990s. It appeared in the form of various techniques implemented to sell products via the Internet. Recognizing the importance of the fastest source in the past, the concept of digital marketing was used to highlight a setup of your company's profile, including promoting your products or services or using all digital channels. The task was to create a digital brand. The uniqueness of digital marketing is reflected in the seven operational features and the relevant business structure (Topographies), namely personality. Confidentiality Customer service; Community Promote security and sales. This research demonstrates the need for sequentially modern techniques in the advertising campaign under the corporate business system. The veil was life **(Minculete, Gheorghe & Olar, Polixenia. (2018)).** The most important mission for marketers in the digital environment is to promote brands and do business, as well as to maintain consumer attachment to brands, to ensure consumer satisfaction with digital resources and online facilities in the latest life issues. Because of this, digital marketing is facing new challenges and needs to be made more efficient over time for customer satisfaction. **(Minculete, Gheorghe & Olar, Polixenia. (2018))**. Promoting personality,

privacy, customer service, security and sales is essential to be in the infrastructure of any business organization **(Sereno, Solution, 2018)**.

With regard to the specific components of digital marketing, experts, realizing the growing need for modern technology in the business, made it clear that internet marketing is a subsystem of digital marketing, which is a very important component of Reliable Software. According to the analysis, the main components of traditional marketing are television, SMS, billboards, etc. Similarly, the subsystem components of digital marketing are social media, content marketing, banner ads, email marketing and mobile, with CEOs and PPCs playing a major role. Marketing is an important technique. In internet marketing, a website is one of the most sought after tools in the field of automated advertising. Search Engine Marketing (SEM), also known as CEO. Also called Search Engine Optimization and P.S.A. (paid search ad) which is Pay per Click, and Google AdWords are very popular for search engine marketing **(Gilani, Syed, 2018).**

In further analysis, in addition to websites in Internet marketing, a major source of social media, including Facebook, YouTube, Tutor, LinkedIn and WhatsApp, Viloria Business Solutions Company provided social media marketing training to enhance its marketing potential. Conducted a state-of-the-art coaching service for consulting, handling business affairs and setting development rules and regulations. The most important points in the principle of "liking" mean liking and "sharing" means sharing with as many people as possible. Other influencers include Affiliate Marketing, Power of

Blogging, Content Marketing, Email Marketing, Mobile Marketing, Video Marketing, Online Marketing and Banner Marketing **(Reliable Swift (2018)**.

Digital marketing is an effective tool of marketing.it helps to save the environment by securing papers and sources. Digital marketing has new ways for techno understanding people and digital marketing will 100% change the face value of Indian business at global market- Through Electronic channels and by posting positive comments, feedback about the product, you can attract new customers and build a healthy relationship. But it works on both sides. Happy customers can help you but unhappy customers can harm your business very seriously (Kumar, S.-D. and Sikander, G.-L.2016).

According to research technical angles, digital marketing is a concept that highlights the profile process through all existing channels and sources and introduces the product or service as a digital brand (Kotler, Philip, Kartajaya, Hermawan and Setiawan, EIwan. 2017). - if we come to the benefits of e-business, Cisco experts point out that all the activities involved in the design, business development, and the Internet (Anupam, Banerjee, 2016).

This article seeks to highlight the major challenges and opportunities facing the use of the library due to the emerging educational culture in the 21st century, and the growing use of Information and Communication Technology (ICT) in Pakistan. Content is based on literature, personal

contacts with national and foreign partners, and the author's 25 years of experience, observation and research. Libraries in developing countries are being significantly affected by the ongoing advances in ICT, ranging from basic infrastructure to archived materials. All sections of society need in-depth vision and tolerance to turn challenges into opportunities. Instead of anarchy, change should be brought about which is beneficial for the society and itself. It appears that the overall development of librarianship has improved significantly since the beginning of the 21st century. The new aspects discussed in the context of Pakistan can provide future planning and guidelines for the development of professionals and libraries. It is assumed that the situation is similar to other developing countries. Therefore, this work will be useful in creating awareness among professionals in other countries**)**

Ameen, K. ، 2011).

Marketing is a very important business strategy and there are many effective ways to do it. Traditional marketing has been used for many years and nowadays, the Internet is introducing new ways to companies for doing business and it has affected marketing, to know that internet (online) marketing and traditional marketing. What are the main differences are between and which of the two, according to the selected companies, are the most used and effective marketing tools? The purpose of this study is to compare traditional marketing and internet marketing and to show the difference in features between them. Is. In addition, what marketing tools

are effective for selected companies in the fashion industry? The information gathered in this study was obtained from textbooks, websites, articles and interviews through quality research. Some quantitative data such as data was also collected. In order to gather the information needed for analysis in this study, the authors interviewed a few companies operating in the fashion industry. Analyzing the various aspects of theory, comparison and interview responses is considered to be the most effective way of marketing to use the benefits of both internet marketing and traditional marketing according to the company's goals. Comparing the two methods, it seems that the Internet is a complementary source of traditional marketing (Shima, Alfa and Varfan, Mona, 2008).

Similarly, according to Mark Skates, one of the angles is that digital marketing is possible through the Internet as an environment that serves the purpose of working and exhibiting (Kalyanam, K and McIntyre, S., 2002).

New technological changes in an organizational structure prove to be a helpful mechanism that should change over time, also called corporate management, (Kiang, M, Y, et al., 2000).

To change the trend of consumers, the firm needs to think of alternative marketing strategies digitally. The research "Digital Marketing and Social Media: Why It's Necessary" (Tiago, MTPMB and Versimo, JMC, 2014) focused on consumers more than the firm, In this research, the use of consumers in relation to the means of social communication, their perceptions and needs, taking into account the firm's remedial and digital

marketing and understanding the advantages and disadvantages of the means of social communication and changes. Review the adoption trend. In this study, marketing managers were conducted on a competitive form that highlights the issues of coping with these external and internal stressors. Some of these 1. Increasing consumer digital medium autonomy, 2. Is social media harming or pushing firms backwards, 3. The issue of Portuguese companies' affiliation with digital media, 4 Competitive pressures drive digital marketing efforts, 5. Information gathering and feedback top digital presence benefits (improve information gathering and feedback, user-friendly tool, increase knowledge, promote internal and external relationships, and support decision-making process increase productivity etc.), 6. Digital media investments: where the money goes, the rising importance of engagement metrics, 7. a typology of digital media engagement and 8. Managerial implications.

SIGNIFICANCE OF THE STUDY

According to previous studies and research approaches, digital marketing is a tool that is a well-organized system in itself. Its size is increasing day by day. If the scale of success and satisfaction is measured, it has gradually become a necessity of every kind of business in the last several years. The relationship between Company and the customer is a very important element of the business, it depends on marketing strategies and business plans. The study analyzed the scale of mutual satisfaction and relationship building source between marketing tools and customers. This study reveals

the most unique, inexpensive, and easy source of new and innovative social networking site(s).

Objective:

1. How does Digital Marketing (DM) significantly well treat business and customers as compared to traditional marketing?
2. Are Digital marketing tools and structures similar to Traditional marketing(TM)?
3. Is Digital Marketing fulfilling the MarCom Principles?
4. The main problem to be explored that to identify the effectiveness and satisfaction between DM and TM and its elements.

Hypotheses

H1: Digital Marketing is more than satisfying to traditional marketing for customers, regarding their, ease, cost, communication, and threat level

H2: Digital Marketing fulfils the needs of marketing tools.

H3: Digital marketing works according to the principles of marketing communication (MarCom).

Research Methodology

- **Research Type:** *COMBO (Quantitative + Qualitative)*
- **Research Method***: Survey + Interviews*
- **Sampling Technique***: Non Probability Sampling*
- **Sample Type***: purposive sampling (Interviews), Convenience sampling (Survey)*

- **Sample area**: *online respondents from all over Pakistan.*
- **Sample size**: *More than 300 people are experimenting with Quantitative research techniques, also examined the ease and difficulty of interviewing 8 traditional and digital marketers by testing Qualitative research methods.*
- **Calculation Instrument**. *SPSS 26.*

Finding:

Findings reveal some exclusive strategies and demanding entrepreneurial innovative ideas for design Business marketing plans by survey and interview from customers and Marketing managers.

Satisfaction Level Customers

- Product and service satisfaction
- Satisfaction level of Marketers
- Marketing Communication Tools Satisfaction

Satisfaction level of Customer

1. **Product and service satisfaction**

A1. Customers ease for approach

Which social media site easy to approach for marketing?[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	276	69.0	69.0	69.0
	Instagram	124	31.0	31.0	100.0
	Total	400	100.0	100.0	

a. Figure 1: Approches of social Media sites

A2. As low-cost Sources to knowledge about Branded Products.

In terms of the given answers, as a customer, Table A1 shows the frequency that is social media, Facebook 276, while 69 per cent and frequency of Instagram 124 and 31 per cent were received. On the basis of guess, it is a clear competition that Facebook, according to past observations, is still the number one source used for digital marketing because of the large number of targeted viewers. After that Instagram is the most easily used and viewed source

Which social media site Low-cost to inform you about the branded and satisfying product source?[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	192	48.0	48.0	48.0
	Messenger	44	11.0	11.0	59.0
	TikTok	92	23.0	23.0	82.0
	Instagram	72	18.0	18.0	100.0
	Total	400	100.0	100.0	

a. b Figure 2: Satisfaction level of customers onSocial Media sites

On the bases of answered customers frequently using Facebook as the low-cost source of advertisement and marketing tool with 192 in frequency and 48 in per cent In terms of customer responses in Table A2, Similarly, the statistics shows, Messenger, with a frequency of 44 and 11 percentage, frequency of tick-talk is 92 and percentage is 23, Instagram has a frequency of 72 and a percentage of 18. Based on this, it can be estimated that a statistical process makes it clear that Facebook is a low-cost device, based on past observations. It is most commonly used for digital marketing

because it can easily find an audience and is the key to a free or very low-cost marketing tool. Tick tock is the most easily used and viewed source.

A3. As free from threat Sources for customers.

Do you get any threat from the seller group?[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	80	20.0	20.0	20.0
	No	320	80.0	80.0	100.0
	Total	400	100.0	100.0	

a. Figure 4: Level of satisfaction in threat issues.

Responses from the survey noted that the scale of fear in the online shopping process was 80% in terms of frequency and 20% in terms of frequency. Similarly, the reduction in the scale of fear in online digital purchases was achieved in the frequency of 320 and 80%, these data show that the scale of fear in digital shopping is reduced in percentage.

2. **Satisfaction level of Marketers**
3. **Marketing Communication Tools**

Mareketer's Tools for Marketing[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		358	89.5	89.5	89.5
	Billboards(TM)	7	1.8	1.8	91.3
	E-Mail(DM)	7	1.8	1.8	93.0
	Social Networking(DM)	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

a. Table 3:Marketing tools between Digital marketing vs Traditional Marketing

The table above includes marketing tools, including digital marketing and traditional marketing tools. The table shows how satisfying these tools are. In traditional marketing, billboards are used for advertising. 28% and 7%. Similarly, e-mail statistics are 8% and 1.8%, which is considered a satisfactory source of digital marketing social networking sites.

Hypothesis Testing:

According to Digital Marketing is more than satisfying to traditional marketing for customers, regarding their, ease, cost, communication, and threat level.

Which social media site Low-cost to inform you about the branded and satisfying product source? * Which social media site Low-cost marketing source? Crosstabulation

Count

		Which social media site Low-cost marketing source?						
			Face book	Whats App	TikTok	YouTube	Instagram	Total
Which social media site Low-cost to inform you about the branded and satisfying product source?	Facebook	173	5	4	1	0	9	192
	Messenger	39	3	0	1	0	1	44
	TikTok	84	3	0	0	0	5	92
	Instagram	62	3	0	0	3	4	72
Total		358	14	4	2	3	19	400

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.415[a]	15	.058
Likelihood Ratio	21.962	15	.109
N of Valid Cases	400		

a. 18 cells (75.0%) have expected count less than 5. The minimum expected count is .22.

The answers from both sides prove that the H1 hypothesis rejects the null hypothesis because statistically, Chi-Square represents p-value = 0.05 <0.05, and proves that digital marketing Tools cost less than traditional marketing campaigns.

As per **H2** Digital Marketing fulfils the needs of marketing tools**.** H2 is trying to explain the needs of Marketing, through their marketing tools, how much traditional marketers and digital marketers mutually or separately understand, the needs of the marketing process by digital marketing tools.

Are you satisfied with the services of the Social media Groups? * Benifitted Sourse Crosstabulation

Count

		Benifitted Sourse			
			Yes	No	Total
Are you satisfied with the services of the Social media Groups?	Yes	345	33	2	380
	No	13	5	2	20
Total		358	38	4	400

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.789[a]	2	.000
Likelihood Ratio	11.947	2	.003
N of Valid Cases	400		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .20.

From the above table, it can be proved that the H2 hypothesis rejects the Null hypothesis because statistically, Chi Square represents p-value = 0.000 <0.05, and proves that digital marketing Tools are more satisfying than traditional marketing campaigns.

According to hypothesis H3 approach is to define contras between digital marketing tools and Marketing communication (MarCom) there are Independent variables call digital marketing tools, social media networking sites and the dependent variable is the needs of marketing communication process.

Which Social media source is fulfills the requirement of MarCom(marketing communication) principles? * MarCom Principle Crosstabulation

			MarCom Principle			
			Facebook	Whats App	YouTube	Total
Which Social media source is fulfills the requirement of MarCom (marketing communication) principles?	Facebook	Count	151	8	6	1	166
		Expected Count	148.6	9.1	5.0	3.3	166.0
	Other	Count	60	4	2	1	67
		Expected Count	60.0	3.7	2.0	1.3	67.0
	Non of above	Count	37	0	0	2	39
		Expected Count	34.9	2.1	1.2	.8	39.0
	Twitter	Count	0	0	1	0	1
		Expected Count	.9	.1	.0	.0	1.0
	Instagram	Count	110	10	3	4	127
		Expected Count	113.7	7.0	3.8	2.5	127.0
Total		Count	358	22	12	8	400
		Expected Count	358.0	22.0	12.0	8.0	400.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	42.236[a]	12	.000
Likelihood Ratio	20.000	12	.067
N of Valid Cases	400		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .02.

advertising and expand the advertising campaign, just like the tools of Marketing.

Discussion:

As stated in Hypothesis H1, digital marketing is considered better than traditional marketing because of its features such as low cost, satisfactory, secure and easy to use, as stated in previous research. According to research.

The concept of digital marketing was used to highlight a setup of a company's profile, including promoting products or services or using all digital channels. The task was to create a digital brand. Confidentiality Customer service; for sequentially modern techniques in the advertising campaign under the corporate business system. The veil was life **(Minculete, Gheorghe & Olar, Polixenia. (2018)).** The popularity of any business plan, The most important points in the principle of "liking" means liking and "sharing" means sharing with as many people as possible. Other influencers include Affiliate Marketing, Power of Blogging, Content Marketing, Email Marketing, Mobile Marketing, Video Marketing, Online Marketing and Banner Marketing **(Reliable Swift (2018)**. Similarly, the research said Digital marketing has new ways for techno understanding people and digital marketing will 100% change the face value of Indian business at global market- Through Electronic channels and by posting positive comments, feedback about the product, you can attract new customers and build a healthy relationship. But it works on both sides. Happy customers can help you but unhappy customers can harm your business very seriously **(Kumar, S.-D. and Sikander, G.-L.2016).** All of

these related materials reinforce the hypothesis and the data obtained confirm that P-value = 0.05 <0.05 is equal to the assumed data. The debate hypothesis is neither completely rejected nor overstated, but it could go a long way in the future. Its means that the previous studies give backup to this hypothesis statement.

As per hypothesis, H2 is understood that Digital media is more sufficient, easy to use and approach to the customers. In order to buy behaviour of customers, interpersonal, chat, blogging, and social media conversational referral to each other. Some of the previous understandings of studies reveal and give background to this research hypothesis that, Analyzing the various aspects of theory, comparison and interview responses is considered to be the most effective way of marketing to use the benefits of both internet marketing and traditional marketing according to the company's goals. Comparing the two methods, it seems that the Internet is a complementary source of traditional marketing **(Shima, Alfa and Varfan, Mona, 2008).** In addition to websites in Internet marketing, a major source of social media, including Facebook, YouTube, Tutor, LinkedIn and WhatsApp, Viloria Business Solutions Company provided social media marketing training to enhance its marketing potential. Conducted a state-of-the-art coaching service for consulting, handling business affairs and setting development rules and regulations. The most important points in the principle of "liking" mean liking and "sharing" means sharing with as many people as possible. Other influencers include Affiliate Marketing, Power of Blogging, Content

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Statistically, H2 rejects the Null hypothesis because statistically, Kai Square represents p-value = 0.000 <0.05, and proves that digital marketing tools are more satisfying than traditional marketing advertising campaigns.

As per **H3** Marketing for the brand product is a long and critical process to advertise and communicate with customers. It meets the customer's needs, it includes Promoting personality, privacy, customer service, security and sales is essential to be in the infrastructure of any business organization **(Sereno, Solution, 2018)**. According to research technical angles, digital marketing is a concept that highlights the profile process through all existing channels and sources and introduces the product or service as a digital brand **(Kotler, Philip, Kartajaya, Hermawan and Setiawan, EIwan., 2017)**. - if we come to the benefits of e-business, Cisco experts point out that all the activities involved in the design, business development, and the Internet **(Anupam, Banerjee, 2016)**. To change the trend of consumers, the firm needs to think of alternative marketing strategies digitally. The research "Digital Marketing and Social Media: Why It's Necessary" **(Tiago, MTPMB and Versimo, JMC, 2014)** focused on consumers more than the firm, In this research, the use of consumers in relation to the means of social communication, their perceptions and needs, taking into account the firm's remedial and digital marketing and understanding the advantages and disadvantages of the means of social communication and changes. Review the adoption trend. In this study, marketing managers were conducted on a competitive form that highlights the issues of coping with these external and

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This article seeks to highlight the major challenges and opportunities facing the use of the library due to the emerging educational culture in the 21st century, and the growing use of Information and Communication Technology (ICT) in Pakistan. The new aspects discussed in the context of Pakistan can provide future planning and guidelines for the development of professionals and libraries. It is assumed that the situation is similar to other developing countries. Therefore, this work will be useful in creating awareness among professionals in other countries**) Ameen, K. ، 2011).**

According to Mark Skates, one of the angles is that digital marketing is possible through the Internet as an environment that serves the purpose of working and exhibiting **(Kalyanam, K and McIntyre, S., 2002).**

New technological changes in an organizational structure prove to be a helpful mechanism that should change over time, also called corporate

management, **(Kiang, M, Y, et al., 2000)**. H3 rejects the null hypothesis because statistically, Chi-Square represents p-value = 0.000 <0.05, and proves that digital marketing tools meet the same advertising principles as traditional marketing tools. Come down and expand the advertising campaign. MarCom or marketing communication is based on basic Tools, which are given above chapters.

Conclusion:

The differences between the penetration of digital media into buyers and the short sources of traditional media in the facts that have been uncovered after the verification of the results obtained and the assumptions prove the need for digital media, in short, the results confirm and explain the research objectives and assumptions. According to the research objectives, how digital marketing is suitable for business and customers, and how digital marketing is different from traditional marketing, the results obtained revealed this secret. It has been revealed that social networking sites, along with other means of digital marketing, have played an important role in the marketing process, their recent use and their increasing demand in the future have breathed new life into the field of marketing. Given this, the role of social media and the CEO and PPC has been identified as an important requirement in this regard as well. Also find out which of the digital marketing and traditional marketing tools are more important, easier to use, less costly and safer. Correction of results and assumptions reveals that social networking sites, Facebook, Instagram, YouTube, TikTak and

WhatsApp, as well as online sources of digital marketing, CEO, P.O. -PC and e-mail, are more important and less cost-effective. Marketing Communication, or MARCOM, is an important component without which it is impossible to carry out the marketing process in a better way. Compatible with the emotions of, according to their needs, attractive and safe means without the risk of harm are the sub-components.

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