Abstract

Social media become an inseparable source that has been influencing the lifestyle of millions of people especially youth. Almost all the businesses are doing marketing digitally to promoting their products. Business executives are investing a part of money in digital marketing over the traditional marketing. This paper is to discuss the advantage of digital marketing. The main objective of this paper is to understand about the various tools of digital marketing and to find the most preferred tool. Using social media as a platform this work identifies their searching patterns. This tool proposed to make business people to invest and promote targeted products to the people.

References

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**Index Terms**

Computer Science  
Information Sciences

**Keywords**

Keywords: Social media, digital marketing, searching patterns, SEM, SEO, Social Media Marketing