

Article


Digital Marketing And Its Influence In Rural Area

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Abstract

M.Prasanth Kumar With the dramatic advancement of internet technology, the marketing paradigm search for new dimensions. Marketing archetypes now search for a dominant room in the digital space to unleash its potency. Now this virtual digital space becomes the favorite playground of modern marketing prototype. Marketing system growing endlessly to obtain its target through the unparalleled growth of technology in the global world. It is proven that digital marketing is one of the cost-effective, fast and stretchy way to reach the target audience around the world, and thus attain a significant business gain. Still, most of the business is facing a challenge that, how to penetrate and replace rural marketing with a perfect digital platform. There are a lot of limitations in rural digital marketing system. The digital divide and technological intellectual gap are still resisting the spreading of digital land among the rural population.

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