ABSTRACT
Digital technology rapidly increased in last era and internet is widely used today. There are so many different ways for traditional advertising but because of internet usage digital advertising becomes very effective. Business earns more profit using digital advertising. Most of the customer use internet to see the description and opinion of people for product or service before purchasing either online or offline. Digital advertising offers businesses a number of unique and useful features. So now it is required for all businesses to do their advertising in digital form.

Introduction [1][2]
Digital advertising is often referred to as ‘online advertising’, ‘internet advertising’ or ‘web advertising’. Digital advertising means the advertising of products or services using digital technologies. It is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Digital technology includes internet, mobile phone or any other digital media. Digital advertising can be done using email, social media websites, online advertising on search engines, banner ads on mobile or Web sites and affiliates programs.

Importance [3][4]
The world is rapidly shifting from analogue to digital. People are consuming more and more digital content on a daily basis – on mobile phones, laptops and desktop computers. According to a study, more than 88% of all Internet users search for products, services, and websites using search engines and online directories. So it is easiest way to reach people through digital advertising. There are some advantages of using digital advertising.

Flexible and Universal
Like traditional advertising digital advertising is useful to tell the story of any business brand. It is more flexible and universal. Business can tell their brand story using text, images and video. Digital advertising can be seen from everywhere. It can be seen on the websites their buyer visits, on her/his mobile phone, on social media channels, and on her/his smart watch. Through digital advertising, marketers can target the exact audience that’s mostly likely to purchase their product.

Cheap
It is less expensive than traditional advertising. An email or social media campaign can transmit a marketing message to consumers at very low cost than TV or print campaign. One can reach wider audience using digital advertising.

Feedback
When marketing is done digitally one can tracked its result easily. Marketer can quickly view customer response rates and measure the success of their marketing campaign in real-time, enabling them to plan more effectively for the next one.

Get specific target
Marketers can now get more specific. Today they can target their buyers based on location, behavior, content viewed, industry, segment, browser, device, and more. This enables more personalized advertising than ever before.

Types
Marketer can do their advertising in digital form in many different ways. Digital advertising can be done through PPC, Video ads., Social ads., Remarketing, Email etc.

Figure-2: Types of Digital Advertising
PPC/Search Ads
PPC (Pay Per Click) is an online advertising model in which advertisers can display ads for their goods or services when people searching for things online. Advertisers are only charged when a user actually clicks on their ad. If PPC is working properly, the fee is insignificant, because one can get more than paid.

Display Ads
This is the original form of online advertising. These are visual ads that appear on third party websites that are related to your product or service. It is evolved from the basic form of banner. It can be displayed in form of text, images, wallpaper, floating banner, flash, video etc.

Remarketing
The best way to market to people who already know about your product and service is to remarket to them.

This is done through putting a cookie on people when they visit your site. As they travel around the web, your ads will appear over and over to remind them about your product or service.

This form of advertising is inexpensive and it can be more effective than PPC. It increases conversions because it reminds people of you who already know who you are.

Video Ads
One can do advertising through video using some video sharing
Mobile advertising is becoming popular among advertisers and is expected to grow 85% in 2017, the marketing research firm said in its latest media ad spending forecast. By the end of 2017, smartphones will make up 36.6% of all mobile phones, and by 2021 this share is expected to touch 47.4%, eMarketer estimated.

**Disadvantages [8]**

Digital advertising is more effective today but there are some limitations also.

One disadvantage of digital advertising is that your logos, images and trademarks can be easily copied. People can copy these for fraudulent purpose. They can give negative information about your brand, product or service.

You get more customer if your advertise is attractive and If you want your website to be more attractive its cost may be more than traditionally advertising. You have regularly modified your website also.

Today all people are not aware of internet facilities so they go on store to buy product rather than buying it online.

Nowadays there is too much competition so it is difficult for digital advertiser to reach their targeted customers. So one has to do hard work to get better position in search engine.

Today very big impact of social media is on customers mind. Any negative feedback for your product or service can spoil your reputation. Your competitors can take advantage of this.

Some people have tendency to avoid internet advertisement. Due to this tendency there may be valuable traffic lose for businesses.

If anyone use digital marketing, it must be done professionally otherwise you cannot compete with your competitors.

**Conclusion**

As per customers requirement marketing has evolved in every era. There was a time when customer used radio. It gave birth to radio advertising and marketing. After that television was widely used by customers that allowed the companies to reach a mass audience with TV ads. Even today TV advertising is effective most companies used it. But the internet and mobile usage is increased day by day. Therefore demand of digital advertising is also increased so it should be necessary for all business either small or big to do their advertisement in digital form. Business can get more traffic using digital advertising. There are some disadvantages also so be careful when you are doing advertising in digital form.

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