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Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

### **Digital marketing - Wikipedia**

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### **Digital transformation: online guide to digital transformation**

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.

### **Online advertising - Wikipedia**

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