

# **Digital Marketing Market by Digital Channel (Email Marketing, Search Engine Optimization (SEO), Interactive Consumer Website, Online/Display Advertising, Blogging and Podcasting (Including Microblogging), Social Network Marketing, Mobile Marketing, Viral Marketing, Digital OOH Media, Online Video Marketing, and Others), End Use Industry (Automotive, BFSI, Education, Government, Healthcare, Media and Entertainment, and Others), and Region 2023-2028**

<https://marketpublishers.com/r/D078713A4750EN.html>

Date: June 2023

Pages: 144

Price: US\$ 2,499.00 (Single User License)

ID: D078713A4750EN

## **Abstracts**

The global digital marketing market size reached US\$ 322.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 689.8 Billion by 2028, exhibiting a growth rate (CAGR) of 13.62% during 2023-2028. Easy access to high-speed internet, the increasing penetration of connected devices, and ongoing technological advancements represent some of the key factors driving the market.

Digital marketing involves promoting products or services through digital and social media channels. It employs various techniques, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, and email, content, and influencer marketing, to improve brand awareness and generate leads. Compared to alternative marketing practices, digital marketing offers numerous advantages, such as the ability to target specific audiences based on demographics, interests, and behaviors and customize campaigns that cater to customers' unique needs and preferences. In addition to this, it uses data analytics to measure the effectiveness of marketing efforts

and optimize campaigns for better results. Digital marketing tools help track numerous metrics, such as website traffic, click-through rates, conversion rates, and customer engagement, to gain insights into consumer behavior. As a result, it has become a crucial component of modern marketing strategies among various businesses to reach and engage with potential customers.

#### Digital Marketing Market Trends:

With increasing internet penetration, a growing population is turning to digital channels to make purchasing decisions. This, in turn, has urged businesses to leverage digital technologies to reach and engage with their target audience to boost their profit and growth, which is primarily driving the market growth. Besides this, the expanding proliferation of connected devices has created a highly developed digital ecosystem backed by numerous media companies and information and communication technology (ICT) services providers, which is creating a favorable outlook for the market. Moreover, the rising use and demand of mobile devices such as smartphones and tablets among consumers, combined with the emergence of numerous social media platforms and a growing volume of video content, is presenting remunerative growth opportunities for the market. Concurrent with this, the shifting prominence of digital and personalized experiences is prompting businesses to invest in digital marketing to reach a larger customer base, which is further aiding in market expansion. In addition to this, the bolstering growth of the e-commerce industry due to the surging popularity of online shopping and the widespread employment of omnichannel marketing by various businesses to provide a seamless and consistent customer experience are contributing to the market growth. Furthermore, innovative technological advancements, such as the adoption of artificial intelligence (AI) and machine learning (ML) to analyze large amounts of data and optimize marketing strategies in real-time, are positively impacting the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global digital marketing market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on the digital channel and end-use industry.

#### Digital Channel Insights:

Email Marketing

Search Engine Optimization (SEO)

Interactive Consumer Website

Online/Display Advertising  
Blogging and Podcasting (Including Microblogging)  
Social Network Marketing  
Mobile Marketing  
Viral Marketing  
Digital OOH Media  
Online Video Marketing  
Others

The report has provided a detailed breakup and analysis of the digital marketing market based on the digital channel. This includes email marketing, search engine optimization (SEO), interactive consumer website, online/display advertising, blogging and podcasting (including microblogging), social network marketing, mobile marketing, viral marketing, digital OOH media, online video marketing, and others. According to the report, social network marketing represented the largest segment.

#### End Use Industry Insights:

Automotive  
BFSI  
Education  
Government  
Healthcare  
Media and Entertainment  
Others

A detailed breakup and analysis of the digital marketing market based on the end use industry has also been provided in the report. This includes automotive, BFSI, education, government, healthcare, media and entertainment, and others.

#### Regional Insights:

North America  
United States  
Canada  
Asia Pacific  
China  
Japan  
India

South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for digital marketing. Some of the factors driving the North America digital marketing market included the increasing proliferation of mobile devices and high-speed internet, the emergence of numerous social media platforms, and ongoing technological advancements in the industry.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global digital marketing market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include 97th Floor, Cuker, Disruptive Advertising, Ignite Visibility, Location3 Media, PB&J Promotions LLC, Rise Interactive (Quad), Split Reef LLC, Thrive Internet Marketing Agency, TopSpot Internet Marketing, WebFX, Webimax, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

## Key Questions Answered in This Report

1. What was the size of the global digital marketing market in 2022?
2. What is the expected growth rate of the global digital marketing market during 2023-2028?
3. What are the key factors driving the global digital marketing market?
4. What has been the impact of COVID-19 on the global digital marketing market?
5. What is the breakup of the global digital marketing market based on the digital channel?
6. What are the key regions in the global digital marketing market?
7. Who are the key players/companies in the global digital marketing market?

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