

**YOUNG CONSUMER-  
BRAND  
RELATIONSHIP**

**BUILDING POTENTIAL  
USING DIGITAL  
MARKETING**

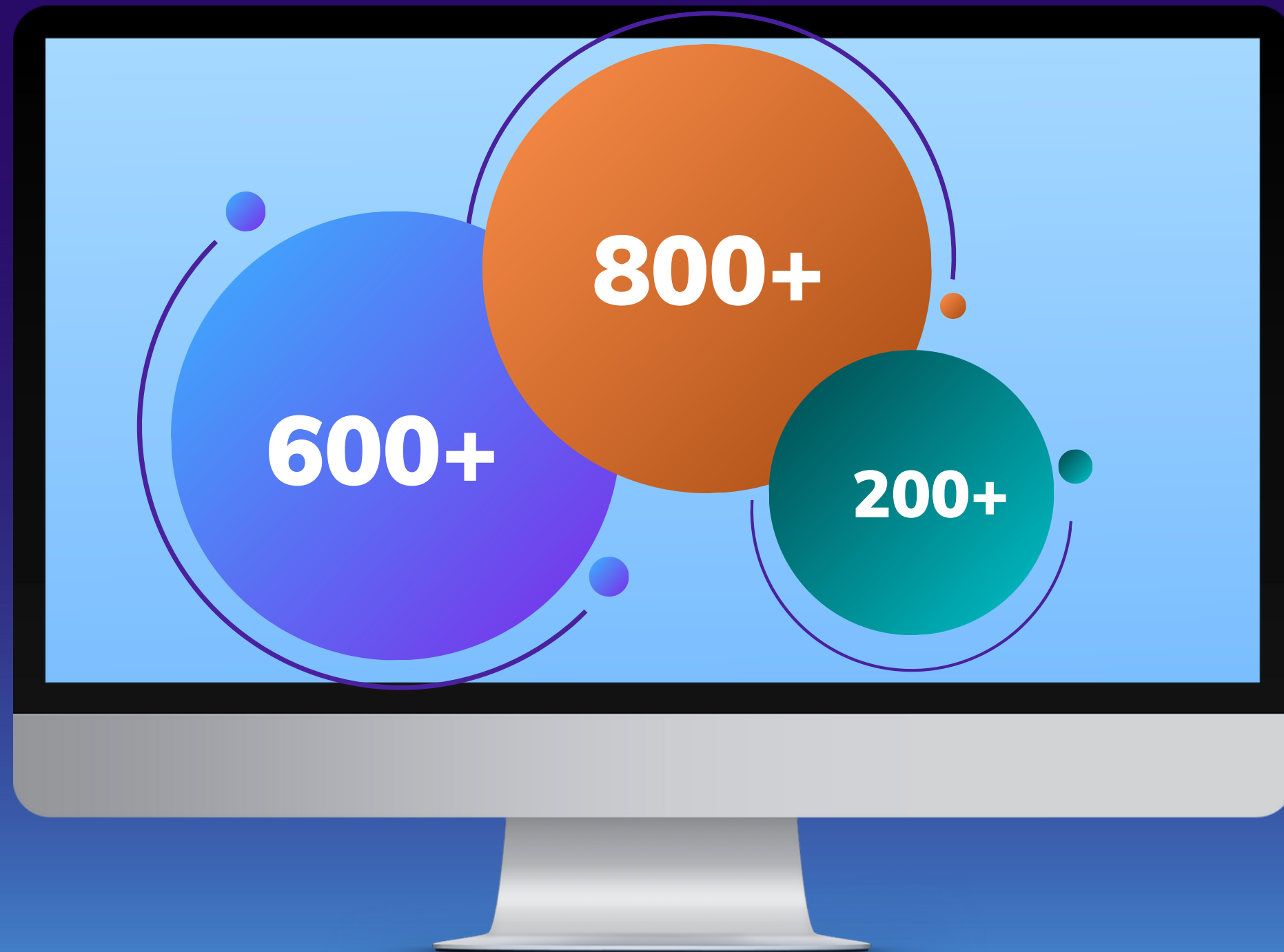
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# Advantages of digital marketing

- **Local Reach. ...**
- **Lower Cost. ...**
- **Easy to Learn. ...**
- **Effective Targeting. ...**
- **Multiple Strategies. ...**
- **Multiple Content Types. ...**
- **Increased Engagement.**



# Challenges in digital marketing



- A customer-centric market.  
...
- Creating engaging content.  
...
- Complying with privacy and data-sharing regulations. ...
- Mobile-friendly approach.  
...
- Omnichannel marketing strategies.





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