

# DIGITAL BUSINESS AND E-COMMERCE MANAGEMENT

Editor  
**Dr. B. Menaka**

  
Principal,

Dr. Umayal Ramanathan College for Women,  
Karaikudi.



**11 Green Marketing and Sustainable Development:  
Opportunities and Challenges**

S. Shanthi .....117

**12 Seamless Movement of People and Goods During Lockdown  
in India**

Aravindaraj. K, Vengadesh. S, & Dr. P. Rajan Chinna .....124

**13 Customer Perception of Online Payment System**

Dr. SP. Mathiraj & Dr. R. Saroja Devi .....133

**14 Marketing 5.0: Digital Marketing Trends Analysis**

S.Ganesan & Dr. S. Gopalsamy .....141

**15 Digital Transformation in Business**

Dr. B. Arthi & M.G. Jeyalakshmi .....154

**16 The Influence of Digital Books on Marketing Infrastructures**

Dr. K. Senkodi .....159

**17 An Summarize on Green Product Development and its Export  
Marketing Environment**

Dr. U. Arumugam .....168

**18 Effectiveness of Marketing Growth on Women  
Entrepreneurship**

S. Rubika .....177

**19 Marketing Management in - COVID 19 Period : A Guideline  
For Marketing Managers**

R. Shanmugapriya .....185

**20 Marketing Stratagems For Real Estate In India**

S. Anitha .....193



Principal,  
Dr. Umayal Ramaswami College for Women,  
Karaikudi.



# EFFECTIVENESS OF MARKETING GROWTH ON WOMEN ENTREPRENEURSHIP

**S. Rubika**

Assistant Professor

Dr. Umayal Ramanathan college for women, Karaikudi

Email: rubika9989@gmail.com

## Abstract

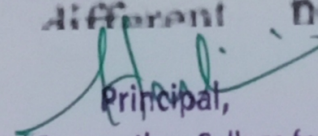
*This article shows the effectiveness and growth of women entrepreneurs in digital marketing. Nowadays, women entrepreneurs are faced with new challenges and opportunities in this digital age. Internet marketing is the utilization of electronic media by the entrepreneur to promote the products or services into the market. The main focus of digital marketing is to attract the customer and promote them to interact with the brand through digital media. Forecast of rising customer power in the digital age major up to the turn of the century was strengthened by the advent of the internet. This article helps to improve the women entrepreneurs in our digital world.*

**Keywords :** Internet, Women Entrepreneur, Marketing strategy, finance, customer reach.

\*\*\*\*\*

## **Introduction**

Digital marketing takes place an important role in marketing is widely used to promote products or services and to reach consumers using digital channels. Digital marketing enlarges beyond internet marketing including channels that do not require the use of the internet. It encompasses mobile phones, social media marketing, display advertising, search engine marketing, and many other forms of digital media. One of the biggest changes in human interchange is the recent spread of social media. Entrepreneurship has been a subject of much debate and discussion. It is an elusive concept. Hence it is defined differently by different people. While some ca

  
Principal,

Dr. Umayal Ramanathan College for Women,  
Karaikudi.