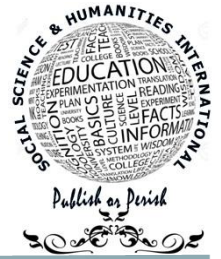


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### Adoption of Digital Marketing Among MSMEs in Coimbatore: An Empirical Study

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#### ABSTRACT

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World is drastically changing, and everything is moving towards digitalization, companies are also shifting to online modes to market their businesses. There are many digital marketing channels available to marketers like Search Engine Marketing, Search Engine Optimization, Email marketing, Mobile Marketing, Content Marketing, Social Media Marketing etc., Large business organizations are utilizing the digital marketing platforms. Since the digital marketing channels are cost effective, they have tremendous reach and immediate response making them suitable for MSMEs as well. There are some research studies which are conducted to study the awareness and usage of digital marketing among MSMEs in foreign countries. However, in Indian scenario these studies are very limited in number. Hence, this study is an attempt to identify whether MSMEs in Coimbatore have been able to identify the potential of Digital Marketing and how much they are utilizing that technology towards their promotional activities.