

ABSTRACT

This Study develops into the intricacies of crafting comprehensive digital marketing plan tailored specifically for new entrants at. By analyzing market trends, consumer behavior, and competitors' strategies, this plan aims to provide a roadmap for effectively leveraging digital channels to enhance brand visibility, drive customer engagement, and ultimately, foster business growth. Key components include targeted audience segmentation, content strategy, SEO optimization, social media tactics and performance measurement mechanisms. Through meticulous planning and execution, can position itself as a formidable player in the digital realm, poised for sustained success. In-depth analysis of the essential components comprising a successful digital marketing strategy tailored to the unique context .Drawing upon industry insights, consumer behavior patterns, and competitor analysis, this plan offers a comprehensive roadmap to maximize brand visibility, engage target audiences, and drive conversion.

Keywords: Digital marketing, Performance measurement, SEO optimization, social media tactics, Consumer behavior, new entrants