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## DIGITAL MARKETING AND NEW COMMUNICATIONS CHANNELS

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### **ABSTRACT**

One of the major changes that occurred in traditional marketing was the “emergence of digital marketing” (Patrutiubaltes, Loredana, 2015), this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing (Patrutiubaltes, Loredana, 2015).

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing.

Digital marketing campaigns are becoming more prevalent, as digital platforms are increasingly incorporated into marketing plans, and as people use digital devices instead of going to physical shops.

This paper deals with the new non- linear marketing approach, and building brand awareness by digital marketing. also the research deals with the number of ways brands can use digital marketing to benefit their marketing efforts.

The research focus as well on the latest development and strategies and in effective forms of digital marketing

**Keywords:** digital marketing, brand awareness, new non- linear marketing