

## The Role of Internet Marketing in Business Success

**Tamila Kartsvadze**

PHD student, Business and Economic faculty of Batumi's Shota Rustaveli State University, Batumi, Georgia

### Abstract:

In the modern digital era, online marketing has become a critical factor in determining business success. This study examines the impact of online marketing on business development and its importance in increasing the competitiveness of companies. The study analyzes various digital marketing strategies, including social media marketing, search engine optimization (SEO), email marketing, and content marketing.

The study results show that effective online marketing strategies significantly increase brand awareness, improve customer engagement, and increase sales. Special attention is paid to the role of data analytics in making marketing decisions and developing personalized marketing campaigns. The study also presents the challenges that businesses face when implementing digital marketing, and offers practical recommendations on how to solve them. In conclusion, the study highlights the strategic importance of internet marketing in the modern business environment and its crucial role in achieving long-term success.

### Keywords:

Internet Marketing, Digital Marketing, Marketing Strategy, Digital Transformation, Business Success.