**Impact of digital media on marketing mix**

What is digital media?

Digital media refers to more than just a digital file format. It is a broad concept that includes tools such as digital photos, videos, and music. It is digital content that is represented accessible media. Many digital devices can edit, store, and display digital media. . These include social media sites, paid advertisements, influencers, emails, etc.

 2-What are the three types of digital media?

The three types are as follows:

– Owned media, which is self-published based on your own resources, such as articles, blog posts, and social media, they give a company control over the values and ideals presented to its customers.

**Earned media,** where another company or a person create content for your company without receiving any payment or services from you, is often the most in demand because it saves time and cost.

**– Paid media,** this type of media involves purchasing content or digital space to promote your company, so it does not require any creativity or thinking on your part, but it is not without financial obligations.

### 3-Impact of digital media on the product :

**3-1 :The product:**

1. marketing works to disseminate products on a wide scale around the world, and provides a variety of products and services that transcend the geographical boundaries of any business activity, in addition to developing products to meet the needs of the target audience, which helps improve work efficiency.

the price

Many businesses face difficulties in pricing strategies, because high prices will make consumers look for other products, and low prices will reduce profit margins .

Another factor in pricing products is stating prices online. Because consumers today collect a large amount of information about different products, and compare them to choose which ones are worth sacrificing for.

**The impact of electronic marketing on distribution:**

 The Internet and e-marketing can be used for several tasks, including:

1-Helping in reducing marketing channels,

2-Delivering products directly to customers at the right place and time. This has a positive impact on reducing the cost of production and reducing the number of workers, and thus it contributes to increasing profits.

  **The impact of digital media on product promotion:**

 Promotion via the Internet is one of the ideal ways to advertise products or services and draw the attention of target customers to the products offered, increase their interest and convince them of the importance of the product and its ability to satisfy the consumer’s need .The methods that can be adopted in electronic marketing to promote products are varied.

 **Digital media and workers:** Workers and employees in companies are the important element in producing the product and service directed to customers, and therefore digital media of all kinds play an important role in developing their abilities through:

1- Good training on various digital media through courses that teach employees, for example, how to use them and get used to them.

2- Changing traditional media with digital media

3-The existence of an organizational culture based on digital media and the important role it plays

**Digital media and Physical supports:** Digital media plays an important role in physical evidence through:

1-Using digital devices in production and advertising

2-Decorations based on virtual reality

3- Modern lighting that uses artificial intelligence or digital...etc

**Digital media and facilities:** play a major role through:

1- Multiplicity of digital media. Video can be used to deliver information and facilitate its flow to the customer, as well as audio

2- Facilitating the use of digital images in displaying products using digital technology

3- Digitization through its use in online buying and selling procedures