**Abstract**

The role of digital marketing in revenue generation through optimum utilization of various techniques is massive. In this world of fast growing technologies, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing. It is in the way the strategies and the techniques are dealt with, in order to properly channelize the services, so that it reaches the customers and satisfies their needs.