**DIGITAL PROMOTION TOOLS IN NEW ERA OF DIGITAL ENTREPRENEURSHIP**

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**Abstract:**

The promotion of brands in order to interact with potential customers through the use of the internet and other types of digital tools is referred to as digital marketing, which is also known as online marketing. The use of social media in conjunction with digital marketing can not only assist entrepreneurs in developing their business ideas but also make it simpler for marketers to get to know their target demographics. The use of social media as a platform for conducting business marketing is becoming an increasingly important strategy in today's world. The ability to share content and increase exposure for a small business may be accomplished quite easily and quickly thanks to social media. The number of people who can be reached through social media has the potential to reach millions all around the world. In an era marked by digital entrepreneurship, the focus of this article is on a discussion of digital tools that make use of social media platforms such as Facebook, Instagram, and Tiktok as promotional and marketing tools. The beginning of the digital era ushered in significant changes to the methods that companies use to sell their goods and services. The purpose of this debate is to provide marketers with guidelines, ideas, and tactics that will allow them to maximize the utility of using social media platforms as their marketing tools in order to leverage products and build the persona of brands. The social media platform itself has made available to its users a wide range of applications, including advertisements, fan pages, messaging, like buttons, posting photographs, hashtags, and comments, and so on. These social media platforms offer a great potential for entrepreneurs to make use of the resources that are supplied, and in the future, they will likely be widely used as tools for online marketing. Therefore, there is a need for additional organized investigations to move beyond postulated or expected results in order to get understanding of real life applications.

**Keyword:** Digital Entrepreneurship, social media, digital ools

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