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Patent Search

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Abstract:

Implementing strategies for digital marketing using search engine optimization and digital display advertisements with an eye on the future enhance ABSTRACT Digital marketing, also known as "online marketing," is the practise of promoting a company or product through the dissemination of pro digital channels such as the internet and other forms of digital communication in order to reach a larger audience and potentially convert them into proliferation of online and social media platforms has impacted consumer and corporate practises. Combining social media and digital marketing ca businesses. They can save money, expand their brand's visibility, and profit. However, there are substantial difficulties that must be addressed, such of-mouth and a visible and intrusive online business presence. This article provides an accessible summary of what renowned experts on digital and stated. Experts also explore artificial intelligence, augmented reality marketing, digital content management, mobile marketing and advertising, busi electronic word of mouth, and ethical challenges in these fields of marketing. This study provides academics and professionals with information on l and opportunities. In this study, we explore the limitations of previous research, identify knowledge gaps, and formulate research objectives and hyp of digital and social marketing.

Complete Specification

Description:DESCRIPTIONS

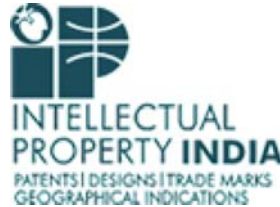
Today's businesses rely significantly on search engines, social media, email, and other websites to communicate with existing and potential custom texting and other types of multimedia communication. If you want your company or brand to expand, you can no longer avoid digital marketing. It business has a website nowadays. They will almost certainly use digital advertising, such as social media, to promote themselves. People now antic internet marketing and information to learn about brands. Digital marketing offers numerous options and techniques of execution, allowing you tc exceeding your budget. Digital marketing is the use of online resources to contact customers where they spend the majority of their time, which is finest digital marketers are able to recognise how each of their digital marketing campaigns helps to achieving their overall objectives. Depending c marketing plan, marketers may use both free and paid media to assist a larger campaign. A digital marketing strategy is a plan to increase the num your business online through the use of search engines, social media, paid advertising, and your own website. Digital marketing increases brand av new customers. If your firm has a well-thought-out digital marketing plan and uses several digital channels strategically, it will have a stronger chan digital marketing goals. Similar to "marketing strategy" and "marketing method," "digital marketing strategy" and "digital marketing campaign" are c interchangeably. A digital marketing strategy is a plan that details how your business will use digital resources to fulfil its marketing goals. Often, th "going digital." Most plans will contain a budget for digital marketing as well as channels and tactics for online promotion of the company's product Collaboration with influential individuals on a social media campaign is one method of leveraging digital marketing. Content marketing, which uses create leads and growth marketing, which uses social media and email to promote brand lovalt, are two further digital marketing strategies. Deve

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FIELD OF INVENTION	COMPUTER SCIENCE
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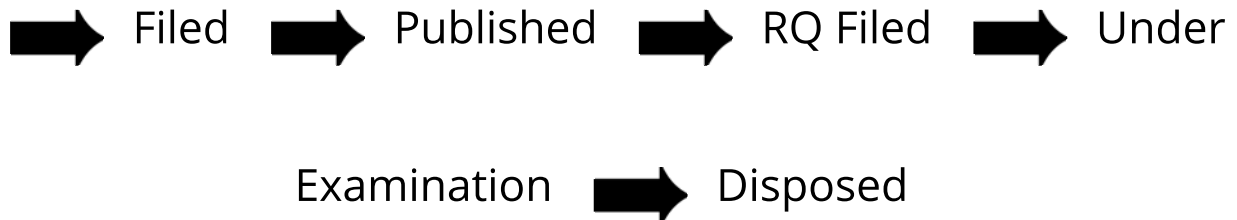
18/11/2022

Application Status

APPLICATION STATUS

Awaiting Request for Examination

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