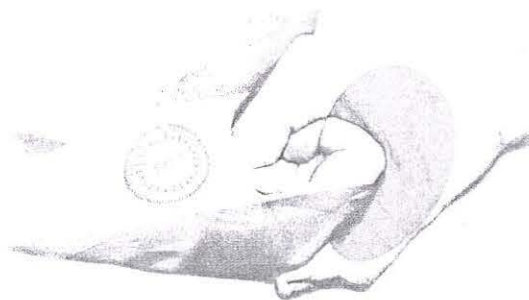
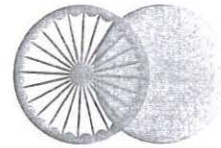


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Digital Marketing: Key Tools

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ABSTRACT:

Digital technologies are becoming increasingly important in most sectors of economic activity. Due to high levels of interconnectivity, the Web and social media grows. Major challenge for marketers is to determine how to make best use of what the technology offers. In this paper we focus on how this technology can be used in the digital marketing context. We use the terms digital promotions and social media to frame our discussions. We begin by defining these terms and then we explore the key dimensions of the digital communications environment and planning and types of digital communications.

Keywords: SEO, IMC, IOT.

INTRODUCTION

Digital marketing is fundamental to businesses success in today's modern era of engagement marketing. Promoting brands, products, and services online and through mobile applications is quickly becoming easier. So as a marketer, you must get on board. But online advertising is just the tip of the iceberg. Marketers have to dig deep into today's vast and involved cross-channel world to discover the most impactful strategies required to build a prosperous business. Search engine optimization, pay-per-click advertising and conversion rate optimization techniques work in tandem to show up consumer behaviours, capture customers' attention, and turn people into loyal buyers over time. No digital marketing campaign should be without these critical activities. Let's dig into the concept of digital marketing and how to be successful in today's modern, complex business landscape.

WHAT IS DIGITAL MARKETING AND WHY IS IT IMPORTANT?

Digital marketing is the endorsement of goods, services, and company brands through online media channels. Today's consumers are multi-device and multi-channel, doing the majority of their own research online before they even step foot into a store or speak to a sales person. Buyers today are more empowered than ever before. Within several seconds they can discover anything they want to know regarding product quality, availability, and value. Google Think Insights found that 48% of consumers start their inquiries on search engines, while 33% look to