

Role of Digital Marketing in Enhancing Brand Engagement and Consumer Behavior

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Abstract: *This research paper aims to investigate the impact of digital marketing strategies on brand engagement and consumer behavior. With the rapid advancement of technology and the increasing adoption of digital platforms, businesses are now presented with numerous opportunities to connect with their target audience. By utilizing digital marketing techniques effectively, companies can enhance brand engagement and influence consumer behavior. This study explores the key elements of digital marketing, examines various strategies employed by successful brands, and evaluates their impact on brand engagement and consumer behavior. The findings of this research provide valuable insights and recommendations for businesses to optimize their digital marketing efforts.*

Keywords: Digital marketing, content marketing, social media marketing

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