

A Study of Most Recent Trends in Online Marketing and Adoption of the Trends by Sellers in India

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Abstract: *Online marketing is the process by which a business promotes and sells its products and services to potential customers through the use of tools that are accessible via the internet. The tools and methods used to provide customers with improvised and novel shopping experiences are constantly evolving in online marketing. In the race of getting greatest number of clients advertisers are consistently participated in developments to all the more likely market themselves. Customers' desire for novelty is capitalized upon by businesses. Customers like to try new things, so sellers are always looking for cutting-edge experiences that they can offer to their customers. This paper examines how sellers are benefiting from adopting cutting-edge online marketing strategies in their campaigns and the most recent advancements in these strategies. The concentrate additionally considers the preventions looked by the advertiser as well as the clients and how the advertisers can conquer these impediments of internet promoting. The review uncovers that both shopper as well as the vender are energetic towards the reception of inventive internet advertising devices.*

Keywords: Tools for online marketing, digital marketing tools, and current trends in online marketing

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