

# A Study on the Advantages and Disadvantages of Online Marketing in 21st Century

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**Abstract:** *This paper generally examines the elements of email showcasing and internet shopping. Quite possibly of the most state of the art strategy and advertising methodologies utilized these days is email showcasing. Current data and correspondence advancements additionally make it more straightforward to send and flow electronic interchanges with the best degree of exactness and quality. Email promoting endeavors additionally help in supporting deals in electronic stores and successfully and legitimately focusing on clients. Indeed, even yet, there are various downsides to email advertising that make it hard to sell and advance utilizing this interchanges stage. To break down the achievement parts of this showcasing by staying away from these disadvantages and acquiring from every one of them, this study centers around inspecting the main advantages and detriments of email advertising.*

**Keywords:** online shopping, communication, targeting efforts

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