

The Evolution of Digital Marketing Strategies in E-commerce

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Abstract: *This paper delves into the dynamic evolution of digital marketing strategies in e-commerce, illustrating how advancements in technology and changes in consumer behavior have driven businesses to adapt. The research explores traditional marketing methods and their transition into digital spaces, key digital marketing strategies such as SEO, SEM, content marketing, social media marketing, email marketing, and personalization, and how AI and machine learning are reshaping the future of e-commerce marketing.*

Keywords: digital marketing