

The Review on the Changing Landscape through Online Marketing within a Rapidly Changing Global Setting

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Abstract: *The E-revolution has emerged as a prominent and significant movement in the business, marketing, and IT sectors in recent years. E-marketing, usually referred to as online marketing, is the practice of selling goods and services through the use of digital technology. Although traditional marketing methods are still in use, online marketing provides firms with a competitive advantage by utilizing additional channels and advanced marketing mechanisms available on the internet. Given the current era of globalization, online marketing is demonstrating its potential in the field of international marketing as well. E-marketing has been increasingly popular in specific countries, such as India. Web marketing is the term used in the United States to describe online marketing. Although digital marketing has become the prevailing term in the UK and globally, particularly since 2013, numerous businesses in local and international markets are achieving favorable outcomes through online marketing. Its extensive reach, convenience, adaptability, and cost-effectiveness make it suitable for all types of businesses.*

In recent years, there has been a rapid increase in the use of online marketing, enabling both local and global organizations to establish unprecedented connections, share information, and cooperate with their customers. Online marketing has created a more modern and imaginative marketing environment that is filled with numerous problems. With significant obstacles arise significant opportunity. This article provides a concise explanation of online marketing, with a primary focus on the issues that arise in an ever-changing global setting. Considering potential strategies to address forthcoming obstacles; a resolution is offered.

Keywords: E-revolution, Online marketing, e-marketing, competitive advantage, global landscape, difficulties and opportunities