

E-Revolution in International Environment through the Implementation of Digital Marketing

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Abstract: *The emergence of the e-revolution has been a significant and powerful development 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 is still prevalent, online marketing provides firms with a competitive advantage by utilizing additional channels and innovative marketing mechanisms available on the internet. Given the current era of globalization, online marketing is also proving to be successful in the field of international marketing. E-marketing has been increasingly popular in specific countries, such as India. In the United States, the term used to describe internet marketing is Web marketing. Since 2013, digital marketing has become the prevailing word in the UK and globally. Online marketing is yielding favorable outcomes for numerous firms in both local and international markets. Its extensive reach, convenience, adaptability, and cost-effectiveness make it a great strategy 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. wonderful challenges present wonderful opportunities. 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 conclusion is offered..

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