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what is e marketing here s how it works and why you need it Apr 26 2024 e marketing refers to the process of using the internet and digital technologies such as mobile phones and desktops to promote products and services it s a broad field that involves attracting customers via various online channels these include content marketing social media email search platforms pay per click advertising and more

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understanding e marketing strategy a comprehensive guide to Jan 23 2024 the term e marketing strategy encompasses a range of strategies and tactics that businesses use to market their products and services online understanding these strategies is crucial for achieving digital success in an increasingly competitive online marketplace the importance of e marketing strategies

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