

Contemporary Approaches of Digital Marketing and the Role of Machine Intelligence

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

Digital marketing emerged as a natural response by companies and vendors to leverage and benefit from the significant consumer concentration on digital channels. This proliferation of IT applications and the enormous presence of customers in digital channels generate a large number of products and customer data. Machine learning and artificial intelligence are game-changing techniques in digital marketing to analyze this data. This analysis helps marketers to personalize the sales tools toward individuals, optimize their operations, and minimize expenditure.

Contemporary Approaches of Digital Marketing and the Role of Machine Intelligence demonstrates relevant theories of digital marketing along with tools, techniques, methods, and strategies. It also identifies the research gaps for effective digital marketing tools, techniques, and methods and builds a bridge between digital marketing strategies and business plans for organizations. Covering topics such as digital marketing, metaverse, and visitor experience, this premier reference source is an essential resource for business leaders and managers, marketers, IT managers, data analysts, social media analysts, students and educators of higher education, researchers, and academicians.



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