Global Applications of the Internet of Things in Digital Marketing

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

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Description:

In today's modern world, it is essential for businesses to remain competitive and up to date on the latest technology that can support their processes. The use of the internet of things (IoT) in marketing, particularly in digital marketing, is an evolving field that requires further study to better understand its potential.

Global Applications of the Internet of Things in Digital Marketing focuses on the applications of IoT in customizing content and developing a data-based marketing framework that helps marketers create different experiences in bridging the digital and physical world, develop a closer connection with the consumers, and provide highly contextual and tailored messages to consumers. Covering key topics such as brand image, social media, and website development, this premier reference source is ideal for business owners, managers, marketers, researchers, scholars, academicians, practitioners, instructors, and students.

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Hardcover: \$250.00	Softcover: \$190.00	E-Book: \$250.00	Hardcover + E-Book: \$300.00

Topics Covered:

Brand Image Content Creation Content Distribution Content Marketing Digital Marketing Internet of Things

Marketing Mobile Devices Social Media Website Development Workflow

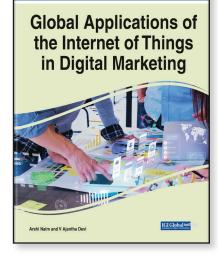
Subject: Business and Management

Readership Level: Advanced-Academic Level (Research Recommended)

Classification: Edited Reference

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners





Premier Reference Source