

DIGITAL MARKETING

"Using digital marketing, companies can promote products, services or develop a brand through the internet. Attract customers through digital channels such as social media platforms, website SEO, mobile applications, or email. "(Patel, 2022)

DIGITAL MARKETING AND SOCIAL MEDIA MARKETING FOR AN ORGANISATION

POSITIVE – DIGITAL MARKETING

“Improved conversion rates using a website” (Charlesworth, 2018).

NEGATIVE – DIGITAL MARKETING

“Time-consuming to optimise online advertising” (Kingsnorth, 2022).

POSITIVE – SOCIAL MEDIA

“Gaining better insights using social media” (Elena, 2016)

NEGATIVE – SOCIAL MEDIA

“Organisations need qualified resources for social media marketing program” (Tuten, 2020)



REFERENCE LIST

Charlesworth, A. (2018) Digital Marketing: A Practical Approach. 3rd edn. London: Routledge.

Elena, C. A. (2016) 'Social media – A strategy in developing customer relationship management', Procedia economics and finance, 39, pp. 785–790. doi: 10.1016/s2212–5671(16)30266–0.

Patel, N. (2022) What is Digital Marketing?, Neil Patel. Available at: <https://neilpatel.com/what-is-digital-marketing/> (Accessed: December 5, 2022).

Kingsnorth, S. (2022) Digital Marketing Strategy: An integrated approach to online marketing. 3rd edn. London, UK: KoganPage.

Tuten, T.L. (2020) Social Media Marketing. 4th edn. Los Angeles, USA: SAGE.

