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In addition to Internet Marketing: Integrating Online and Offline Strategies she is senior author of Direct Marketing Management, second edition (Prentice-Hall, 1999) and second author of the forthcoming Customer Relationship Management (with Prof. Raymond R. Liu). She has published extensively in marketing journals in the U.S. and Europe and ...

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Also, few pieces of research have been done up to now on the integration of internet marketing and database marketing for online shopping in Bangladesh, as this sector is still developing.

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Internet marketing a pretty broad term that encompasses a range of marketing tactics and strategies – including content, email, search, paid media, and more. These days, though, internet marketing...

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Integrating your marketing efforts with online channels will enable you to discover which strategy or campaign was more appealing to your customers. The results of your marketing efforts are easily traceable as all online marketing tactics require customers to do a trackable action- say, visiting a web page, clicking an ad or even sharing something on social media.

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Researchers have found that marketing channel integration has a positive effect on customer loyalty through satisfaction (Frasquet and Miquel, 2017). Moreover, online and offline communication integration has a higher impact and is more cost-effective (Smith and Zook, 2011). Both online and offline marketing have advantage and disadvantages.

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Integrating Offline & Online Marketing Television, print, outdoor, were once regarded as the triumvirate of marketing – predominant media channels that transmitted the brand to the public at large. The Internet challenged that paradigm and opened a ‘new frontier’ in marketing.

~~Importance Of Integrating Offline & Online Marketing ...~~

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