

Digital Marketing Strategies in the Global Economy

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Abstract. This article explores the evolution of digital marketing strategies in the context of the global economy. It examines how businesses are leveraging digital tools and platforms to reach international audiences and enhance brand presence. The study analyzes the impact of social media, search engine optimization, and content marketing on global business operations. Through case studies and market analysis, the article offers insights into effective digital marketing practices for achieving competitive advantage.

Keywords: Digital Marketing, Global Economy, Social Media, SEO, Content Marketing

Introduction

In today's interconnected world, digital marketing has become an essential component of global business strategy. This article examines the evolution of digital marketing strategies, focusing on how businesses utilize digital tools and platforms to expand their reach and enhance brand presence globally. It discusses the impact of key digital marketing techniques such as social media marketing, search engine optimization, and content marketing on international business operations. The article analyzes case studies to highlight successful digital marketing campaigns and offers insights into best practices for achieving a competitive edge in the global market. By providing a comprehensive overview, this study aims to guide businesses in leveraging digital marketing for sustained growth and success.

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