

# Strategic issues in marketing issue paper:

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## The Relevance of Digital Marketing in Addressing the Changes in Consumer Behaviour in Today's Businesses

Digital marketing refers to the process, or rather, a system in which the experiences of customers are integrated in a complex digital channel. It is of crucial significance to note that digital marketing offers the best opportunities to integrate the interactions between the customers, as well as the companies in various perspectives. The issue of digital marketing is very important in ensuring that the escalating and ever-changing needs and demands of the customers are attended in the most appropriate manner, as well as, in the most appropriate time (Sweet, 2014). This is very important for the companies as well as the business ventures worldwide. It is of crucial significance to note that the businesses, as well as, companies that have employed the use of digital marketing always prosper considerably. This is because the digital marketing techniques are the most up to date, as well as the most appropriate approaches to employ in business operations.

The companies, as well as businesses that always employ the use of digital marketing always remain considerably competitive in the marketing fronts (Dietrich, 2015). This is important in ensuring that such businesses, regardless of their sizes, as well as the companies, realize success. This is because the use of digital marketing strategies is always a sure way of realizing improvements in the interactions, as well as, communications between the employees, consumers, as well as all the stakeholders in the businesses (Rao, 2010). Consumer behavior always controls the markets in

various ways as it can cause big losses or gains relevant to the nature of approaches employed by the companies.

It is important to note that different approaches can be used in digital marketing to address the impacts of consumer behavior in marketing. These include social networking sites, the use of emails and pop-up advertisements, the use of websites for advertisements, as well as, employing television advertisements (Dietrich, 2015). Moreover, other forms of digital marketing include online newspapers as well as online researches. These strategies can be used at all times since their use rely on the internet. As such, they are the best strategies to employ in advertising and getting feedbacks from the customers due to the efficiency, effectiveness and timelines (Dietrich, 2015).

In my business, it has always come to my realization that the use of social networking, internet research, as well as, online advertising has always been the key to success in addressing the perennial changes in consumer behavior, tastes as well as preferences. This has been realized through conducting thorough market research through internet research, the use of social websites to advertise the products, as well as employment of website advertisements (Sweet, 2014). Digital marketing has proved to be very efficient in dealing with the escalating and ever-changing customer needs as well as the dynamic consumer behaviors. This is due to the ease in interactions with the customers through emailing, the use of social websites, as well as, online adverts (Rao, 2010). This has led to the realization of success in the businesses.

In my opinion, it is significant to note that consumer behavior always

controls the markets in various ways. For instance, it can cause big losses or gains to the businesses and companies. This depends on the nature of approaches employed by the companies to address the issue. As such, it is prudent to employ the digital marketing strategies, involving social websites, online advertisements, as well as, internet researches, in order to fully address the problems that may result to business failures as occasioned by the changes in the consumer behaviors.

#### References

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