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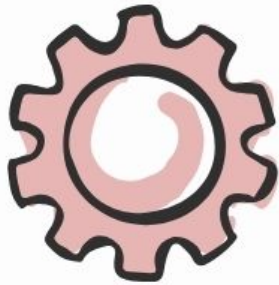
Infographic - Digital marketing



September 01, 2023

Digital marketing in the modern era

Tools and trends



Social media Marketing

Social Media Marketing: Platforms like Facebook, Instagram, Twitter, and LinkedIn are crucial for reaching a wide audience. Tools like Buffer and Hootsuite help schedule and manage social media posts.



Mobile marketing

Mobile app advertising and SMS marketing tools like Twilio are used to reach mobile users.



VIDEO MARKETING

YouTube and TikTok are important for video content. Editing tools like Adobe Premiere Pro and Canva can enhance video quality.



Chatbots and AI

Chatbots for websites and AI-powered tools like ChatGPT can provide real-time customer support and personalized experiences.



Affiliate marketing

Platforms like ShareASale and Amazon Associates help manage affiliate partnerships.



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