



Digital Marketing and App-based Marketing

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Message from the Guest Editor

The internet technology has changed companies' strategic plan in formulating new channels and improving their channel strategy. As a channel strategy, using mobile applications has gained popularity over recent years and it has become an indispensable part of many users' experience. New technologies, namely Web 2.0 and Web 3.0, are changing marketing functions in several ways and new concepts such as marketing 2.0 and marketing 3.0 are being introduced while creating challenges in consumers' decision-making process. However, it is critical for companies to incorporate app-based marketing in their digital marketing strategy in order to deliver a seamless and consistent customer experience. Therefore, the aim of this Special Issue is to fill the gap in linking app-based marketing to overall digital marketing strategy.

Keywords

- SEO (Search Engine Optimization) and analytics
- App-based marketing based on SEO and analytics
- Digital marketing
- Digital tools
- Omni-channel marketing
- Multi-channel marketing
- Mobile apps
- App marketing strategy





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Message from the Editor-in-Chief

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