

Special Issue

Digital Marketing and App-based Marketing

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

Future Internet is a fast-growing journal devoted to rapid publications of the latest results in the general areas of computer networking/communications and information systems, with a focus on the Internet of Things, big data and augmented intelligence, smart systems (in terms of technologies, architectures, and applications), network virtualization, edge/fog computing, and cybersecurity. Both theoretical and experimental papers are welcome. Every year, *Future Internet* also features Special Issues dedicated to specific topics within the journal's scope.

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