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Time consuming - tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment. High competition - while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.

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socially responsible (not encouraging illegal, unsafe or anti-social behaviour)

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There are regulations that restrict what advertisers can and cannot do. As well as the regulations, there are 2...

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Advertising typically covers communication methods that are paid for like television advertisements, radio commercials, print media, and internet advertisements. In contemporary times, there seems to be a shift in focus offline to the online world. Public relations, on the other hand, are communications that are typically not paid for.

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~~Marketing Mix Definition — 4Ps & 7Ps of the Marketing Mix~~

Marketing is the process of getting your business noticed by the people who need or want your products or services. Many small businesses come up with a fabulous business idea but then fail to market it successfully. You need to get out there and spread the word about your products or services to the right people to build your customer base. Advertising and selling are part of the process but ...

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~~Marketing and promotion strategies | Small Business~~

Promotion This includes all aspects of marketing communications; advertising, sales promotion, including promotional education, public relations, personal selling, product placement, branded entertainment, event marketing, trade shows and exhibitions. This fourth P is focused on providing a message to get a response from consumers.

~~Marketing — Wikipedia~~

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African Edition provides a contemporary view of the role and importance of marketing communications. Emerging topics such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling - along ...

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Promotion is a combination of all forms of communication to the customer, including advertising and public relations. The marketer must choose which is the best form

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Of promotion for the target audience, so he or she will develop a marketing plan.

~~Marketing Strategies: Promotion, Advertising, and Public ...~~

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Outbound marketing - the 'traditional' marketing approach used before the rise of the internet, is when companies initiate contact with prospects through paid advertising (as opposed to inbound social media marketing, where the goal is to attract customers to them). Tools of this sort of marketing include television, newspaper and radio advertising, cold calling, billboards, and (on the ...

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