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of communication
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Also, few pieces of
research have

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been done up to now on the integration of internet marketing and database marketing for online shopping in Bangladesh, as this sector is still developing.

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and Offline ...

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a pretty broad term
that encompasses

a range of
marketing tactics
and strategies -
including content,
email, search, paid
media, and more.

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though, internet
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Integrating your
marketing efforts
with online
channels will
enable you to
discover which
strategy or

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Marketing was more appealing to your customers. The results of your marketing efforts are easily traceable as all online marketing tactics require customers to do a trackable action- say, visiting a web page, clicking an ad or even sharing

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social media.

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found that
marketing channel
integration has a
positive effect on
customer loyalty
through

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satisfaction
(Frasquet and
Miquel, 2017).
Moreover, online
and offline
communication
integration has a
higher impact and
is more cost-
effective (Smith
and Zook, 2011).
Both online and
offline marketing
have advantage

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and disadvantages.

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Marketing to the public at large. The Internet challenged that paradigm and opened a 'new frontier' in marketing.

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