Digital Marketing: Strategies, Trends, and Future Prospects

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Abstract: *Digital marketing has revolutionized the way businesses engage with consumers, leveraging digital platforms to enhance brand visibility, customer engagement, and revenue generation. This paper explores the evolution of digital marketing, key methodologies, and the impact of emerging trends such as artificial intelligence (AI), big data, and automation. The study employs a qualitative approach, reviewing literature on digital marketing strategies, consumer behavior, and technological advancements. Findings indicate that personalized marketing, social media engagement, and data-driven decision-making are critical to success in the digital era. Future prospects suggest increased reliance on AI-driven tools, voice search optimization, and augmented reality marketing. The paper concludes that businesses must adapt to technological changes and consumer preferences to remain competitive.*

Keywords: Digital marketing, artificial intelligence, social media, big data, consumer behavior, SEO, content marketing, PPC, AR marketing