

# Study on Opportunities and Challenges of Internet Marketing

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**Abstract:** *Internet marketing is the practise of promoting a brand online. It makes use of a variety of technologies to connect companies with their customers and incorporates both direct response marketing and indirect marketing components. Using digital technologies to market your products or services is known as e-marketing. These Regardless of the size of your firm or your business model, technologies are a valuable addition to traditional marketing strategies. The fundamentals of marketing are still developing a plan to reach the appropriate audiences with the appropriate messaging. The quantity of your options has changed. E-marketing introduces a completely new component to the marketing mix, even though organisations will continue to use classic marketing strategies like advertising, direct mail, and PR. With e-marketing, many companies are seeing fantastic results, and small firms can benefit most from its flexibility and affordability. E-marketing, often known as electronic marketing, is the practise of applying marketing tactics and principles using electronic media, particularly the Internet. E-marketing, Internet marketing, and online marketing are phrases that are widely used interchangeably and are frequently regarded as synonyms.*

**Keywords:** Internet marketing

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