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Measuring ROI is often the guiding light to determining influencer marketing effectiveness, and according to our survey, a large portion (80%) of marketers find influencer marketing effective. Over a third (35%) of marketers find influencer marketing very effective—a testament to the strength of the budding marketing strategy.

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**Improving Marketing Effectiveness**

This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing.

**Digital Marketing Review | Effectiveness of Digital ...**

The sample of 50 students randomly selected to analyze the reasons for growing popularity and effectiveness of digital marketing as compared to traditional tools of marketing. INTRODUCTION Digital Marketing is the contemporary aspect of marketing .With the advent of technology, consumers

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Study: Effective influencer marketing requires authenticity As consumers spend more and more time immersed in new and traditional media channels, marketers must find ways to pierce the clutter and build rapport.

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This is to certify that the dissertation titled —Study Of The Effectiveness Of Online Marketing On Integrated Marketing Communication is the bona-fide research work carried out by Ms. Amruta Vijay Pawar, student of M.Phil., at D.Y. Patil University, School of Management, Navi Mumbai, in partial fulfillment of the

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