FIRST EDITION

TEXT BOOK

BRANDING E-MARKETING

Maximizing Brand Potential through E-Marketing



DENI ADHA AKBARI



Deni Adha Akbari

BRANDING AND E-MARKETING: Maximizing Brand Potential through E-Marketing

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Introduction

Branding and e-marketing are important components of modern business and play a vital role in a company's success. In today's digital era, businesses must have a solid online presence and brand identity to compete in the global market. This book aims to provide a comprehensive overview of branding and e-marketing, from understanding the basics of branding and e-marketing to developing and implementing successful strategies.

This book comprehensively examines the basic concepts and widely accepted practices of branding and e-marketing. It covers important topics for building a brand identity, crafting a marketing strategy, producing engaging and relevant content, and evaluating the results of efforts. Additionally, the book delves into branding and e-marketing perspectives and provides in-depth knowledge of the latest trends and advances in the field.

This book offers valuable, practical guidance and actionable insights for business owners, marketers, and entrepreneurs looking to build a strong brand and a successful e-marketing strategy. It provides a comprehensive understanding of branding and e-marketing and outlines the steps required to execute a successful strategy. This book is an indispensable resource for anyone aspiring to succeed in the digital age.

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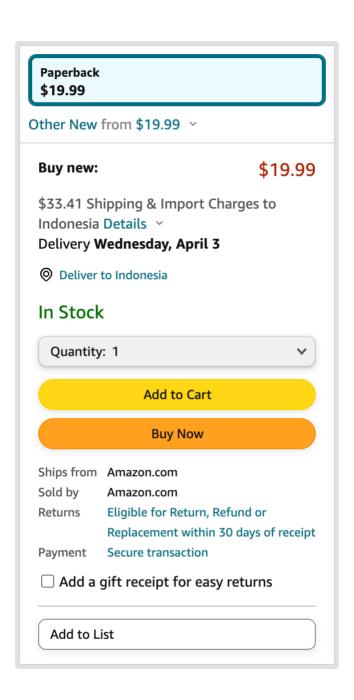
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