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she is senior author of Direct Marketing  
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## FOUNDATIONS OF INTERNET

1. Internet Marketing as Part of Marketing Communications Mix.
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Also, few pieces of research have been



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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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encompasses a range of marketing tactics and strategies – including content, email, search, paid media, and more. These days, though, internet marketing...

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Integrating your marketing efforts with  
online channels will enable you to  
discover which strategy or campaign was

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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 something on social media.

~~Integrating Online and Offline Marketing~~

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Researchers have found that marketing channel integration has a positive effect on customer loyalty through satisfaction (Frasquet and Miquel, 2017). Moreover, online and offline communication integration has a higher impact and is more cost-effective (Smith and Zook,

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2011). Both online and offline marketing have advantage and disadvantages.

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regarded as the triumvirate of marketing –  
predominant media channels that

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

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