

The impact of social media and email marketing on sales

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Abstract

The sales process is comprised of different practices, and one of them is getting to know customers and establishing strong relationships with them (Molander, 2013). Social media, and email marketing connect people and can help businesses get more information about their customers. They facilitate marketing managers to find out how their company is viewed by their own customers. Thus, giving them the opportunity to make the essential changes in their products or services. Successful managers know to choose them carefully. The scope of this study is to describe the impact of social media and email marketing on sales process using a descriptive research.

Keywords: Sales, Email Marketing, Social Media Marketing.

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