

Unveiling the Power of Digital Marketing: Trends, Tactics, and Techniques

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Abstract— In today's world, organizations are grappling with emerging challenges, such as the proliferation of increasingly complex digital marketing strategies, in order to effectively reach their target market. Despite the abundance of academic and scientific studies analyzing trends, effective techniques, and innovative approaches in digital marketing, there is a significant disparity between current trends and the best practices used by firms to enhance their marketing performance. In order to address this knowledge gap, our comprehensive synoptic study aims to provide a contemporary overview of the current status of digital marketing. This includes discussing the latest trends, effective techniques, and advanced approaches used by companies. Firstly, we use both quantitative and qualitative research methods, including surveys, interviews, and content analysis. Additionally, we choose certain people to target. The dataset comprises diverse demographic information such as age, gender, occupation type, and geographical location, enabling comprehensive insights into preferences and perspectives on digital marketing. Our investigation reveals current trends, such as the growing significance of social marketing and AI marketing strategies. In addition, the dependability and effectiveness of initiatives such as SEO, content marketing, and influencer marketing are also examined to comprehend how to engage with target consumers. The study's findings indicate that data utilization, customization, and technical implementation are crucial factors in enhancing the efficiency of digital marketing. By considering these concepts, organizations may optimize their tactics to achieve superior performance in the dynamic contemporary landscape. Consequently, this article aims to reinforce current knowledge and provide practical guidance for strengthening a digital marketing campaign.

Keywords— digital marketing, trends, tactics, advanced techniques, data analysis, qualitative analysis, quantitative analysis, demographics, social media marketing, SEO, content marketing, influencer marketing, AI-driven marketing

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