

# The Influence of Digital Marketing Strategies (DMS) on Business Performance in the South African Retail Industry

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## ABSTRACT

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There has been a shift and merging of offline and DMS for businesses to become more customer-centric (Chaffey & Bosomworth, 2013). The use of the internet continues to rise, providing a steadily growing source of economic benefits in both B2B and B2C DMS for reaching customers (Bhosale, Raverkar & Tamondkar, 2020). Businesses also use DMS to introduce various marketing networks online to engage customers and attract the right audience. Email marketing, search engine marketing, influencer marketing, social media marketing, affiliate marketing, and pay-per-click are all part of this strategy (Bhosale, Raverkar & Tamondkar, 2020). According to Makhitha, van Scheers, and Mogashoa (2019), consumer purchasing habits have shifted due to technological advancements, as has the way businesses tailor their marketing.

JEL Codes:

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