DB

Digital tools and technology are appropriate marketing tools for MM’s. Social media and the company's website will be developed for maximizing the customer base. Paid social media strategy will be used that will allow the company to build engagement with the online customers. The company will circulate the pictures and videos on social media websites including Facebook, Twitter and Instagram (Khraim, 2015). This will allow the company to reach millions of customers. The social media strategy will also allow the company to build brand awareness among clients. The company will adopt search engine optimization (Forbes, 2012).

Customers relations are built and managed with the help of customer relationship management which helps the company in maintaining and building profitable relations with the targeted customers with the help of satisfying their needs and delivering them superior shopper value. The firm's partners, of every functional area, interact through.

Technological means include Smartphones, social media networks, websites, and the company's database (Jones, 2016). The SEO technology will be used for improving MM’s website presence across social and digital networks. This is an effective strategy for building positive interaction with the customers. The use of images on social websites will persuade the audience from different regions. The company will specifically target the population having ages between 9-25 years (Jones, 2016)

To operate a successful business, MM’s should focus on technology and permit the workers to use excessive technology for fast results. Through high-level technology, organizations can communicate with their customers easily and can provide the high-quality services. In the same way, today the tendency towards ecommerce has been enhanced and people prefer online shopping. In this situation, technology helps organizations to operate an online business.

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