

BENEFITS OF DIGITAL MARKETING FOR EXPORTERS

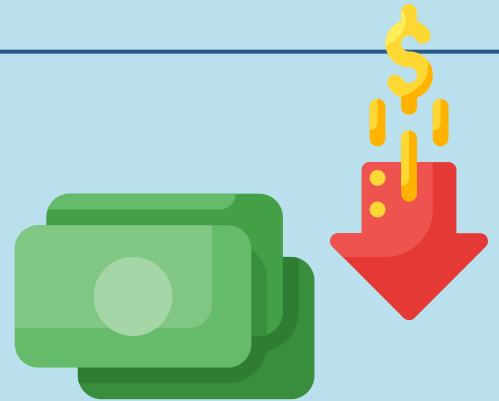


1) INCREASED REACH

Digital marketing allows exporters to reach a global audience, rather than being limited to a specific geographic location.

2) LOWER COSTS

Digital marketing is typically less expensive than traditional marketing methods, such as print or television advertising.



3) GREATER TARGETING

Digital marketing allows exporters to target specific demographics and locations, which can be particularly useful for reaching potential customers in other countries.

4) ENHANCED ANALYTICS

Digital marketing provides detailed analytics on the performance of marketing campaigns, which can help exporters to better understand their target audience and optimize their marketing efforts.

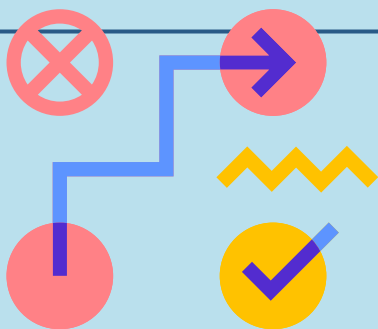


5) IMPROVED CUSTOMER ENGAGEMENT

Digital marketing channels, such as social media, allow exporters to engage with customers and build relationships in real time.

6) INCREASED BRAND AWARENESS

Digital marketing can help exporters to increase their brand awareness and reach a wider audience.



7) GREATER FLEXIBILITY

Digital marketing allows exporters to easily adapt and modify their marketing strategies in response to changing market conditions or customer needs.

8) ENHANCED CUSTOMER SERVICE

Digital marketing channels, such as live chat and email, allow exporters to provide timely and convenient customer support.

