Marketing, always customer-centric, has evolved from traditional methods (e.g., print, TV) to digital (E-Marketing). Digital marketing uses internet tools like social media to efficiently boost sales, leads, and brand awareness, enabling direct audience interaction, contrasting traditional approaches. An Indonesian study highlights rapid 2024 social media growth, particularly among mobile-first, younger users favoring short-form video on high-interaction platforms like TikTok. This mandates a shift in digital marketing strategies to tailored video campaigns and influencer collaborations. Marketers must adapt with platform-specific, creative content for competitive advantage in this dynamic landscape.

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