

Although electronic marketing has many advantages, it also has some disadvantages. Lack of tangibles:

Unlike traditional marketing methods that use physical materials such as brochures and product samples, e-marketing relies on digital content that lacks a tangible presence. With the proliferation of digital advertising and promotional emails, consumers are often bombarded with a constant stream of marketing messages, leading to fatigue and shortened attention spans. Additionally, electronic marketing can be intrusive and intrusive, especially when techniques such as pop-up ads, unsolicited emails, and targeted advertising become overly aggressive. This significantly reduces the visibility and reach of your electronic marketing efforts, reducing conversion rates and overall effectiveness. Additionally, e-marketing may face challenges related to privacy and data security. 1.2