

Talk about a brand and learn about the strategies it uses Let's take Amazon as an example and apply the above strategies to that brand. Also, it is interested in marketing various products that suit different cultures and markets. Also, automated marketing tools, such as targeted email and paid ads, contribute to effectively promoting campaigns.

External influences in Amazon's digital marketing strategy:

1. Company Objectives: o Amazon's goals are based on continuous expansion in global markets, achieving excellence in customer service, and strengthening its e-commerce platform.
2. Budgets and resources: o Amazon has a huge budget for digital marketing, allowing it to invest in paid advertising campaigns on search engines, social media marketing, and video advertising on platforms like YouTube.
3. Economic factors: o During economic downturns, Amazon may focus on promotional marketing campaigns and discount offers to attract consumers looking for a good deal.
4. Cultural and social trends: o Amazon adopts social trends such as sustainability, and offers environmentally friendly products, which enhances its ability to attract consumers interested in these issues. Therefore, its marketing strategy includes improving the shopping experience, providing special offers, and speeding up shipping processes to remain the strongest competitor in the market.
5. Technological Developments: o Amazon takes advantage of the evolution of artificial intelligence and machine learning technologies to customize advertising campaigns and user experience. Therefore, the digital marketing strategy focuses on intensive advertising campaigns to expand reach and increase interaction with users. Increasing the use of smartphones and increasing demand for online purchases contribute to improving their digital marketing strategies. Online marketing campaigns seek to promote these values, focusing on excellent user experience across all digital channels. Tools like Alexa and Amazon Echo help boost digital interaction with customers and boost direct marketing processes.
6. Team and Skills: o Amazon's digital marketing team consists of specialists in SEO, social media marketing, and data analysis. These skills enable it to implement complex and efficient digital marketing strategies based on big data analytics.
7. Technology and tools: o Amazon uses advanced tools such as Amazon Web Services (AWS) to analyze data and deliver personalized shopping experiences for users. This data helps guide advertising campaigns to be more accurate and appropriate for potential customers, including the use of targeted targeting and recommended product announcements. On the other hand, in periods of economic growth, you may focus on expanding into new markets and marketing additional services such as Amazon Prime. Therefore, digital marketing campaigns focus on compliance with these laws, especially in collecting users' personal data.

Brand Identity: o Amazon is known as a shopping platform that is easy to use, fast shipping, and competitive pricing.

Market Trends: o Amazon is taking advantage of current trends in online shopping and continued growth in e-commerce.

Legal regulations: o Amazon deals with data protection laws such as GDPR in the European Union and CCPA in California.

Internal influences in Amazon's digital marketing strategy:

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