

## Internet Marketing Integrating Online And Offline

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Researchers have found that marketing channel integration has a positive effect on customer loyalty through satisfaction (Frasquet and Miquel, 2017). Moreover, online and offline communication integration has a higher impact and is more cost-effective (Smith and Zook, 2011). Both online and offline marketing have advantage and disadvantages.

### How to integrate offline and online marketing to grow your ...

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### Internet Marketing: Integrating Online and Offline ...

While integrating your online and offline marketing efforts, it is important to come up with a cohesive as well as profitable marketing strategy. It's equally important to pass a consistent message through both online and offline channels. They may be two different platforms, but to your customers, it's just one brand.

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