

Paper –Marketing Management

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Topic- Digitalisation

Digitalizing your organization can give you a competitive advantage by doing things better, faster, and cheaper than your competition.

Using creative digital solutions gives you a competitive edge in your business world and a proper digitalization plan can help reinvent processes, improve quality and promote consistency.

Gone are the days of direct sales. Hail the era of indirect sales.

There are many reasons why companies are making this change:

Save Cost

Global Reach

Customer interaction

Conversion

Achieve their mission and vision

And being at par or ahead of their competitors