

Power of Sales and Marketing in Electronics Engineering with E-commerce: Connecting the Circuits

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Abstract : In today's digital age, the field of electronics engineering is experiencing unprecedented growth and innovation. To keep pace with this rapidly evolving industry, effective sales and marketing strategies are crucial, especially when combined with the power of e-commerce. This study explores the significance of integrating sales and marketing techniques with e-commerce platforms in the context of electronics engineering. It highlights the benefits, challenges, and best practices in leveraging e-commerce for sales and marketing in this industry. By embracing e-commerce, electronics engineering companies can reach a wider customer base, enhance brand visibility, and personalize customer experiences. Furthermore, this abstract delves into the importance of utilizing digital marketing tools such as search engine optimization (SEO), social media marketing, and content creation to optimize online sales. Therefore, this research aims to provide insights and recommendations for electronics engineering professionals to effectively navigate the dynamic landscape of sales and marketing in conjunction with e-commerce.

Keywords : electronics engineering, marketing, sales, E-commerce

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