

# Remark on Editorial Process Design

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## Introduction

Companies have transferred their marketing tactics to the Internet as consumers become younger because it allows them to reach a wider, more targeted audience at a cheaper cost than traditional advertising choices. Small and medium-sized enterprises are discovering new ways to compete against the major corporations by using the proper web marketing strategies. Companies are able to use creativity and efficiently reach customers at every point of the buying cycle even with a tight budget. A consumer will search on Google whenever they are considering making a purchase or right before they are about to check out [1,2]. These industries cover a wide range of economic activities, including advertising, photography, architecture, designer fashion, R&D, software, and electronic publishing.

## Description

They also include the arts (painting, music, performing arts), audio-visual (cinema, television, video games), and photography. Digital media are used in internet marketing to spread awareness of your company and encourage customers to buy your goods and services. Your advertising, promotion, and public relations efforts can reach a wider audience by using the internet (and consequently, mobile). Your integrated marketing strategy must include internet marketing. The whole marketing strategy for your business should include internet marketing tactics. Businesses who want to increase the effectiveness of their traditional advertising must integrate Internet methods into their advertising plans rather than treating them as separate media. By encouraging more people to review your company's goods and services online, a good internet site, for instance, increases the effectiveness of other advertising Internet integration. The way that firms now create and achieve their marketing goals has changed because to digital marketing. Companies now play a higher level of marketing in the virtual world because to the digital revolution and simple access to the internet. World-renowned digital marketing companies are achieving this with the uttermost efficacy, style, and strength [3-6].

## Conclusion

The cognitive structure of the creative economy (CE) in business, management, and accounting during the previous three decades might be assessed thanks to this bibliometric investigation. The performance study also

reveals a rising interest in academics and society by recording 687 scientific articles between 2011 and 2021, a concentration of 79.6%. The contributions of 146 countries, including the United Kingdom, Indonesia, and the United States; (ii) 267 journals, including the Creative Industries Journal; (iii) 1340 authors, including Minghui Chen from the National Chung Hsing University (Taiwan); and (iv) the publication with the highest citation count, "Creativity and Tourism. The State of the Art" by Tilburg University's Greg Richards.

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## Conflict of Interest

None.

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