

Promotional marketing strategies through social media and internet

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Abstract

Product promotion through marketing strategies is a very extensive area of study, however, digital strategies associated with the Internet and social networks have emerged (in Spain) two decades ago. This paper aims to provide a bibliometric analysis of research publications that currently deal with the promotion of products with marketing strategies associated with social networks and the Internet. The analysis is carried out by means of a bibliometric analysis of scientific studies extracted from the Scopus database using marketing, technology and promotions. This selection provided 43 documents most of the years 2014 to 2020. VOSviewer was applied for analysis. The results indicate that until 2014, studies revolved around marketing and the internet, and since 2015 research has focused more on the use of social networks, mainly Facebook.

Keywords: *marketing; promotion; Social Networks*

Track: Marketing Strategy & Theory