



**XIII INTERNATIONAL CONFERENCE ON SOCIAL AND  
TECHNOLOGICAL DEVELOPMENT – STED 2024**

**THE BOOK OF ABSTRACTS**

**XIII MEĐUNARODNA KONFERENCIJA O DRUŠTVENOM I  
TEHNOLOŠKOM RAZVOJU – STED 2024**

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**XIII INTERNATIONAL CONFERENCE OF SOCIAL AND TECHNOLOGICAL DEVELOPMENT**  
**XIII MEĐUNARODNA KONFERENCIJA O DRUŠTVENOM I TEHNOLOŠKOM RAZVOJU**

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# XIII INTERNATIONAL CONFERENCE ON SOCIAL AND TECHNOLOGICAL DEVELOPMENT

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## WORDPRESS – AN ESSENTIAL TOOL FOR DIGITAL MARKETING

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### ABSTRACT

E-commerce is the process of selling goods and services over the Internet. Customers come to the website or online marketplace and buy products using electronic payments. After receiving the money, the merchant ships the goods or provides the service.

Digital marketing offers the perfect way to meet and connect with our audience. We can test offers and messages and get insight into the peak times they visit our website. If we have a social media strategy—and we really should—we can build relationships with them faster and easier. Adapt to our audience and we'll build credibility that can set us apart from the competition. With digital marketing, we can be fast, fluid in our approach.

The website is the hub of all digital marketing activities. It is a very powerful channel, but it is also a medium required to execute various online marketing campaigns. The website should represent the brand, product, and service in a clear and memorable way. It should be fast, mobile friendly and easy to use.

**Keywords:** E-commerce, digital marketing, website, social media strategy.