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However, creating and implementing effective digital marketing strategy for a software company can be a real challenge, especially for developers who lack extended experience in marketing and business planning. To help your company stand out from the competitive technology market, we suggest a few proven marketing strategies, designed for tech companies.

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Building a Marketing Strategy for Your Business

The benefits of a planned marketing strategy are numerous. Business owners often rely solely on their intuition to make business decisions. While this informal knowledge is important in the decision-making process, it may not provide you with all the facts you need to achieve marketing results.

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