ISSN No. : 2321-9653

iJRASET

International Journal for Research in Applied Science & Engineering Technology

IJRASET is indexed with Crossref for DOI-DOI : 10.22214

Website : www.ijraset.com, E-mail : ijraset@gmail.com

ISRA Journal Impact Factor: 7.429

45.98 INDEX COPERNICUS

THOMSON REUTERS Researcher ID: N-9681-2016

10.22214/IJRASET

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It is here by certified that the paper ID : IJRASET58110, entitled

An Integrated Approach to Boosting Sales through Digital Marketing Strategies: An Exploration of Synergies between Traditional and Modern Marketing Techniques

by

Niharika Singh

after review is found suitable and has been published in Volume 12, Issue I, January 2024

in

International Journal for Research in Applied Science & Engineering Technology

(International Peer Reviewed and Refereed Journal)

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Editor in Chief, iJRASET