

Gutiérrez-Velasco, J. R., Marín-Aguilar, J. T., Ramos-Ávila, A. E., & Vega-Martínez, J. E. (2022). Digital marketing communication strategy as means to enhance digital branding. *Revista Espacios*, 43(8), 15-23.

The article talks about how customers' perceptions of companies that offer e-services are affected by their use of digital marketing methods. The COVID-19 epidemic prompted the adoption of social isolation and stay-at-home rules, which sped up multichannel shopping and the creation of electronic procedures. Advanced communication abilities are now required in digital marketing in order to foster client interaction and open innovation as a result of this development. The essay emphasizes the significance of branding, communication, and digital marketing initiatives in shaping consumers' opinions and actions. The article gives a thorough review of how digital marketing has affected consumers' perceptions of companies that offer e-services. It focuses on using branding and digital marketing communication to build consumer loyalty and trust. The benefits of digital communication data, which provide first-hand knowledge of customer opinions, attitudes, and actions, are also covered. The possibility for information overload and the detrimental effects of digital communication on client privacy are not covered in depth, though, and are limits of digital marketing tactics.

Bozzola, E., Spina, G., Tozzi, A. E., & Villani, A. (2020). Global measles epidemic risk: current perspectives on the growing need for implementing digital communication strategies. *Risk Management and Healthcare Policy*, 2819-2826.

The article discusses the current status of measles elimination worldwide and proposes strategies to achieve it. The article suggests that mass communication integrated into public health policies is fundamental to sway people's positive attitudes toward vaccination. Digital communication strategies based on social media and other internet platforms may represent useful tools to promote immunization and discourage skepticism. Moreover, the article recommends enhancing preparedness for measles outbreak response, maintaining high coverage with two doses immunization, active surveillance, and identification of susceptible communities with suboptimal immunization coverage. Proposed strategies to obtain higher vaccine coverage include increasing the difficulty of obtaining vaccine exemptions and compulsory measles vaccination programs. The strength of the article lies in its comprehensive overview of the strategies to achieve measles elimination, while its weakness lies in the lack of empirical evidence for some of the proposed strategies.

Oughton, E., Frias, Z., Dohler, M., Crowcroft, J., Clevely, D., Whalley, J., Sicker, D., & Hall, J. (2018). The strategic national infrastructure assessment of digital communications. *Digital Policy, Regulation and Governance*, 20(3), 197-210.

The authors identified five key categories of digital communication aspect, namely future demand, coverage and capacity, policy and regulation, economics and business models, and technology. These categories were explored by a multi-disciplinary research team, which brought together expertise in engineering, economics, and computer science. The main strength of this article is the thoroughness of the research methodology. The horizon-scanning approach allowed the authors to gather a wide range

of insights from various stakeholders, providing a comprehensive view of the digital communications industry's key challenges. The authors acknowledge this limitation; further research is needed to broaden the analysis at a continental or global scale. Another potential weakness is the lack of quantitative data to support the issues identified. The authors also provide qualitative insights from the experts, the analysis would benefit from more robust data to support their findings.