

## **Creative Methods of E-marketing with Augmented Reality and its Impact on the Products Design**

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### **Abstract**

With the rapid development of digital technology and its various tools and applications, electronic marketing of products has become more widespread and effective. In the near future, experts predict that e-marketing is the dominant method of products marketing according to the many advantages of saving time, effort, money, in addition to being more exciting and interesting.

One of the modern e-marketing techniques is Augmented Reality (AR), which is defined as a kind of Digital Technology that relies on dropping virtual objects and associated information in the real user environment to provide him with additional information and interesting view in full immersion.

So this research examines the importance of using Augmented Reality as one of the developed methods in the e-marketing of the products, also its use in the stages of the design process, and the need to integrate the e-marketing by the Augmented Reality with the stages of the design process. The research concludes that there is a need for new requirements in the designed Products that are E- marketed in this manner, and to make the Augmented Reality in E-marketing more effective and fully utilized.

### **Keywords**

E-marketing, Augmented Reality, Products Design.