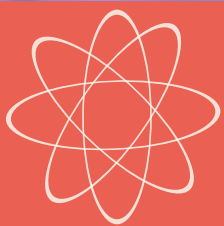


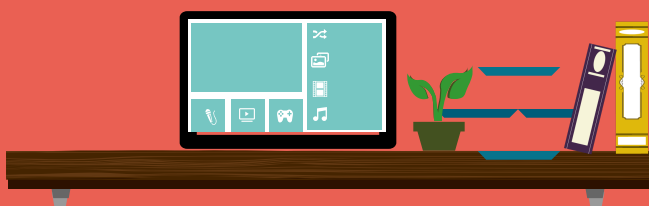


Digital Marketing & Its Types

Digital marketing is an unified term for all the online marketing efforts a business makes. The companies leverage most of the digital channels such as social media, Google search and their own websites to communicate and connect with the current and prospective customers.



TYPES



Social Media Marketing

The targeted use of conversations on social media platforms to enhance a brand's or product's awareness among the people.

Search Engine Optimization

Process of optimizing the online content to ensure that they are among the top search results on search engines for specific keywords.



Content Marketing

Strategy focused on creating and promoting relevant and valuable content to attract the targeted audience, in order to make profitable customer action.

Pay-Per-Click

In this, the marketer pays every time a person click on the advertizing link. It is basically a method of purchasing the visitors instead of gaining them.



Viral Marketing

Good blend of different marketing elements and involves publicizing content across different channels or websites.

