

Types Of Digital Marketing



Digital marketing means spreading awareness about a product/service by using any online channel.

Following are common types of digital marketing:

1

Search Engine Optimization

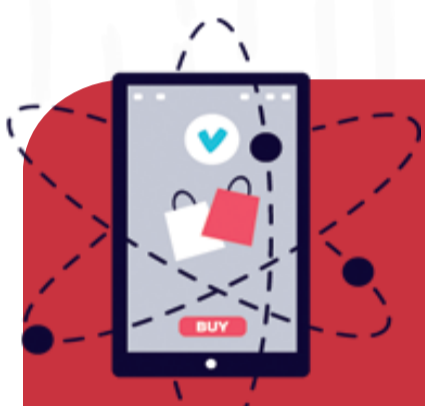
It is the art of improving the ranking of a website in the unpaid section of a search engine to improve the chances of user click.



Search Engine Marketing

It is a more vast term that refers to the process of gaining traffic & visibility from search engines through both paid & unpaid efforts.

2



3

Content Marketing

It is a strategic marketing approach focused on creating & sharing valuable, relevant & consistent content for attracting defined target audience.



Social Media Marketing

It refers to the use of different social media platforms for promoting a product or service.

4



5

Pay-Per-Click Advertising

PPC is an internet marketing model where the advertiser pays fees to the hosting website every time the ad is clicked.



6

Email Marketing

It is the practice of sending promotional content for a product/service to a list of subscribers via email.



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