

Types Of Digital Marketing



Digital marketing refers to any marketing initiative that leverages online media and internet through connected devices such as mobile phones, computers, etc.

Types Of Digital Marketing:

↓ Social Media Marketing

It is a great way to promote products/services among social media community and interact with the consumers.



↓ Email Marketing

It helps brands in staying connected with prospective customers by sending them customized newsletters or offers based on past buying behavior.

↓ Content Marketing

It allows marketing teams to proactively answer the queries of consumers by creating blogs, videos, images, etc.



↓ Pay-Per-Click

It is a type of paid marketing, where marketers place an ad on websites or search engines and pay a fee each time the ad is clicked.

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