

DIGITAL MARKETING

Introduction:

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect **with current and prospective customers**.

While traditional marketing might exist in print ads, phone communication, or physical marketing, digital marketing can occur electronically and online. This means that there are far more possibilities for brands to reach customers, including email, video, social media, and search engines.

At this stage, digital marketing is vital for your business and brand awareness. It seems like every other brand has a website. And if they don't, they at least have a social media presence or digital ad strategy. Digital content and marketing is so common that consumers now expect and rely on it as a way to learn about brands.

Long story short, to be competitive as a business owner, you'll need to embrace some aspects of digital marketing.

Because digital marketing has so many options and strategies associated with it, you can get creative and experiment with a variety of marketing tactics on a budget. With digital marketing, you can also use tools like analytics dashboards to monitor the success and ROI of your campaigns more than you could with a traditional promotional content — such as a billboard or print ad.

- **Digital marketing fundamentals**
- **Content marketing**
 - **Content creation**
 - **Content for all formats**
- **Website overview CMS (WordPress)**
- **SEO (Search engine optimization)**

- On page SEO
- Off page SEO
- Local SEO
- **SEM (Search engine marketing)**
 - **Strategy and implementation**
- **PPC (Pay per click)**
 - Google Ads
- **Social media marketing**
- **Social media Ads**
 - Facebook Ads
 - LinkedIn ads
 - YouTube
 - Instagram
 - Twitter
 - Bing
- **Web Analytics**
- **Google Analytics**
- **Email Marketing**
- **Mobile Marketing**
- **Google Adsense**
- **Google Tag Manager**
- **Affiliate marketing**
- **Online reputation Management**