



DIGITAL MARKETING 101 CRASH COURSE

6 Key Definitions



1. (SMM) Social Media Marketing: This includes everything a company does on social media to garner favorable exposure. In recent years, social networking services such as Instagram and TikTok have essentially taken over the internet. Facebook, Twitter, LinkedIn, Reddit, and YouTube are among the other popular sites. Social media must be used strategically and in concert by modern marketers. Providing your target audience with engaging and helpful information is only half the battle these days. The real hero of social media marketing is analytics, which lets you see how well your posts are performing and make changes as a result of that data.



2. Content Marketing: When done right, content marketing has the potential to have a long-term influence by providing your target audience with the information they need to take a profitable action. In essence, content marketing is the method of combining narrative with critical information to raise brand awareness. Establishing meaningful and endearing relationships with your audience is crucial to a successful content marketing strategy.



Modern content marketers will build up a library of material (text, video, podcasts, and so on) that will continue to drive traffic to their site via search engines over time. Content marketing is a terrific career choice for those who enjoy writing, as well as video and audio production. However, like with all aspects of digital marketing, it necessitates excellent strategic and analytical abilities.



3. (SEO) Search Engine Optimization: SEO pros incessantly hunt for keywords and phrases that are commonly used by customers to add in the content they develop. With proper and diligent SEO, a company's website will organically appear higher in Google search results, which will lead to more site visitors. The three main areas of attention are as follows: **(1) Technical SEO:** When it comes to optimizing your website for search engines and making it more user-friendly, consider information architecture and crawlability. **(2) On-page SEO:** Your landing page should represent good keyword research and optimization strategies in order to attain optimal results from a specific search query. **(3) Off-page SEO:** When other high-quality sites continue to distribute your links, search engines will perceive your website's content as trustworthy. Link building is the term for this.



4. (SEM) Search Engine Marketing: SEM is a subcategory of internet marketing that focuses on increasing a website's visibility in search engine results pages, primarily through paid advertising. It contributes to brand awareness growth by displaying tailored advertisements at the top of search engine results pages.

Pay-per-click (PPC) marketing, more commonly referred to as paid search, is a prevalent method. It encompasses a broad variety of activities, including advertisement development, optimization, budget management, and, most crucially, advertisement placement.





5. Mobile Marketing: This type of digital marketing is intended to reach your target audience while they are on the go using their phone or tablet. Text messaging, social media, responsive websites, email, in-game promotions, mobile banner ads, and mobile applications are all ways for modern mobile marketers to interact with their core demographic. Shoppers can be targeted based on where they are in the world or what time of day they enter a store or an event. For this and other reasons, mobile marketing has a five-fold higher response rate than more traditional tactics such as email marketing. To get the most out of mobile marketing, make it a key component of your overall strategy



6. Email Marketing: Email marketing is a pillar in most marketing mixes. It's a tried-and-true way to keep your email list up to date on new products, discounts, and other services. It can also be a relatively subtle pitch to educate your audience about your brand's merits or keep them engaged in between transactions. Email marketing also aids in the development of relationships with prospects, customers, and previous clients. It's your opportunity to engage with them directly in their inbox at a time that suits them. When combined with the right timing and messaging, email may become one of your most powerful marketing tools.

