

DIGITAL MARKETING

PRESENTED BY –

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KEY LEARNINGS

- What is digital marketing
- Benefits of digital marketing
- SEO
- SMM
- PCC
- Content writing
- Blogging
- Email marketing
- Social media

WHAT IS DIGITAL MARKETING ?

Digital marketing is a term used for the marketing of products or services using digital technologies , mainly on the internet , but also including mobile phones , display advertising , and any other digital medium . Digital marketing refers to advertising delivered through digital channels such as search engines , websites, social media , emails, and mobile apps.



OBJECTIVES

- ❑ Learn about Digital tools like SMO (search engine optimization), SEM (search engine marketing), PPC (pay per click), SMM (social media marketing) content writing, blogging, Email writing etc.
- ❑ How to get a online business
- ❑ Search keywords

LEARNING METHODOLOGY

- Lectures
- PPT
- Video
- Cases
- Webinar
- Assignments
- Reading material

BENEFITS

- Time and Effort saving
- Flexibility
- Impactful
- Instant feedback
- Real time analysis
- Global reach
- Lower cost
- Make it easy for people to find you

Thank you!

