

Online course report on

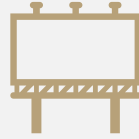
Fundamentals of Digital Marketing

Submitted to - Ashok Peepliwal sir

Submitted by - Jayana Ameta

Roll no. 0186

Digital Marketing



This term was first used in 1990. It is promoting or creating brand awareness using internet.



In other words, it can be explained as, an UMBRELLA term for marketing products or services using digital technologies mainly, on the internet but also including mobile phones, display advertising and any other digital medium.



Digital marketing can also be termed as "online marketing" or "internet marketing".



EVOLUTION OF THE DIGITAL ERA : FUTURE OF MARKETING

Digital Marketing and Digital Advertising



EASY



AFFORDABLE



EFFECTIVE

Fundamentals of Digital Marketing



Forms of Digital Marketing



Social Media Platforms



Influencer Marketing



Email Marketing



Content Marketing



SEO (Search engine optimization)



PPC (pay-per-click)

Social Media Marketing

- Today's consumers are highly reliant on social media platforms such as Instagram, Facebook, LinkedIn, and Snapchat.
- Social media is also a great way to promote products or resources organically to our followers and engage with consumers.
- Chances are, people following any brand on social media have likely purchased from that in the past.
- Interacting with them on social media or answering customer service-oriented questions is a great way to ensure continued engagement with the brand and cultivate positive experiences and customer loyalty.

Influencer and Email Marketing

- Brands can partner with celebrities, sites, or others that are considered experts in their field, that share similar values. Brand can then reach these influencers' followers with branded content and offers. This is influencer marketing.
- Email marketing allows to stay connected with prospects and customers, sending them customized newsletters or offers based on past shopping history or brand engagements.

Content Marketing



It is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.



Attracts attention and generates leads.



Expands customer base.



Generates or increases online sales.



Increases brand awareness or credibility



Engage an online community of users.

Search Engine Optimization (SEO)

- It is the art and science of making web pages attractive to search engines.





Pay-per-click (PPC)

- It's a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.



Thank You

