

E-Content

DIGITAL MARKETING

SEM-IV

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Digital Marketing

- **Define Digital Marketing -**

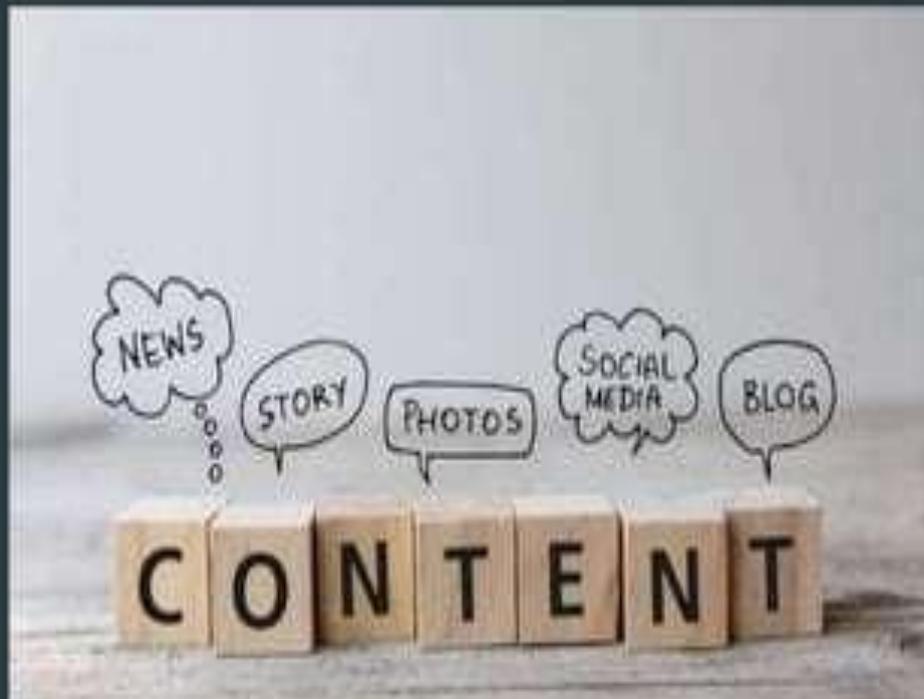
Any digital channels by a business or company to market or promote products and services to consumers are referred to as digital marketing. Different websites, mobile devices, social media, search engines, and similar channels are used in digital marketing.



Types of Digital Marketing-

► Content Promotion –

content marketing is a type of digital marketing that focuses on the creation and distribution of content for a specific audience.



► Search Engine Marketing (SEO)-

Search Engine Optimization, popular as SEO, is the process of obtaining high-quality traffic from free, or organic, search engine results.



► Search Engine Marketing (SEM) –

Search Engine Marketing" refers to obtaining paid and free search traffic .

**SEARCH
ENGINE
MARKETING**



**SEARCH ENGINE
MARKETING**

SEM



➤ Social Media Marketing (SMM)-

Simply put, Social Media Marketing is the process of attracting traffic and attention through social media platforms.



▶ Affiliate Promotion –

Affiliate marketing is a popular way for people to make money online these days.



► Email Marketing-

The use of to promote one's products or services is known as email marketing.



Key Performance Indicators (KPIs) in Digital Marketing

- **Click-through rate**: This KPI is commonly used to measure the effectiveness of online advertising, by counting the number of people who clicked on a particular ad as a percentage of all the people who might have seen it.
- **Conversion rate**: The conversion rate goes even further than the click-through rate to compare the percentage of people who took some desired action, such as making a purchase, to the total audience that a particular ad or promotion reached.
- **Social media traffic**: This tracks how many people interact with a company's social media profiles. It includes likes, follows, views, shares, and/or other measurable actions.
- **Website traffic**: This tracks how many people visit a company's [website](#) during a given time period. Among other uses, it can help companies judge how effective their marketing efforts are at driving consumers to their site.



➤ Benefits of Digital Marketing-

- ▶ You can reach a larger audience in a shorter time period. Technological advances have resulted in considerable attrition of the customer-base of traditional marketing agencies and departments. People have moved on to tablets, phones, and computers, which are the areas where digital marketers have gained the most ground.

- Global reach.Cost efficiency.

- Measurable results.

- Effective targeting.

- Increased engagement.

- Flexibility.

- Improved conversion



Thank you