

# digital marketing

- September 01, 2023



# 3 COOL TECHNIQUES TO DO OVER THE *DIGITAL MARKETING*



## Email Marketing

The use of email within your marketing efforts to promote a business's products and services, as well as incentivize customer loyalty. Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services.

## Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.



## Video Marketing.

Video marketing describes the use of video content to promote or inform audiences about your brand and products. Brands can use video across a variety of digital channels and formats, including their own website, social media marketing, programmatic advertising, and more.



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It refers to the use of digital channels, platforms, and technologies to promote products, services, or brands to a target audience. It's a dynamic and versatile field that leverages the power of the internet and ...

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