**The Understanding of Digital Marketing Philosophy**

**and Fields**

The purpose of Marketing and Advertising at the beginning of 1990’s was to provide people with knowledge and strategies of Digital Marketing, at the right time; actually they focused on how to message relative people on this subject at the right time and in the correct way.

The main point in this case was changes between old traditional marketing that ruled markets until then, and innovations including changes of course of already modern Digital Marketing of new era, the center of which was actually ‘’Digital’’ (the way that Marketing would be hence practiced on Internet, strategies, and mainly what kind of messages, the way and time it would give to concerned people, but generally everybody.

After almost thirty (30) years Digital Marketing has become more complicated than ever, due dominating financial situation, current rules adapted to the needs of globalization. New tools and platform, data sources, changes and strategies are like brainstorm today for Marketers. These new practices aims at best use of them, and how goals based on needs of marketers can best be reached, by also being useful to consumers. This is indispensable terms for delivering the right messages, adapted to the needs of markets in general, and at second levels how consumers can profit from them, as much as possible to their profit.

Digital Media deal with things like who you are, what you like and you don’t like and where you are you’ve been online. These new practices and digital strategies show the difference of treating marketing in the old traditional channels and modern Media Channels, involving actually Digital Marketing.

**Types of Different Media**

Throughout years (from 1990 actually till today) there has been big change on Digital Channels. For the first 10 years (from 1990-2000 approx), the dominating model of Digital Marketing was first say, paid search, (for ex. Google Word Ad) and paid advertisement online (Double Click Banner Ads). Paid Media is exactly this, the Digital Channels for which a company/users pays to use.

Another side of this is owned media. This is a term used to define any media means or platform of a Company, that uses and controls for a relative audience. Some of the usual types of digital media are the dot.com sites online, email marketing of subscribing members, and company blogs. Both paid and owned media, use clicks in order for control and analysis. Let’s note here, that if a user clicks, this is useful for company to know more on course and further progress of it, but it’s still not enough to know more or everything on this.