Digital Marketing

Digital marketing is 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.

Methods are,

search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, email direct marketing, display advertising, e–books, and optical disks and games

Search Engine Optimization - Maximizing popularity by ensuring that the website occurs high on lists in search engines

Search Engine Marketing - SEO (Unpaid) + Paid Advertising (Paid Advertising - buying traffic thru paid search listings)

Awareness can be done using various digital platforms like YouTube, Facebook, etc

Digital Marketing tools,

Google Trends - website by Google that analyzes the popularity of top search queries

Google Keyword Planner - plans targeted keywords in our ads

Ahrefs - Tool  
AppAnnie.  
Serpstat.  
SimilarWeb.  
Buzzsumo.  
Facebook Audience Insights.