**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.

**KEY TAKEAWAYS**

* Digital marketing is the use of the Internet to reach consumers.
* Digital marketing is a broad field, including attracting customers via email, content marketing, search platforms, social media, and more.

#### Key Performance Indicators (KPI)

### Website Marketing

### Pay-Per-Click (PPC) Advertising

### Content Marketing

### Email Marketing

### Social Media Marketing

### Affiliate Marketing

### Video Marketing

### SMS Messaging

## Digital Marketing Challenges