

## Week 1 - Day 01 (27 June 2025)

### 1.1 Digital Marketing & Its Significance

Digital Marketing is the practice of promoting products, services, or brands using online platforms such as websites, search engines, emails, and social media.

It offers several advantages over traditional marketing, including:

- Cost-effectiveness
- Wider audience reach
- Targeted advertising
- Measurable results

During our training, we explored various areas such as:

- Email Marketing
- Website Development
- Keyword Planning
- LinkedIn Marketing
- Canva AI Tools
- SEO Strategies
- Social Media Campaigns
- PPC Advertising

The portfolio website project further emphasized the importance of digital marketing in building visibility and credibility. In today's digital era, it has become an essential tool for business growth and professional success.

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### 1.2 Introduction to Email Marketing

**Email Marketing** is one of the most effective digital marketing strategies that uses emails to promote products, services, or brands while building strong customer relationships.

It enables businesses to:

- Directly reach their audience with personalized messages, updates, and offers.
- Send newsletters and promotional content.
- Maintain customer engagement and increase brand loyalty.

Tools like **Mailchimp** simplify the process by offering:

- Pre-designed templates
- Automation for campaigns
- Analytics to track performance

Compared to traditional marketing, email marketing is **faster, cost-effective,** and **measurable**, making it a vital part of modern digital marketing strategies.

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**Date:** 27 June 2025

**Training Module:** Digital Marketing Basics

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