# What it is Digital Marketing:

Digital advertising has transformed how companies promote their products and services, moving from the offline environment to the digital world. Advertising campaigns and creativity are a challenge to attract users' attention in the online world.

Previously, companies used to advertise offline through brochures, magazines, newspapers, etc, hoping that their advertising message would be seen by the right people at the right time.

Now, the internet and digital tools have arrived to provide endless opportunities for companies and marketing professionals with online advertising.

Today's companies take advantage of being found by anyone, sending messages through different digital channels, making online sales, analyzing results, and verifying the fulfillment of objectives in real time.

All of this is part of a reality that we know as digital advertising. Join us in this article so you can learn everything about online advertising, its importance, advantages, types, and examples.

What Is Digital Advertising?

This new way companies now have to advertise has also brought with it the possibility of using and combining different digital media formats, such as images, videos, audio, etc., in any type of online advertising.

The daily use of the Internet and the constant consumer changes have caused companies to compete for the different advertising spaces provided by Google, YouTube, and Facebook, among others.

Online advertising has come to increase the reach of companies, facilitate the channels in which they promote themselves, transform the formats in which they transmit their messages, and change how they are created, sold, and measured.

Difference Between Advertising And Digital Marketing?

Well, that's not true since we call digital marketing the entire set of actions and strategies carried out to give visibility and promote a business through different digital platforms on the internet.

On the other hand, digital advertising refers to the main tool that digital marketing has to promote a company's brand and products or services through different online channels.

Why is digital advertising important for a company?

The importance of digital advertising lies in the great reach and spotlight it can give a company to reach its target audience and make it take actions that allow it to achieve various objectives.

Online advertising has become the fundamental tool to promote brands, products, or services in a much faster and easier way. This is because, with digital advertising, we can establish greater control over our advertising campaigns.

For example, we can decide when, how and where a campaign will be launched, which audience we will target, and what content formats we will share.

Undoubtedly, it is impossible to refuse to adopt digital advertising and enjoy its benefits. That is why we want you to know the main advantages that online advertising has for companies:

**Reach and Brand Awareness:**Increasing your company's reach is much easier when you can display advertisements 24 hours a day, 365 days a year.

**More Actual Distribution**: Assessment the target audience based on social demo graphic aspects, lifestyle, personality, and interests is a authority compared to traditional advertising

**Lower costs:** Online advertising is cheaper than conventional advertising since we only pay for the results obtained.

**Measurement:** It is now possible to measure the results of each of our ads, thanks to different digital advertising tools such as Google Analytics.

**Six Types of Digital Advertising That You Should Implement In Your Company**

1. **Search engine advertising**
2. **Display advertising**
3. **Native advertising**
4. **Advertising on social networks**
5. **Email marketing**
6. **Remarketing**

Now that we know what digital advertising is and its importance, we will talk about the six (6) main types of advertising that every company should implement.

However, before we want to use any of these types of advertising, it is necessary to evaluate the specific objectives of the company and the budget available to invest in digital advertising.