



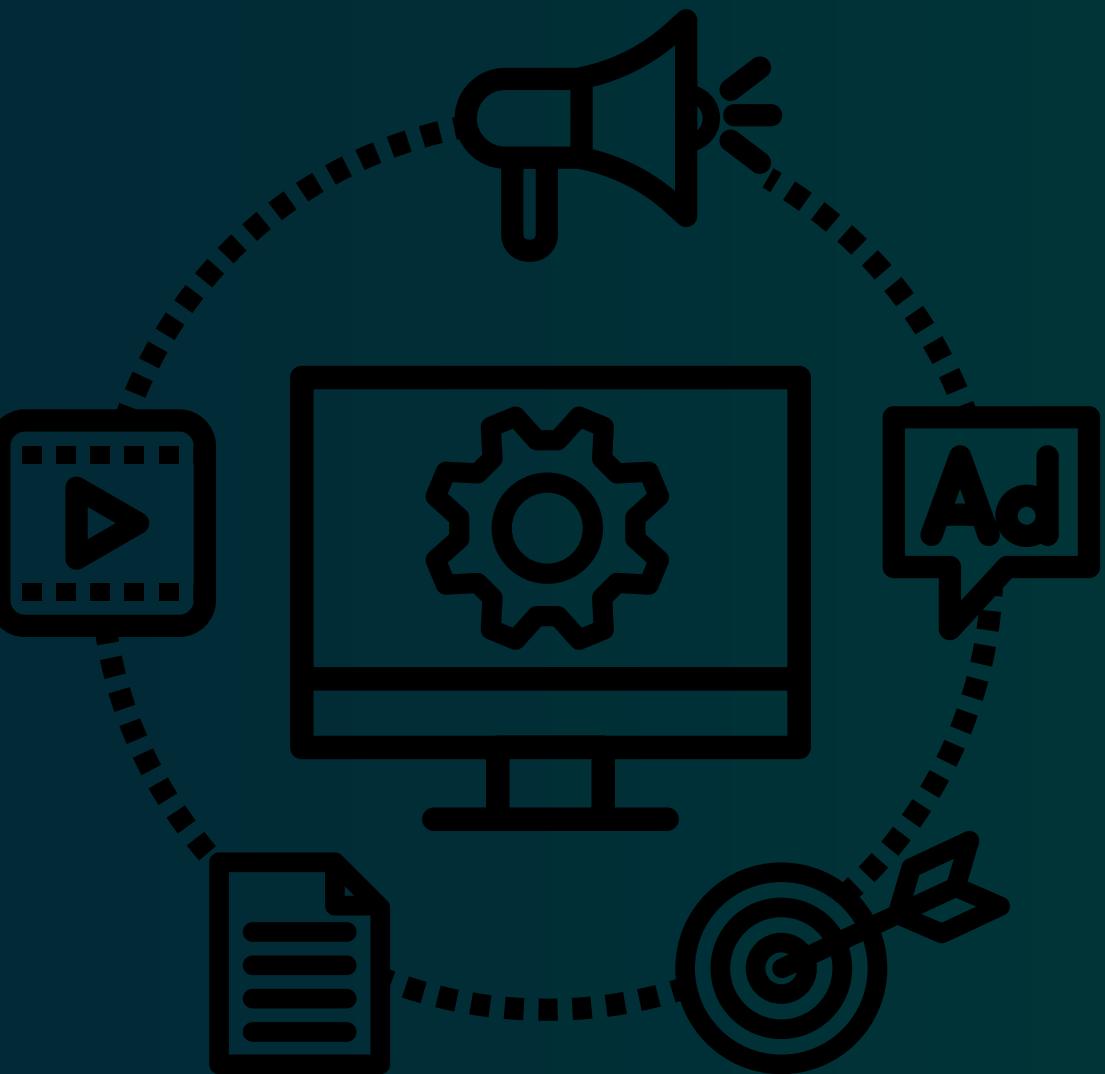
WELCOME TO

# DIGITAL MARKETING

DIGITAL MARKETING  
HUB

# What is Digital Marketing?

- Digital marketing refers to the promotion of products or services using digital channels.
- These include search engines, websites, social media, email, and mobile apps.
- It's measurable, targeted, and cost-effective.



# Importance of Digital Marketing

- Reaches a global audience
- Cost-effective compared to traditional marketing
- Engages customers directly through personalized content
- Measurable results with data analytics



# Key Components of Digital Marketing

- Search Engine Optimization (SEO) – Improve website visibility on search engines.
- Social Media Marketing (SMM) – Promote via platforms like Facebook, Instagram, LinkedIn.
- Email Marketing – Personalized messages to connect with leads/customers.
- Content Marketing – Blogs, videos, and infographics that provide value.
- Pay-Per-Click (PPC) – Paid ads like Google Ads



# Career and Business Opportunities

- Digital marketing skills are in high demand
- Careers: Digital Marketer, SEO Specialist, Social Media Manager, Content Creator
- Small businesses use it to grow online
- Freelancing and remote job opportunities



# Digital Marketing

# Thank You For Attention

See You Next



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