**Internet Marketing**

# Agenda

* Introduction of Marketing
* What is Internet Marketing
* Email Marketing
* Search Engine Marketing
* YouTube Marketing
* Facebook Marketing
* Linkedln Marketing

**What is Marketing?**

* Marketing is the activity, collection of instructions, and procedures for developing, conveying, delivering, and exchanging and value-added offering for customers, clients, partners, and society as a whole.
* Marketing is basically **understanding your clients;** creating and maintaining relationships with them.

**What are the components of Marketing?**

* Communication
* Brand Voice
* Pricing
* Market Research
* Customers Psychology
* Effectiveness
* Campaigns

**What is Digital Marketing?**

* Digital Marketing, often known as online marketing, **is the promotion of** **brands** through the **internet** and other kinds of digital channels in order to engage with potential customers.
* Various digital marketing channels include;
  + Google/Bing Search
  + Facebook/Instagram…
  + Video Platforms -YouTube
  + Linkedln

**Marketing Management**:

* It involves engaging and understanding the desires of potential customers from products quality to products packaging.
* Analyzing current market position and developing goals for desired market dominance.
* Developing innovation marketing campaigns to set out brand messaging.
* Use of competitive digital space to gain public attention.
* Analyzing strengths and weakness of the company.

**What is Internet Marketing?**

* The tactics used to advertise and service online and through other digital means are referred to as the internet marketing.
* Customer online activity is used in internet marketing to link them with a business by reaching out to them in number of areas on the internet.

**Components of Internet Marketing:**

* Email Marketing
* Search Engine Marketing
* YouTube Marketing
* Facebook Marketing
* LinkedIn Marketing

**Email Marketing:**

* The act of sending promotional messages to large number of people is known as email marketing.
* Its purpose is usually to produce sales or leads, and it may also include advertising.
* Let’s see an example of details of understanding.

**Objectives of Email Marketing:**

* Landing promotional messages in inbox.
* Achieving low unsubscribe rate.
* Creating Customized content.
* Finding fresh email to promote.

**Search Engine Marketing**

* Online ads can be found everywhere: they follow you about as you read the news, check social media, and look for information, reminding you of thing’s forgotten to buy or offering services the appear to be tailored to you.

**What is SEO?**

* The process of optimizing your website to make it more visible when people use Google, Bing or other search engines to look for products or services related to your business.
* The higher your pages exposures in search results, the more chances you are to attract attention and attract and existing clients to your company.

**What is YouTube Marketing**

* YouTube marketing is a method that entails generating videos and publishing them on YouTube in order to increase publicity for a business or product.
* It assists business in increasing traffic, expanding their consumer base, and reaching out to new audience.

**YouTube as a Platform:**

* YouTube has 2.3 billion monthly active users.
* Every hour almost 30, 000hrs od content gets uploaded into YouTube.
* Google bought YouTube for $1.65 billion in just one and half her of its launch.
* YouTube is monetized.

**Most popular Types of Videos on YouTube:**

* Gaming
* Makeup and Beauty
* Review and Unboxing
* Vlog
* Health and Fitness.

**Why is Facebook an excellent marketing tool:**

* Has a global reach.
* Provides highly focused paid advertisements.
* Allow for organic reach
* Integrations with various marketing channels are possible.

**LinkedIn Marketing:**

* LinkedIn is most famous in lockdown time in India after jobless from office then this platform is helpful for all sales marketing and all over company.

**Most famous tool:**

* Create emotional posts of varying length.
* Using hashtags for posts.
* Share your website/blog.
* Be consistent with posts **and stories.**

**Summary of Course**

* We learnt about marketing and its important in digital space.
* Then we discussed about internet marketing in today’s world.
* Furthermore, we learnt about Email Marketing in today’s world.
* We also saw ways to enhance your YouTube channel.
* At the end we discussed about SEO (Search Engine Optimizing) Marketing and also understoodthe working of Facebook and LinkedIn in terms of marketing management**.**

THE END

Survival