

## Welcome to digital marketing



September 03, 2023

[Digital marketing](#)

**Digital marketing**, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication.

This includes not only email, social media, and web-based advertising,

but also text and multimedia messages as a marketing channel.

Digital marketing can be broadly broken into eight main categories including:

**affiliate marketing**, content marketing, email marketing, marketing analytics, mobile marketing, **pay-per-click**, search engine optimization and social media marketing

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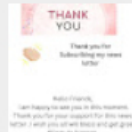


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