

A Beginner's Guide to Digital Marketing: Everything You Need to Know

- **What is digital marketing**
- **Why Digital Marketing matters**
- **Types of Digital Marketing**
- **Why Digital Marketing helps Bussiness**

BEGINNER'S GUIDE
TO DIGITAL MARKETING

WHAT IS DIGITAL MARKETING

Digital Marketing is the practice of promoting products, services, or brands using digital platforms and technologies. It's just a fancy way of saying: "using the internet and digital tools to get the word out about something you want people to know about."



Why Digital Marketing Matters

Digital marketing matters because it allows businesses to reach a global audience cost-effectively and with precision. It provides measurable results, real-time insights, and the ability to engage with customers directly, helping brands build trust and stay competitive in a rapidly evolving digital world.



TYPES OF DIGITAL MARKETING

There are several channels and methods of digital marketing, each offering unique benefits. Let's explore the most common types:

- Search Engine Optimization
- Social Media Marketing
- Search Engine Marketing
- Content Marketing
- Email Marketing
- influencer Marketing
- Pay per click Advertising



Types Of Digital Marketing

- Search Engine Optimization : SEO is the process of improving a website's visibility on search engines like Google.
- Social Media Marketing: Social media marketing is about using platforms like Facebook, Instagram, Twitter, LinkedIn, and others to promote a brand.
- Search Engine Marketing : Search engine marketing (SEM) is the practice of using Paid advertising to increase a website visibility on serp
- Content Marketing : Content marketing involves creating and sharing valuable content like blogs or articles to engage potential customers
- Email Marketing: : Email marketing is a direct form of communication with your audience through emails.
- Pay per click :: PPC advertising is a form of paid digital marketing where advertisers pay each time someone clicks on their



CALL TO ACTION

CONTACT US :



Phone :

9317788822



Email :

www.excellencetechnology.in