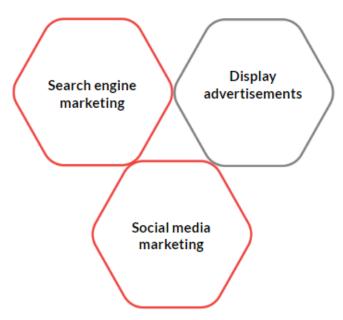


### Summary

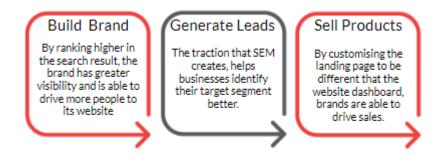
## Paid Digital Media Channels

Any external media employed by a brand with a paid placement is called PAID media. Most often Paid Media occurs in the form of advertising or sponsorship. Main Purpose of this media is Scalability. When using this media, you intend to spread awareness about your brand and increase your customer base. In this session you studied:



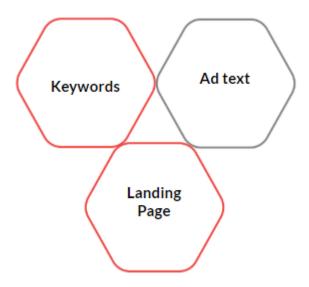
# Search Engine Marketing

In this session, you studied search engine marketing, a paid marketing channel and compared it against search engine optimisation, an organic method of ranking higher in various search results. The main purpose of SEM is trifold.



Finally, you studied the three main components of SEM ads:





## Display Advertisement

In this segment, you studied display advertising. It is essentially advertising on websites or on apps or on social media websites through banners and other ad formats made of text, images, flash, video, and audio. The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors. Loosely display ads can be bucketed into 3 categories:

#### Banner ads

The ads that appear on the sides of the frame of any website. These can be leaderboards or skyscrapers.

#### Text only ads

These ads have no graphic and often meant to serve as quick links. You can see them inside youtube videos.

#### Rich Media Ads

These ads provide a rich interactive experience to the viewer and has a lasting impact. These are image and graphic heavy ads.

# Social Media Marketing

In this segment, you studied the final leg of digital marketing: social media marketing. Throughout the consumer decision-making process, social media marketing serves the following purpose:

#### Awareness stage

- Increase brand awareness
- Increase reach and impressions
- Build an online community for the brand

#### Consideration stage

- Engage users
- Get traffic to brand's blog or landing page
- Get users to fill up a lead form.

#### Purchase stage

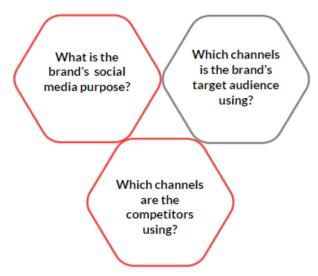
- Converting users into customers
- Increasing your revenue
- Reducing cost of acquiring a new customer.

#### Delight stage

- Manage and build online reputation
- Provide customer service.

Now, when a brand decides its social media strategy, the following are the key considerations:





Disclaimer: All content and material on the UpGrad website is copyrighted material, either belonging to UpGrad or its bonafide contributors and is purely for the dissemination of education. You are permitted to access print and download extracts from this site purely for your own education only and on the following basis:

- You can download this document from the website for self-use only.
- Any copies of this document, in part or full, saved to disc or to any other storage medium may only be
  used for subsequent, self-viewing purposes or to print an individual extract or copy for noncommercial personal use only.
- Any further dissemination, distribution, reproduction, copying of the content of the document herein
  or the uploading thereof on other websites or use of content for any other commercial/unauthorized
  purposes in any way which could infringe the intellectual property rights of UpGrad or its
  contributors, is strictly prohibited.
- No graphics, images or photographs from any accompanying text in this document will be used separately for unauthorised purposes.
- No material in this document will be modified, adapted or altered in any way.
- No part of this document or UpGrad content may be reproduced or stored in any other web site or included in any public or private electronic retrieval system or service without UpGrad's prior written permission.
- Any rights not expressly granted in these terms are reserved.