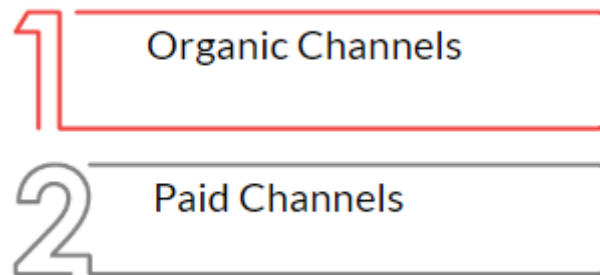


Summary

Organic Digital Channels

Digital Marketing channels can be divided into two main components:

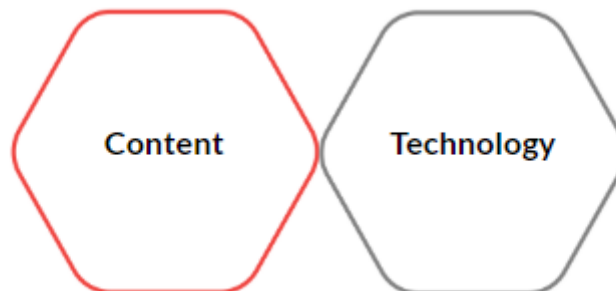


In this session, you studied the organic digital marketing strategy. These essentially have two types: Search engine optimisation and email- campaigns.

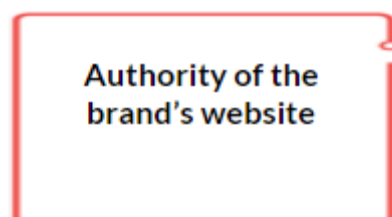
Search Engine Optimisation

Search marketing strategies are used to increase any firm's presence online so that whenever a potential customer searches for their brand or a related service, their owned media assets are displayed at the top of search results.

On-page SEO refers to all the activities that you can perform on your site to improve its ranking. It is further divided into two parts:



Off-page SEO, on the other hand, refers to all the activities you perform away from your site to improve its ranking. An important aspect of Off-page SEO is the Authority of your website in Google's eyes.



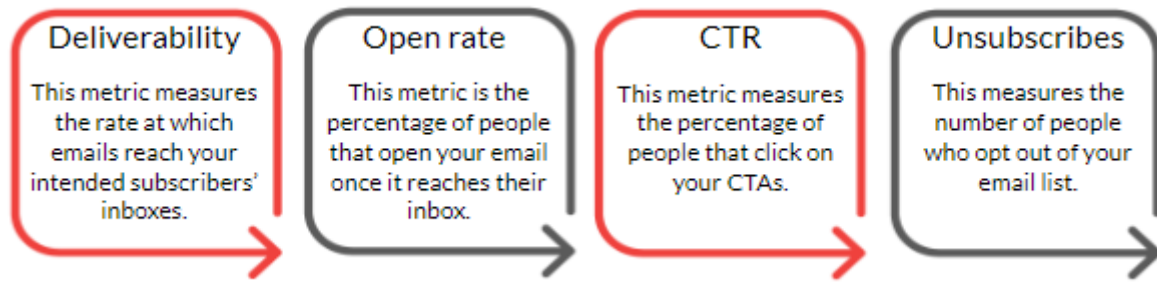
Content	Technology	Authority
<ul style="list-style-type: none"> Keywords people most likely use on search engines to find your product Commonly used words or phrases in your content The user problems your product or service solves 	<ul style="list-style-type: none"> Responsive Design Accelerated mobile pages Quick Loading on mobiles Lazy Loading International languages inclusion 	<ul style="list-style-type: none"> Brand awareness Product marketing Lead generation and Lead nurturing Content promotion Building relationships

E-mail Campaigns

The broad framework that will help any brand create an effective email marketing campaigns comprises of 6 main steps:

- 1 Define your audience
- 2 Establish your goals
- 3 Building an email list
- 4 Choose an email campaign type
- 5 Make an email schedule
- 6 Measure your results

There are four key metrics to pay attention to when evaluating the effectiveness of any email marketing campaign:



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