Summary

Organic Digital Channels

Digital Marketing channels can be divided into two main components:


1. Organic Channels
2. Paid Channels
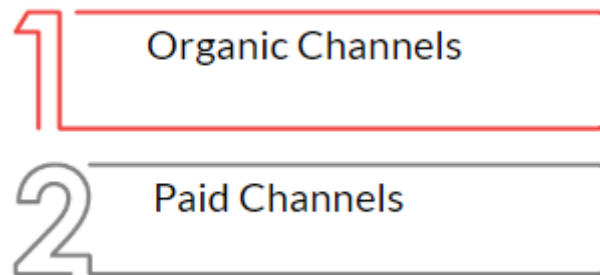
In this session, you studied the organic digital marketing strategy. These essentially have two types: Search engine optimisation and email- campaigns.
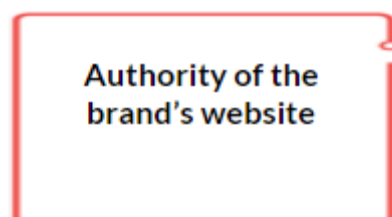
Search Engine Optimisation

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:

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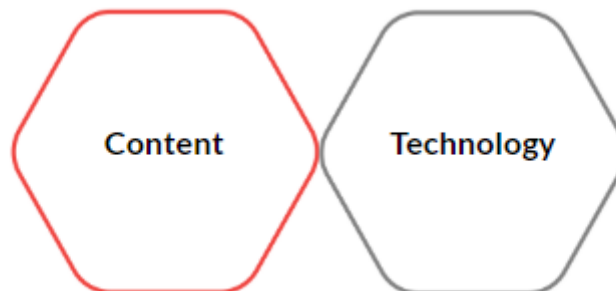
Off-page SEO, on the other hand, refers to all the activities you perform away from your site to improve its ranking. An important aspect of Off-page SEO is the Authority of your website in Google's eyes.
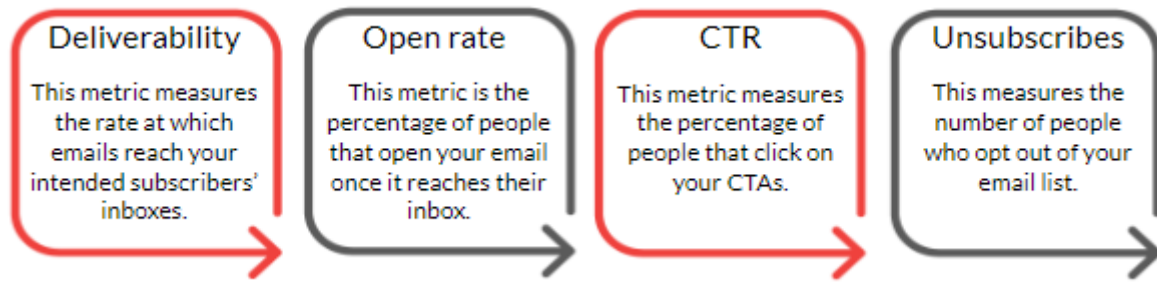

Authority of the brand's website

Content	Technology	Authority
• 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	• Responsive Design • Accelerated mobile pages • Quick Loading on mobiles • Lazy Loading • International languages inclusion	• 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:

upGrad

Deliverability	Open rate	CTR	Unsubscribes
This metric measures the rate at which emails reach your intended subscribers' inboxes.	This metric is the percentage of people that open your email once it reaches their inbox.	This metric measures the percentage of people that click on your CTAs.	This measures the number of people who opt out of your email list.