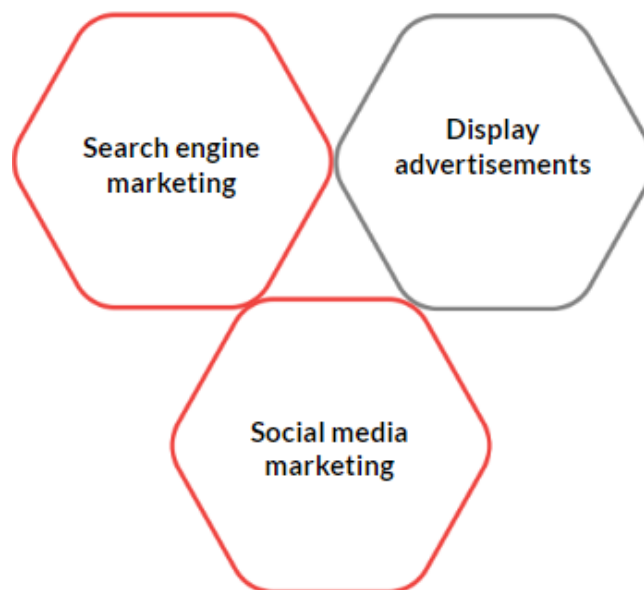


Summary

Paid Digital Media Channels

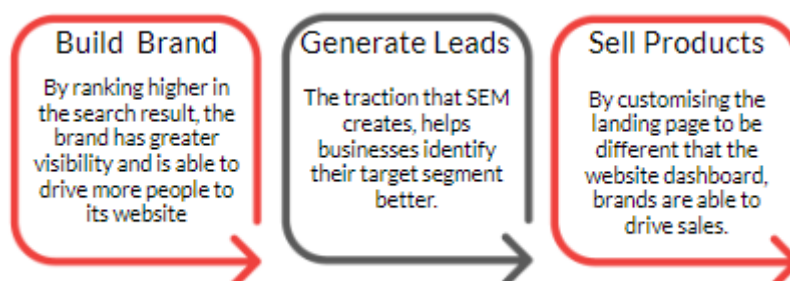
Any external media employed by a brand with a paid placement is called PAID media. Most often Paid Media occurs in the form of advertising or sponsorship. Main Purpose of this media is Scalability. When using this media, you intend to spread awareness about your brand and increase your customer base.

In this session you studied:

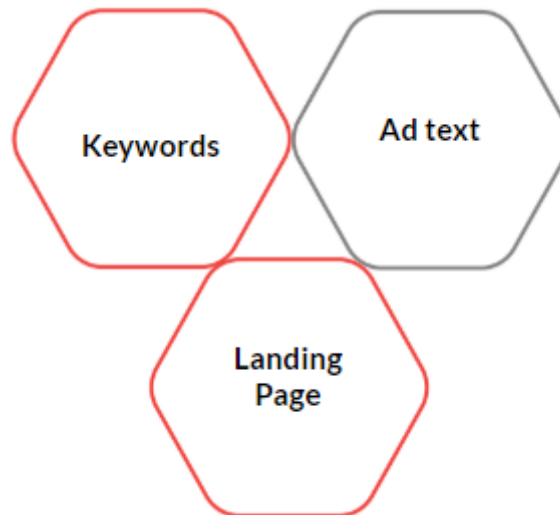


Search Engine Marketing

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:



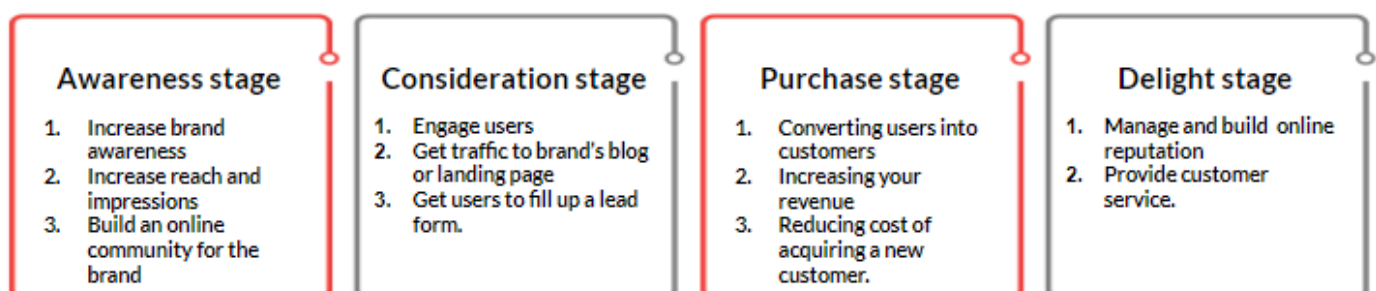
Display Advertisement

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:

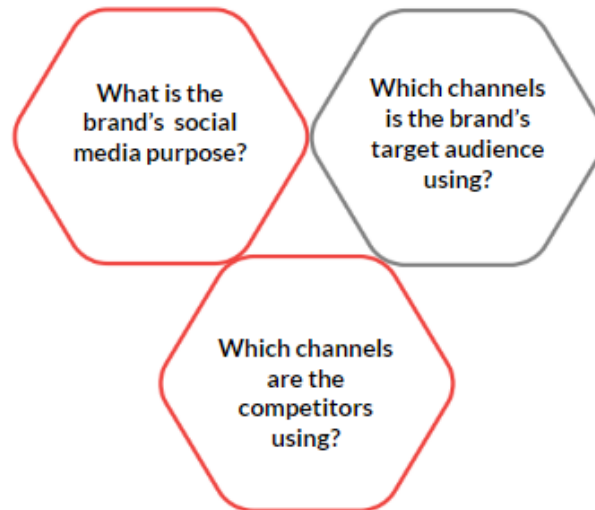


Social Media Marketing

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:



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



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