***DIGITAL MARKETING***

To use digital channels to market product and services to reach consumers is known as digital marketing. Website, mobile devices, social media, search engines and other similar channels are included in this type of marketing. In the 1990’s it become popular with the advent of the internet. digital marketing and traditional marketing has some common principles and often considered new way for companies to approach costumers and understand their behaviour.

**WHAT IS DIGITAL MARKETING AGENCY?**

a digital marketing is a agency that deals exclusively in marketing consumers through digital channels. Creating, launching campaigns for cooperate clients through social media, pay-per-click, advertising, vedios, website, among others all are included in this.

**WHAT IS SEO IN DIGITAL MARKETING?**

To increase traffic through search engines with the target of pushing their websites and names at the top of any search result page is known as seo or search engine optimization. Organically and editorially, this can be through search results done. When companies use seo in digital marketing strategies, their names and website become increasingly visible to more costumers.

**WHAT IS AFFILIATE MARKETING?**

To make money by promoting someone else business is called affiliate marketing. Process will be same in both the business either you are a promoter of the business or the business who works with the promoter. Revenue sharing model is used in this process. You will get a commission every time someone purchase the item that you promote, if you are affiliate. You pay affiliate for every sale they help you make, if you are a merchant. marketers choose to review the products of just 1 company, some marketers, perhaps on a blog or other third-party site. Others have relations with multiple merchants. If you're a retailer and you choose to work directly with affiliates, there are [many things you can do](https://www.postaffiliatepro.com/blog/10-tips-on-how-to-find-affiliates-to-sell-your-products/) to make your program appealing to potential promoters. affiliates with the tools that they need to succeed, you will need to provide. Marketing tools and pre-made materials are included in this for greater results.