



# **THE FUNDAMENTALS OF DIGITAL MARKETING**

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## What is digital marketing?

Digital marketing is marketing your product, whether a good or service, through digital means. It involves marketing through online mediums and can be understood as the opposite of traditional marketing.

**BOORD**

# FUNDAMENTALS OF DIGITAL MARKETING



Digital marketing constitutes all the modern marketing techniques and is a growing marketing trend, which is why it is important to learn about the fundamentals of digital marketing. It has opened many avenues for different organizations, and every brand has to imperatively employ digital marketing techniques for leading their business successfully, Also a career in Digital Marketing is in huge demand.

# Fundamentals of Digital Marketing

## 1. SEO

The first and the most inexpensive part of the fundamentals of digital marketing is SEO which stands for Search Engine Optimization. It is one of the best and simplest ways to increase a brand's visibility.

SEO can be explained as the process of optimizing the content through the strategic use of keywords and complying with the algorithm of search engines so that during a search on Google, Bing, Yahoo, or any other search engine, they index the content and show it to the right people.

The more visibility one can get through a search, the more are the chances of attracting traffic and potential consumers. This explains why understanding SEO is important. The Internet has become the top medium for people to get information, so if businesses want to get noticed and get ranked on a search, they have to invest in SEO activities.

SEO is the organic way of gaining traffic. It is through the bots that Google or any other search engine uses that indexes the content. The bots crawl the web, and using various algorithms, they analyze the content index and then decide in which order the content would appear in the search results.

While SEO can be done free of cost, you can also invest in SEM practices. Search engine marketing is a paid advertising practice to increase visibility on SERP. Get to know more about it with the free Search Engine Marketing course.

## 2. Online Advertising

Where SEO was referred to as the inexpensive aspect of the fundamentals of digital marketing, online advertising is the paid aspect, also termed as paid media. When you search on Google, let's say free courses with certificates, on the top of the search results, you would notice some links before which the word, Ad is mentioned. This is an example of online advertising. All those ads that pop up on your screen while you are scrolling through Facebook or Instagram are also examples of paid media.

There are many channels for online advertising like Youtube ads, Facebook ads, LinkedIn ads, Instagram ads, Google ads, PPC Campaigns, etc. Brands have to identify what works best for them and which channel would be the best way to reach their target audience.

Online advertising is considered the best way to reach the target audience and increase brand awareness.

The mediums like Google and Facebook.