**Fundamentals of digital marketing**

**Digital marketing** is the component of [marketing](https://en.wikipedia.org/wiki/Marketing) that uses the [Internet](https://en.wikipedia.org/wiki/Internet) and [online](https://en.wikipedia.org/wiki/Online)-based [digital technologies](https://en.wikipedia.org/wiki/Information_technology) such as [desktop computers](https://en.wikipedia.org/wiki/Desktop_computer), [mobile phones](https://en.wikipedia.org/wiki/Mobile_phone), and other [digital media](https://en.wikipedia.org/wiki/Digital_media) and platforms to promote products and services.[[2]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-2)[[3]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-3)

It has significantly transformed the way brands and businesses utilize technology for [marketing](https://en.wikipedia.org/wiki/Marketing) since the 1990s and 2000s. As digital platforms became increasingly incorporated into marketing plans and everyday life,[[4]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-4) and as people increasingly used [digital devices](https://en.wikipedia.org/wiki/Digital_devices) instead of visiting physical shops,[[5]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-5)[[6]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-6) digital marketing campaigns have become prevalent, employing combinations of methods. Some of these methods include: [search engine optimization](https://en.wikipedia.org/wiki/Search_engine_optimization) (SEO), [search engine marketing](https://en.wikipedia.org/wiki/Search_engine_marketing) (SEM), [content marketing](https://en.wikipedia.org/wiki/Content_marketing), [influencer marketing](https://en.wikipedia.org/wiki/Influencer_marketing), content automation, campaign marketing, [data](https://en.wikipedia.org/wiki/Data)-driven marketing, [e-commerce](https://en.wikipedia.org/wiki/E-commerce) marketing, [social media marketing](https://en.wikipedia.org/wiki/Social_media_marketing), [social media optimization](https://en.wikipedia.org/wiki/Social_media_optimization), [e-mail direct marketing](https://en.wikipedia.org/wiki/Email_marketing), [display advertising](https://en.wikipedia.org/wiki/Display_advertising), [e-books](https://en.wikipedia.org/wiki/E-book), and [optical disks](https://en.wikipedia.org/wiki/Optical_disc) and games. Digital marketing extends to non-Internet channels that provide digital media, such as [television](https://en.wikipedia.org/wiki/Television), [mobile phones](https://en.wikipedia.org/wiki/Mobile_phone) ([SMS](https://en.wikipedia.org/wiki/SMS) and [MMS](https://en.wikipedia.org/wiki/Multimedia_Messaging_Service)), callbacks, and on-hold mobile ringtones.